PALLAVI KESHRI

8 Years Experienced | Salesforce Administrator | Pardot Specialist |
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CAREER OBJECTIVE

To secure a challenging position as software professional and make use of my technical skills to achieve goals of a company.

Certifications

- **Salesforce Certified Administrator (ADM 201)**
- **Salesforce Certified Pardot Specialist**
- **Salesforce Certified Pardot Consultant**

Work Experience

- Pardot Senior Support Engineer-Tier2 at Salesforce.com – Hyderabad – From June 2019 to present.
- Salesforce Developer at **Cloudweb Solution** – Nagpur – Feb 2018 to June 2019.
- Software Engineer Analyst at **Accenture** – Gurgaon – Oct 2014 to Feb 2018.

Key Projects

SALESFORCE.COM - HYDERABAD   ROLE: Sig Senior Support Engineer June'19 to Present

- Developed forward-thinking solutions to expected technical issues.
- Improved customer satisfaction by finding creative solutions to problems.
- Worked on almost all areas of Pardot.
- Worked on cases related to Engagement studio, Automation Rule, Segmentation list, email template, connected campaign, connector set-up.
- Worked on email domain and tracker domain set-up, sync issue, import issue and Pardot lighting app, and B2BMA Set-up.

USA Cricket & ICA (Enhancement support)   ROLE: Application Developer (Cloudweb) Feb'18 to June'19

- Worked on Sales Cloud, enhancement and support project.
- Responsible for developing new modules, enhancement, fix bugs in the project.
- Have knowledge on SQL/SOQL language.
- Worked on bug fix/enhancing the code apex, triggers, batch wherever required.

- To create fields, page layouts, custom objects and managing them.

- To create validation rule, assignment rules, duplicate rules based on user's requirement.

- To create logical formula fields with proper functions to meet user's requirement.

- To create profiles, permission set wherever necessary.

- To create criteria based and user base sharing rule wherever necessary.

- To create reports and dashboards based on the needs.

- To create workflow rule and process builder

- Also data import and data loader.

- To troubleshoot problems wherever necessary.

TABS (Enhancement support)   ROLE: Application Developer (Cloudweb) Feb'18 to Present

- Worked on the Pardot used for B2C type.
- Pardot administration and configuration.
- To design and implement Pardot solutions that meet customer business requirements, are maintainable and scalable, and contribute to long-term customer success.

- Gathered requirements regarding data migration from their local CRM.

- Used tools such as Data-loader and Simple Import to migrate their data to Salesforce.

- Added Duplicate Rules to maintain data cleanliness and accuracy for future use.

- Created Users and assigned those Profiles as required.

- Designed, setup and maintained Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles.

- Created Permission sets for specific Users.

- Installed other apps from Appexchance according to the business requirement.

- Imported data for their Pardot account.

- Added Users in Pardot and assigned them Roles.

- Set Email Preferences for users according to their requirement.

- Added Salesforce Connector to sync their Pardot and Salesforce accounts.

- Created, and mapped custom prospect fields to appropriate Salesforce fields.
- Created and assigned permission sets such as 'Pardot Connector User' to specific Users in Pardot.
- Created Email Templates, Landing Pages, Forms for Pardot.
- Created Drip campaigns using Engagement Studio.

Walmart (Development)   ROLE: Application Developer Analyst (Accenture) May '17 to Feb'18

- Responsible for configuration, customization with a team of 8.
- Responsible for transforming business logic with Jira task, write configurations, manage.
- Implement Jira task/ story as write functionality, debug, test, deliver in agile methodology.
- Interact with business analyst and to deliver high-performance deliverability.
- Deployment using changeset and IntelliJ IDE.

RIO TINTO (Development)   ROLE: Application Developer Asso.   Oct'14 to Feb 2016

- Enterprise Portals: Good knowledge in Enterprise Portals 7.4 and well versed in Content development, hands-on experience in Content management, involved in customization of Masthead and Login screen, possess good technical knowledge in Content Administration and User Administration and knowledgeable in KM and Collaboration.
- Having a working knowledge of SAP NWDS IDE, NWDI,
- Customized Portal Login Screen.
- Customization of Framework page.
- Customization of Top Level Navigation
- Developed Work sets and Roles to meet the customer requirement.
- Integrated BSP Applications in Enterprise Portals as BSP iViews.
- Created Portal Desktop and assigned to the user.
- Custom Rule Collection.
- Created Portal Groups and assigned appropriate User to Groups.
- Created Custom Page Layout for the desktop inner page.
- Involved in Unit Testing for each scenario of the project.
- Content Administration and Portal objects (creation of iView, pages, work-set, and roles).
- User Administration & System Administration.
- Portal Configurations & Customizations, Knowledge Management & Collaboration, UWL.
- Worked on the SENCHA Application i.e. EXTJS.

- Worked on the enhancement as well as bug fix for sencha application.
- Worked on the customization of standard SAP UI5 control.
- Worked on related SAP UI5 issue.

ACADEMIC QUALIFICATIONS

B. Tech (Electronic & Communication)	Sapthagiri College of Engineering, Bangalore	69.8	2010-2014
XII (H.S.C)	CBSE	79.2	2009
X (S.S.C)	ICSE	83.4	2007

Extra-Curricular Activities

- Winner of Accenture- Gurgaon Table Tennis championship
- Member of CSR (corporate social responsibilities) Team

PERSONAL DETAILS

Father's Name   : Mr. Ashok Kumar Keshri
Mother's Name   : Mrs. Pushpa Kumari
Date of Birth   : 09-January-1992
Nationality   : Indian
Permanent Address   : C/O –Ashok Kumar Keshri,
                         Street –Makhania Kuan Road,
                            City/Dist.-Patna-800004,
                        Bihar.