

# Shyam Maheshwari

Salesforce Developer/Administrator || Project Manager @ ALLEN Digital  
Salesforce Certified Platform Developer I | Salesforce Certified Administrator  
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## Professional Summary

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- Seasoned professional with 14+ years in the Edtech sector, specializing in **CRM, ERP, and LMS** solutions.
- Proven expertise in **stakeholder collaboration, requirements gathering**, and agile project management.
- Highly proficient in **programming, technical analysis, and logic building**, with a strong aptitude for designing innovative solutions.
- **Certified Salesforce Administrator and Salesforce Developer I.**
- Successfully led **Salesforce implementations and integrations** for over 6 years, managing cross-functional teams and driving **IT automation** and digital marketing innovation.
- Skilled in **problem-solving, strategic thinking**, risk assessment, decision-making, **Data Analytics** and deal negotiation.

## Organizational Experience (14+ Years )

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**Project Manager/ Developer/ Administrator–Salesforce(SFDC)** Jan'19 - Present  
ALLEN Career Institute Private Limited

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- Directed **end-to-end implementation** of two Salesforce CRM instances, delivering tailored solutions for diverse business verticals and aligning systems with strategic objectives.
- Designed and deployed **Sales Cloud, Service Cloud, and Marketing Cloud**, enabling seamless operations and 360-degree customer views.
- Managed **system integrations** with ERP, LMS, CTI (Ameyo) and third-party tools/API's (Google Meet, WhatsApp, Zoom, etc), enhancing platform efficiency and user experience.
- Applied **Agile methodologies** to lead cross-functional teams, utilizing Jira for progress tracking and ensuring **on-time UAT and production rollouts**.
- Delivered robust **Salesforce configurations** and customizations, including **Apex, LWC, flows, Visualforce, and validation rules** to address complex requirements.
- Built **dynamic dashboards, reports, and analytics**, empowering data-driven decisions and enhancing team performance tracking.
- Executed successful **marketing campaigns** leveraging **Marcom tools** and integrated Google Analytics with Enhanced Ecommerce, achieving measurable ROI improvements.
- Pioneered the **transition to a digital** testing platform, replacing legacy OMR-based systems and improving operational efficiency.
- Defined and **optimized business processes** and Agent KPIs, creating actionable dashboards for performance monitoring and business metrics.
- Led **stakeholder engagement and managed vendor** partnerships (Salesforce partners, telephony providers, marketing tools) to enhance CRM capabilities.

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**Business Analyst (ERP & LMS)**  
Career Point Limited

**Apr'15 – Dec'18**

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- **Stakeholder & Agile Management:** Collaborated with stakeholders to gather and prioritize requirements using JIRA, translating them into actionable solutions aligned with strategic goals. Facilitated SCRUM meetings and Agile best practices, enhancing team collaboration and productivity.
- **Data Analytics:** Designed comprehensive performance analytics, including dashboards and reports for student progress (e.g., time analysis, question insights, and top-performer comparisons), enabling data-driven decision-making.
- **Technology Procurement & Integration:** Conducted cost-benefit analyses, negotiated with vendors, and implemented scalable, secure solutions for ERP systems, LMS, live streaming, DRM, encryption technologies, and payment gateways, ensuring optimal ROI and seamless integration.
- **Product Development & Quality Assurance:** Led the development of e-learning platforms and an online test series app, ensuring reliability through rigorous testing and defect tracking.
- **CRM Implementation:** Deployed and optimized CRM (ExtraaeEdge) systems with telephony (C-Zentrix) integration, streamlining lead management processes and increasing conversion rates.
- **Sales & Marketing Strategies:** Executed innovative sales strategies and digital marketing campaigns, driving revenue through offline (pendrives, SD cards, DVDs) and online (Amazon, Flipkart) educational marketplaces.
- **Documentation & Presentations:** Created detailed documentation for requirements, test plans, and project outcomes. Delivered impactful presentations to stakeholders, aligning project progress with business objectives.

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## Senior Software Engineer

Career Point Limited

Apr'13 – Mar'15

- **Implemented Agile methodologies**, achieving a 20% increase in project completion rates and enhancing team collaboration.
- **Researched and implemented the Career Point Blog** using WordPress CMS, successfully engaging a wider audience through effective content strategies.
- **Designed and developed Knowledge Lab**, a comprehensive video CMS using PHP and MySQL, optimizing video content management and user experience.
- **Led server management and security** for on-premises ERP and software applications, ensuring robust protection against potential threats and streamlined server operations.
- **Managed multiple website hosting** with seamless data transfers, maintaining high availability and performance across platforms.
- **Oversaw enterprise Google email services management** for the organization, enhancing communication efficiency and reliability.
- **Spearheaded UI/UX improvements** for Website (careerpoint.ac.in), resulting in a more intuitive and visually appealing user experience.
- **Collaborated in the development** of a feature-rich learning management system (LMS), **ecareerpoint.com**, used by over 50,000 users worldwide, contributing to a 60% growth in user adoption.

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## Software Developer

Career Point Limited

Jan'10 – Mar'13

- **Software Developer Projects:** ERP System (CPMS); Web Portal (eCareerpoint.com)

- **Technologies:** C#, SQL Server 2005, MySQL, Visual Studio, SVN, Git
- Involved in various phases of the **Software development life cycle (SDLC)** by gathering requirements, analysing, design solutions and development.
- Collaborated with cross-functional teams to develop solutions, increasing team's delivery rate by 20%.
- Developed and implemented **Employee Module** (Backend Admin panel & Frontend UI module for employee's Login) in C# & MS SQL.
- **Optimized and refactored legacy code**, increasing application performance by 30%.
- Created **SQL Scripts, Stored Procedures, and Database Tables** using MS SQL.
- Conduct **testing and debugging** via Visual studio to improve ERP performance, leading to a 10% decrease in application crashes.

## Salesforce Competencies – (Development & Implementation)

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| ▪ Salesforce Clouds (Sales, Service & Marketing) | ▪ SF Chatbot - Einstein AI                 |
| ▪ Low code- Flow builder & Journey builder       | ▪ Programming - APEX, SOQL, SQL & Triggers |
| ▪ API Integration -Website, ERP, LMS             | ▪ UI/UX - LWC components & Visualforce     |
| ▪ Web Services – REST & SOAP                     | ▪ IDE - VS Code, IntelliJ, Dev Console     |
| ▪ QA Tools -Postman, Developer console           | ▪ Managed & Unmanaged Packages, Changesets |
| ▪ PM Tools - JIRA, Trello, Zoho Projects         | ▪ Version Control- Bitbucket, GitHub       |
| ▪ Data Analytics- Data Loader, Tableau, Excel    | ▪ CI-CD Tool- Jenkins                      |
| ▪ Salesforce Security                            | ▪ Documentation & Presentation             |
| ▪ SDLC & Agile Approach                          | ▪ Testing & Release Management             |

## Trainings/Certifications

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- Salesforce certified Platform developer (by SALESFORCE, [Credential Id - 4944952](#))
- Salesforce certified Administrator (by SALESFORCE, [Credential Id - 4638359](#))
- Web applications using C# and ASP.NET (by Keyprompt Technologies)
- Interconnecting CISCO Networking Devices (by Silicon Infocom)

## Academic Details

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- PGDBA from Symbiosis (SCDL), in 2012
- B.E in Information Technology from Jaipur Engineering College & Research Centre (JECRC), Jaipur, in 2009.
- 12th from Aklank Public Sr. Sec. School, Kota, in 2004
- 10th from Aklank Public Sr. Sec. School, Kota, in 2002