



SWETHA MANI CHANDRA SEKARAN



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SKILLS & TOOLS

- **Salesforce:** Object Manager, Lightning App Builder, Create data models and relationships, Manage user roles and permissions, Develop reports and dashboards, Customize Lightning pages and components, Build custom apps on Salesforce, Configuration and setup, Customer Relationship Management (CRM)

ADDITIONAL SKILLS:

- **Graphic Design:** Canva (content creation, editing images and videos , greeting card design), Adobe Photoshop, Adobe InDesign
- **Office Tools:** Microsoft Word, Excel, PowerPoint
- **Social Media Management:** : Instagram, Facebook, LinkedIn, Twitter, Content Creation, I have Managed an Instagram page, focusing on editing posts and creating custom highlight icons.
@highlight_wallpaper_cover and @digimartechohana.
- **HubSpot:** Email Marketing, Marketing Automation, Campaigns, Lead Generation and Nurturing, Reporting and Analytics, Setting Up and Using HubSpot Tools.

HOBBIES AND INTERESTS

- Cooking, Drawing, and Yoga
- Learning Dutch & Classic Music (currently enhancing skills online)

SOFT SKILLS

- Adaptability
- Communication
- Teamwork
- Networking

LANGUAGE

- English C1
- Dutch A2
- Tamil Native

ACADEMIC QUALIFICATIONS

Bachelor's in Computer Science Engineering (B.E. - CSE),
Chennai Institute of Technology, CGPA: 7.23

About Me

I'm passionate about building a career in Salesforce and enjoy using the platform to streamline business processes and enhance user experiences. Over the past few years, I've actively pursued certifications and hands-on projects while engaging in continuous self-learning through Trailhead and online courses. I'm eager to apply my knowledge in a real-world setting, contribute to a collaborative team, and keep growing as a Salesforce professional.

PROJECTS

SALESFORCE CPQ PROJECT | TRAILHEAD | 2026

EduSpark

- Configured product bundles, pricing, and discount rules.
- Built quote templates for automated quote generation.
- Implemented Salesforce CPQ best practices.

Home Security

- Built configurable product bundles using Salesforce CPQ.
- Configured Product Rules and Validation Rules.
- Improved product configuration and quote accuracy.

Solar Energy

- Configured solar product bundles and pricing rules.
- Implemented validation for product compatibility.
- Automated accurate quote generation.

Home Security Renewals

- Configured subscriptions, renewals, and amendments.
- Managed contracts and order lifecycle.
- Automated subscription management processes.

Velo Bikes – Salesforce CRM & Service Model Integration

Blue Road Academy – Team Project | 2025

- Collaborated with a team to migrate Velo Bikes' unique service model from Excel into Salesforce.
- Designed a data model to track Bicycles, Customers, Service Plans, and Service Visits.
- Enabled monthly on-site maintenance tracking and automated follow-up emails for future visits.
- Improved service operations by integrating customer and service data into the existing CRM system.

Travel Approval App – Salesforce Trailhead Project | 2021

- Developed a Travel Approval app to manage employee travel requests.
- Utilized Process Builder, Flows, and Email Alerts to automate the approval process.
- Managed app access using Roles, Profiles, and Permission Sets to ensure data security.

PROFESSIONAL EXPERIENCE

• Media Analyst – IOPEX Technologies, Chennai - India.

Duration: November 2019 – January 2021

- Classified publisher websites into relevant categories (e.g., Education, Fashion, Consumer Goods, Software) using the Magnite UI Tool to support precise and effective ad targeting.
- Implemented issue resolution processes by responding to Salesforce requests, troubleshooting advertising concerns, and ensuring optimized ad delivery with minimal disruption.

CAREER BREAK:(PROFESSIONAL DEVELOPMENT(2021-2024))

After moving to the Netherlands in 2021 following my marriage, I took a career break to focus on skill development. During this time, I completed several industry-recognized certifications, showing my commitment to continuous learning and adaptability.

CERTIFICATIONS

- Salesforce Certified Administrator (Salesforce) - 2021
- Social Media Specialist Certification (MSME) - 2022
- Digital Marketing Certification (WebDschool) - 2023
- E-Commerce Course Certification (Grow Wider International) - 2023
- Adobe Photoshop Certification (Udemy) - 2024
- Salesforce Certified Associate (Salesforce) - 2025
- Salesforce Specialist Technical Training (Blue Road Academy) - 2025
- Salesforce Certified App Builder (Salesforce) - 2025
- Salesforce Certified CPQ Administrator - 2026