

SHIVAKUMAR DHUMPETI

Hyderabad, Telangana, India

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PROFILE

Salesforce and Pardot Administrator with 4+ years of experience managing Salesforce CRM and Marketing Cloud Account Engagement (Pardot). Skilled in Salesforce configuration, Flow automation, marketing automation, and CRM data governance supporting global sales and marketing teams across US, EMEA, and APAC.

SKILLS

Salesforce: Salesforce Administration, Sales Cloud, Flow Builder, Record-Triggered Flows, Validation Rules, Profiles & Permission Sets, Reports & Dashboards

Pardot: Marketing Cloud Account Engagement, Engagement Studio, Automation Rules, Dynamic Lists, Lead Scoring & Grading, Email Campaigns

Data: Data Loader, Lead Management, Duplicate Management, CRM Reporting

PROFESSIONAL EXPERIENCE

Salesforce / Pardot Administrator Oct 2021 – Present
Horiba India Pvt Limited, New Delhi

- Administer Salesforce CRM supporting global sales and marketing teams.
- Configure custom objects, validation rules, user permissions, and automation using Flow Builder.
- Develop reports and dashboards for sales pipeline and marketing performance tracking.
- Collaborate with stakeholders across US, EMEA, and APAC regions to implement CRM solutions.

Pardot Specialist Jun 2019 – Oct 2021
IIC Technologies, Hyderabad

- Implemented Pardot for multiple business units and managed marketing automation.
- Built email campaigns, landing pages, forms, and automation rules.
- Configured lead scoring, segmentation, and Salesforce–Pardot integration.

Associate Quality Analyst Mar 2014 – Jun 2019
IIC Technologies, Hyderabad

- Performed data validation and geodatabase management ensuring data quality and accuracy.

PROJECTS

Global Pardot Implementation

- Implemented Pardot marketing automation for multiple business units across US and EMEA regions.

Global Salesforce Implementations

- Implemented and maintained Salesforce CRM solutions for global clients and supported seasonal platform releases.

EDUCATION

B.Tech – Electronics and Communication Engineering
Sujala Bharathi Institute of Technology, Warangal