***Professional Summary:***

* Around 9 years of experience as a **Salesforce Developer / Administrator** IT professional, committed to maintain cutting edge technical skills and up-to-date industry knowledge.
* 3+ years of extensive experience as a **Salesforce Business Analyst and ERP Consultant in Salesforce.com.**
* Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs.
* Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase.
* Experience with Test-Driven, Agile, and Waterfall Development.
* Experience with both technical and functional aspects of Salesforce.com and understanding of its underlying principles of SAAS and Cloud Computing.
* Understanding of CRM business process like Campaign Management, Lead Management and Case Management.
* Having good experience on Salesforce Marketing Cloud (SFMS).
* Excellent in Administrative tasks like but not limited to creating Profiles, Roles, Users, Page Layouts, Permission Sets, Email Services, Approvals, and Workflows.
* Familiar with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Expertise in Apttus - CPQ and CLM Managed Packages.
* Experience working with the Vlocity platform about 1 year (incl hands-on work designing and configuring Omni script, Data raptors.
* Possess comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Case Management, Quote, Forecasting, and Call center.
* Knowledge in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.
* Experienced in Force.com Apex Classes, Apex Triggers, Integration, Web Services, Visual force and Force.com API.
* Experience developing Custom UI functionality using Visual force pages, Visual force Tags, Attributes and Controllers.
* Proficient in change management using Change Sets.
* Designed and managed Wave datasets, dash boards and lenses in Salesforce Einstein platform.
* Worked closely with Business Users in improving their business processes by suggesting the best practices that are possible through Salesforce.com -- the world's first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.
* Have good working knowledge in querying salesforce.com database using SOQL& SOSL queries using Force.com Explorer.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events.
* Experience in Salesforce Testing and Administration spanning all facets of package software and SaaS application implementation.
* Experience in bulk data migration from Excel, MS outlook and Legacy Systems to Salesforce.com using Apex Data Loader, Import Wizard.
* In depth understanding of Salesforce programming including Lightning, APEX, Force.com, and Visual Force.
* Worked on various Salesforce/Veeva integrations with SAP, Oracle and other third party systems to support Order Management module.
* Hands on experience in designing and developing dynamic web content using HTML, XML, CSS, JavaScript and other web development technologies.
* Good experience with customization of Salesforce Communities and platforms such as Market, Steel Brick.
* Hands on Experience as a Einstein Developer where created different prototypes of dashboards using external as well Salesforce data in Analytics Cloud.
* Knowledge in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

***Technical Skills:***

|  |  |
| --- | --- |
| ***Salesforce.com*** | Apex classes/controllers, Apex Triggers, SOQL, SOSL, Visual force, Pages/components,Apex Web Services, Apex Custom controllers and Extension, Lightning components. |
| ***Force.com Tools:*** | Apex Data Loader, Force.com Apex Explorer, Force.com, Snapshot, Migration Tool. |
| ***ERP*** | Oracle E-Business Suite |
| ***CRM*** | Salesforce.com, Siebel |
| ***Tools*** | MS Visual source safe, HTML Dream weaver, Microsoft Project 2000 and MS Visio, Visual paradigm, Eclipse IDE, Force.com GUI, Apex Data Loader |
| ***Languages*** | JavaScript, CSS, APEX, SQL |
| ***Office Tools*** | MS Office-MS Word, Excel, Power Point, Visio, Project, Gliffy, Draw, Lyn |
| ***SDLC Methodology*** | Agile, waterfall, spiral |
| ***Browsers*** | Windows [IE, Mozilla, AOL, Netscape] Mac [Safari, AOL, Mozilla] |

***Certification:***

● Salesforce.com Certified administrator

● Salesforce.com Certified platform developer I

***Professional Experience:***

***Client: BlackBerry Cylance- Irvine, CA Feb 2019-Till Date***

***Role: Salesforce Developer, Business Analyst***

***Responsibilities:***

* Worked on research, design, development, and integration of technology architectures and plans to align with business strategy, goals and objectives.
* Installed and configured web methods integration platform on development and testing environments.
* Interacted with various business user groups for gathering the requirements for Salesforce implementation.
* Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
* Facilitated and led group discussions to elicit requirements in Joint Application Development (JAD) sessions by communicating with documented business requirement document working prototype and workflow diagrams.
* Worked on XML/JSON Parsing and mapping the XML/JSON string into the object entities for Integration.
* Manage Salesforce.com CRM application.
* Coordinated with business users and pricing team to gather requirements for CPQ implementation.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/Markup, percent total block, price rules, calculator plugins, filter rules, system, and user discounts.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created new custom objects and worked on relationships between objects to suit the organization’s business needs. Worked on custom tabs, components, visual force pages, custom reports and Dashboards.
* Performed complex documentation efforts in order to have a successful CRM migration such as documenting existing processes within Phoenix CRM platform and recommended process improvements that could be done in Salesforce platform and its system capabilities.
* Perform SFDC admin function to support CRM operational process through automation process.
* Created Custom Objects and defined lookup and master-detail relationships on the objects. Also created junction objects to establish connectivity among objects.
* Implemented Inbound Email Handler interface for creation of records in Salesforce based on the Email received using Apex class.
* Worked on Visual flows & Process Builder. Implemented jQuery Tables, and enhanced with JavaScript.
* Worked on Apttus CPQ configuration and integration.
* Implemented CPQ solution using Apttus CPQ and Contract Management (CLM) for various customers in industries.
* Part of team tasked with migration from Salesforce Classic to Lightning. Experience with Lightning App Builder, Lightning components and Lightning Design System.
* Managed Service Cloud Console, Partner portal, live agent, CTI integration, Knowledge Base and Cases.
* Experience in building new Applications with the Lightning App Builder and Lightning components.
* Used Salesforce Lightning Inspector to debug the lightning components during the development process.
* Created custom Java Application to Interact with Salesforce using SOAP and Rest webservices.
* Used Salesforce1 simulator during the development to test if the lightning components works properly on the mobile device.
* Worked on various Salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, and Cases.
* Configured complete PLI with different charge types and charge type criteria combinations for all the products and services using Steel brick CRM.
* Expert in Salesforce Sales and Service cloud implementation.
* Developed workflow rules, email templates to implement the business logic.
* Developed custom Workflows and Assignment Rules for case escalation.
* Responsible for Creating the Validation rules for email and other custom fields.
* Build the Role Hierarchy System in Salesforce.com and created Profile’s setup according to the Profiles.
* Good experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Worked on Salesforce Workbench to perform SOQL and other DML operations like Data Loader and Query Editor in Developer console.
* Understanding customer technical requirements and maping these into Salesforce / Vlocity architecturing.
* Used the sandbox for testing and migrated the code using Change sets and Force.com IDE to the deployment instance after testing.

***Environment:*** Force.com, Lightning, Apex, Data Loader, Apttus CPQ, Import Wizard, Custom Objects, Web Services, Email Services, Controllers, Visual Force Pages, Sales cloud, XML, Triggers, Security Controls, Dashboards, CSV, Security Controls, HTML, JavaScript.

***Client: Comcast, Englewood, CO Jan 2017 – Dec 2018***

***Role: Salesforce Business System Analyst***

***Responsibilities:***

* Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
* Facilitated and led group discussions to elicit requirements in Joint Application Development (JAD) sessions by communicating with documented business requirement document working prototype and workflow diagrams.
* Designed and mapped CPQ objects to salesforce custom objects and involved in advanced workflow approvals.
* Created Salesforce application with best practice of SFDC architecture and CRM insurance business model.
* Designed and implemented key matrix performance of newly implemented Salesforce CRM system in order to capture users’ satisfactory rate and other pertinent user’s feedback regarding the new Salesforce system.
* Analysed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
* Participated in Requirement Gathering Sessions & JAD Sessions.
* In charge of conducting the UAT with the Business users and gathering feedback and providing the same to the Development team.
* Functioned as an SME for the salesforce CPQ customization.
* Reviewing the test cases provided by the QA team, and providing feedback.
* Created user Roles and Profiles and sharing settings.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Conducted administrative duties which include working with C- level executives, system administrators, and end users to gather their business requirements then developing customized solutions to meet their needs.
* Interacted with business operations, understand business model, involved in gathering requirements, communicated business process, translated needs into salesforce terms, developed data model, defined objects and relations.
* Performed complete analysis of existing systems in organization and corresponding business process for sales and marketing.
* Developed functional specifications document for Accounts and Opportunities module leading the business tracks.
* Defined Lead assignment rules based on Territory management rules.
* Responsible for product validations with business for accounts and opportunities.
* Conducted several technical design solutions meetings to sense possible difficulties that might arisefor development team along with architects.
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules and formula fields.
* Gathered requirements for all automation workflows as per business requirements and translated into salesforce business terms.
* Implemented approval process for deal registration process which involve several approvals from sales managers.
* Involved in requirements gathering for account assignment rules for account owner for various geographies and defined them using sharing rules.
* Involved in defining roles and profiles for internal users.
* Defined several workflows including creating tasks, email alerts, outbound messaging and field updates for accounts and opportunities module.
* Closely implemented the automated sales process with developers and responsible for getting product approval from business owners.
* Implements Salesforce projects, supporting complex implementations for sales cloud, Miller Heiman Sales Methodology support including Sales Access Manager (Strategic Selling/Conceptual Selling and Large Account Management Process), Informatica Cloud Integration platform, community cloud, and/or Pardot B2B marketing cloud and Avention Sales Prospecting platform.
* Present data in visually attractive reports and dashboards that make complex topics easy to understand.
* Collaborate with the IT Architects, Delivery Team, and Competency Center to ensure business processes are aligned with enterprise architecture and application standards.
* Providing subject-matter expert’s input throughout the whole life cycle of Salesforce change development process (from idea to deployment stage).
* Working with test manager to define test cases.
* Worked on Content builder to creating content templates.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Validates and assesses solution design throughout the project with customers and prospects. Identifies problem areas and provides recommendations for future enhancements.
* Understands industry best practices in functional business areas (sales operations for example) in order to leverage business processes, driving improvements in workflow and applications.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Downloaded and installed AppExchange packages like Google Ad words for campaigns and UPS for shipping.
* Developed a web-to-lead functionality to vertrue.com site which directs leads to Salesforce CRM.
* Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Familiar with Syntellect Phonelink CTI salesforce application which is used to provide agents with click-to-dial and screen pop capabilities.
* Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.
* Conducted GAP Analysis and enhanced business process by integration
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.

***Environment:*** Saleforce.com platform, Apex Language, Visual Force (Apex classes and Apex Triggers), Salesforce.com Data Loader, Reports, SFMC, Dashboards, Custom Objects, Custom Tabs, Web Services, Sandbox, Email Service, Force.com Explorer, Lightning.

***North western Financial, Franklin WI July 2016-Jan 2017***

***Role: Salesforce Developer / Admin***

***Responsibilities:***

* Interacted with Business users for requirements gathering analysis and development.
* Worked on various Salesforce.*com* Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Involved in Lightning Sync Outlook Integration with Salesforce in order to Sync Contacts and Events from Outlook.
* Agile Development Methodology was followed for the implementation.
* Developed various Apex classes, Controller classes and Apex Triggers for various functional needs in the application.
* Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.
* Created various Profiles, Roles, and Page Layouts and configured the permissions based on the organization hierarchy requirements.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Performed Webservice Callout using the RESTful services with the third-party application Broadbean API.
* Upgraded from Exact target 1.0 to Salesforce Marketing 2.0.
* Setup and Implemented Salesforce marketing cloud 2.0 org.
* Created Workflow rules and defined related tasks, email alerts, and field updates.
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation, and formula fields to the custom objects.
* Extensive experience on S controls, Visualforce pages and Page layouts according to the Business requirements.
* Installed the Call Center Applications and allowed the end users to maintain a track history of customers complaints.
* Administrator for different salesforce.com CRM application for sales cloud and service cloud.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform-based technologies like Visualforce, force.com API, and web services.
* Enabled Chatter for the Organization and to effectively communicate with the users in the Organization.
* Implementation of Data Loader for loading the data.
* Performed data cleanup and/or Data migration to/from salesforce.com.
* Merging of Salesforce instances.
* Developed business documents for Salesforce.com Custom objects.
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Expert in Salesforce Sales and Service cloud implementation.
* Provided the training to Business users about the system.

***Environment:*** Sales Cloud, SFMC, Service Cloud, Data loader and Data management, Workflow rules and 9Approval processes, sandbox, workflows, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules.

***Client: Movado, Paramus, NJ May 2014 – Apr 2016***

***Role: SFDC Consultant/ Salesforce.com Developer/Lightning Developer***

***Responsibilities:***

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Proactively created Apex Triggers and Apex classes and also developed and managed complex workflows, approvals, validation rules, assignment rules and system triggers.
* Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Worked with Apex on Force.com IDE, created custom controller classes for Visualforce pages and to implement custom business logic.
* Worked on various AppExchange products according to the needs of the organization.
* Creating Lighting Components, Lighting Components Events, Lighting Data Service and building Lighting App with lighting Design System.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Implemented Web to Case, Email to Case functionalities to provide a better customer support to the customers.
* Developed Assignment rules, Escalation rules to enable proper routing of cases to the case team members.
* Developed workflow rules, tasks, emails and alert to track customer related tasks and activities
* Used Salesforce Lightning to delivers a modern, smart experience across every device.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
* Integrated Salesforce CRM and the legacy system using Cast Iron Integration Systems.
* Designed various types of Email templates for auto response to customers.
* Involved in Unit Testing, Code Coverage and Code Review. Analyze the code and developing the Technical Documentation.
* Used Apex Data Loader, Demand tool for migration of data into Salesforce.com from external systems.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesfoce.com, checking for correctness of the data.
* Supported end users and helped them in getting used to the application, generated reports and saved them for further access to the users.

***Environment:*** Salesforce.com platform, Data Loader, Apex Classes, Controllers, Triggers, Sales Cloud, Sales Cloud, Data Migration, Cast Iron, Salesforce Lightning, Visualforce, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards.

***Client: Aspire Nxt Pvt Ltd, Bangalore, IND Mar 2013 – Nov 2014***

***Role: Salesforce Developer***

***Responsibilities:***

* Collaborate with members of the project team and business owners to design, develop, unit test, and provide post-release support.
* Work in a highly agile environment with a focus on iterative and test-driven design methods.
* Utilize cloud integration tools such as MuleSoft, Web Methods-Cloud Streams, Informatica Cloud manage integrations between SalesForce.com and other systems.
* Partner with SFDC team on best practices including integration and application development, deployment, testing (unit and systems), and iterative refinement.
* Responsible for the overall health, compliance, and practice of the Salesforce.com Platform.
* Properly identify and commit all declarative SFDC changes from Admin team into GitHub (as needed).
* Work closely with the deployment team to manage and create changesets bound for production.
* Strong Java Programming & OOPs concepts.
* Strong in RDBMS concepts, SQL and SOQL query languages and ER concepts.

***Environment:*** WindowsXP, Force.com Platform, Sales force Enterprise Edition, Salesforce.com Custom/Standard Objects, Custom Tabs, Veeva CRM, Page Layouts, Force.com Web Services API, SOQL/SOSL Queries, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, Salesforce.com sandbox data load, Email Services, Security Controls, Sandbox data loading, HTML, Java Script, CSS, WSDL, SOAP, AJAX, MVC Design Patterns.