**SAURAV SHAH**

**Sr. Salesforce Developer**

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**Professional Summary**

* Over **11** years of IT experience and **9** years as a **Professional Salesforce.com Platform Developer** and excellent experience as **Salesforce Admin** as well. Designing of **Service Cloud, Sales Cloud** and **force.com solutions** with an emphasis on **service Cloud solutions.**
* Experience working with the **Financial Services Cloud** to provide personalized service to the client and increase the productivity.
* Extensive experience with the Salesforce.com development **life cycle**, **application design patterns**, **integration patterns** and **deployment planning**.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* Experience in SFDC Development implementing the **APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
* Proficient knowledge of **Governor limits**. Experienced in optimization of existing code in according to the governor limits.
* Experience in working with **Debug Apex Scripts** using **Debug Logs** and **System Log Console** to catch Exceptions and execute **Governor** **Limits**.
* In-depth experience in CRM business processes like Forecasting, **Campaign Management**, **Lead Management**, **Pipeline Management**, **Order Management**, **Account Management**, and **Case Management**.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Worked with **Pardot** Functionality, **Pardot A/B Testing**, **Auto responder** emails and **Pardot Email Rendering**.
* Proficient in dealing with functionalities related to **sales cloud** & **service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud**.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Good insight in to the **Health** and **Financial Domain.**
* Developed and recommended CRM roadmap for customers in the **Financial Domain**
* Hands on experience in delivering smarter service by using **Omni-Channel Presence and Routing** in Service Cloud.
* Experience working in **Agile methodology**, **Scrum methodology**, **Waterfall model** and **Test-driven** development.
* Experience in writing **SQL** and **PL/SQL** programming with **DB2**, **Oracle** and **MS-SQL**, **MySQL** **Server**.
* Worked on different managed packages like **Apttus CPQ**, **Apttus CLM**, **Docusign**, **Conga document generator**, **Deployment Manager**.
* Created test scenarios on **Sandbox** and **production environment** and migrated code to deployment upon successful testing.
* Extensive exposure to **Black Box testing**, **Smoke testing**, **Usability testing**, **End-to-End testing**, **System testing**, **Regression testing** and **User Acceptance testing(UAT)**.
* Created customized UI as per the client and application requirements using **Visualforce**.
* Review/Adjust/Write **Apex** and **Visual Force** page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
* Competent in analyzing and creating narrative **Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram** using **UML Tools** like **MS Visio.**
* Expertise in **Business Analysis methodologies** and **iterative Software Development Life Cycle(SDLC)** in relation with all the phases of **Rational Unified Process(RUP)**.
* Experience in data migration from **ACT, Excel, MS outlook** using **Data Loader, Data Import Wizard, SFDC Data Export**, **Mass Delete**, **Informatica.**
* Experience in Creating **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail.
* Working with different aspects of Web Services (**XML**, **WSDL**, **SOAP**, **REST**).
* Expertise in customizing standard Objects like **Accounts**, **Contacts**, **Opportunities**, **Products**, **Cases**, **Leads**, **Campaigns, Reports** (**Summary reports**, **tabular reports**, **Pie charts**)and **Dashboards** and **Report folders** for different user profiles as per the requirements.
* Created **lookup** and **master-detail relationships** on the objects and created **junction objects** and various advanced fields like **Pick-list**, **Field Dependencies**, **Custom Formula**, **Approval Process**, **Sharing rules** for **automated alerts**, **field updates** and **Email generation**.
* Implemented **Security** and **Sharing rules** at **Object Field** and **Record levels** for different users in the organization.
* Exposure to **Apttus** and **SteelBrick**, developed POC’s in Apttus CPQ and steelBrick CPQ.
* Experience 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**.
* **Excellent communication** and **inter- personal skills**, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce.com based development enhancements and implemented lightning applications from the scratch.
* Setting up **Service Cloud** Console, **Cases** (Web to case, Email to case), Solutions, Case Assignment and **CTI** Integration.
* Experience on **Lightning for customizing** Reports and Dashboards for business use.
* Expertise in **Lightning app builder** (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed **Lightning Component Framework** and also built **Lightning component** using **aura framework**.
* Knowledge on **Salesforce Lightning Process Builder**, **Lightning UI/UX**, **app builder** and creating **Visual Workflows**, salesforce support **communities** and **Chatter** groups.
* Built reusable **UI/UX components** with **lightning component framework**.
* Strong experience with source control tools **Git**, **Bit bucket**, **Source tree**, built salesforce code from the repository.
* Experienced in **Object Oriented Analysis** and **Design** and **Object-Oriented Programming** and Design Patterns under **MVC** (**Model View Controller**) **Architecture**.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**Professional Skill**

* **CRM TOOLS:** Salesforce.com
* **SALESFORCE TECHNOLOGIES:** Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers), ETL, S-Controls, Triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Omni Routing, Sandbox development and Testing
* **SALESFORCE API TOOLS:** Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader
* **LANGUAGES:** C, C++, Java, PL/SQL, Apex, Ajax, C#
* **OPERATING SYSTEMS:** Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Macintosh, Linux, Unix
* **WEB TECHNOLOGIES:** Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, jQuery, OOD
* **Version Control Tools:** CVS, Clear Case, Subversion, VSS
* **Web services:** SOAP, Cast Iron, WSDL, JSON, REST
* **Databases:** MS SQL Server 7.0, Oracle 10g/9i/8i, MS Access

**Educational Qualifications**

* **Masters in Computer Science from IIT CHENNAI, INDIA (2008)**
* **Bachelors in Computer Science from Pokhara University, INDIA (2006)**

**Work Experience**

**American Express, Philadelphia, PA**   **Oct 2018 – Sept 2020**

**Sr. Salesforce Developer**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Defined the lookup relationship and master-detail relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com SObjects.
* Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* Worked with the Financial service cloud to integrate the business model and to increase the productivity.
* Developing complete Case Management for Financial Service cloud and customized completely in Lightning without using Visualforce pages.
* Perform 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 Visual Force, Force.com API and Web Services. Developed various custom Objects, Tabs, Components and Visual Force pages and Controllers.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Experience working on all the standard Functionalities of Apttus CLM package, X-Author word for templates, X-Author excel and Approvals.
* Created CPQ process using Apttus CPQ and CL AppExchange tool in Quote.
* Integrated Apttus CPQ and CLM applications and automating processes on Salesforce platform.
* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Responsible for setting up web service integrations.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System(SLDS).
* Created Aura based Components, Attributes, Controllers which can be compatible to access through Lightning App builder.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to instantly deploy apps to users with Salesforce1. Build user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Implementation of Salesforce Service Cloud from Business case to operation.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Used SOQL & SOSL with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Salesforce with recursive AWS IDE Instances for Clients utilizing GitHub and Amazon for stability.
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Created custom buttons and links on Account and Relationship Group object for generating auto Reports.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production.
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot.

**Equifax, Fort Worth, TX**  **Dec 2015 – Sept 2018**

**Lead Salesforce Apex/ Visualforce Developer**

* Performed the role of Salesforce Developer in the Organization.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Maintained complex investment portfolios Using Financial Service Cloud while maintaining meaningful relationships with each and every client.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Written numerous SOQL and SOSL queries using with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Creating SFDC reports (functional and technical documents).
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Developed applications using Agile methodology.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Experience in configuring price quote (CPQ) with Apttus.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Used more than 55% of Apex for development.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Integrated applications with salesforce.com using SOAP web services API.
* Used Informatica Power Exchange for integrating the SFDC with legacy system.
* Implemented communities and built external pages.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Very good experience of using Data loader and cleansing and de-duplicating Bulk loads.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Performed SQL queries, updated, tracked and resolved technical challenges and Designed SQL queries to mine data, created reports and identified trends in data.
* Created JDBC stored procedures, triggers, queries and PL/SQL statements to interact with the database.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure).
* Responsible for writing SOQL and SOSL queries.
* Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final implementation.

**Cisco, Houston, TX**  **Dec 2013 – Nov 2015**

**Lead Salesforce Developer**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization. Closely worked with other Salesforce.com consultants while implementing the solutions for the need of organization.
* Created custom objects and defined lookup and master-detail relationships on the objects. Also created junction objects to establish connectivity among objects. Created workflow rules and defined related tasks, custom.
* Developed various Apex Classes, Controller classes and apex triggers for various functional needs in the application. Used Force.com Eclipse IDE for developing Apex pages, Controller Classes and Triggers for deploying the projects components into different Sandbox Environments.
* Worked on Sharing Rules based on Role Hierarchies and created manual sharing for accessing records.
* Worked on different things like Components, Custom Settings, Site and Static Resources, Debug logs and system log.
* Implemented Service Cloud Console.
* Worked on various Salesforce Objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Experience in developing Salesforce.com custom objects and work-flow business rules.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages. Developed and configured various custom reports and report folders for different user profiles.
* Launching the campaigns at Financial service cloud level, creating the dynamic data extension and making it as an API Entry event.
* Developed and implements both the time dependent and time independent workflows as per the requirement.
* Managed Licenses, set hierarchies and defined roles.
* Monitored objects for duplicates and data Integrity.
* Performed daily check of Duplicates on salesforce and merger records by establishing proper ownership of existing accounts and contacts in accordance with sales territories. Also created de-duplication rules with filters and matching criteria’s apex.
* Used the change sets to deploy code between the sandbox and production environments for final implementations and prepared Deployment documents.
* Designed various Web Pages in Visualforce for capturing various customer enquiries and implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Designed various HTML Email templates for Auto-response to customers.
* Developed and deployed Workflows and approval process wherever necessary. Created profiles, roles and implemented object level, field level and record level security.
* Evaluated Data entry, import processes and ensure proper Data Quality standards exist for the Salesforce.com application. Created multiple Visual force pages for various requirement needs. Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Integrated with the third-party systems by installing CTI adapters on the machines of the call center users.
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users. Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
* Administered and monitored the company’s Salesforce CRM application.

**Yash Technologies, Pune, IN**   **Aug 2010 – Aug 2013**

**Salesforce Developer/Admin**

* Performed the roles of Salesforce.com Administrator and Developer in the organization.
* Developed various Custom Objects, Tabs, Visualforce Pages and Controllers.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, Validation Rule, upgrade installation.
* Created and deployed Several Reports using salesforce.com platform.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) 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 organization’s need.
* Implemented the requirements on Salesforce.com platform and Force**.**com IDE Plug-in using Eclipse.
* Assigned workflows for Lead conversion, transfers, merging duplicates, managing web-to-lead to track responses to online campaigns.
* Involved in Data mapping specifications to create and execute detailed system test plans. The data mapping specifies what data will be extracted from an internal data warehouse, transformed and sent to an external entity.
* Developed VF components in mobile apps.
* Created and used Email templates in HTML and Visualforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Conducted Administrative duties which included working with c-level executives, system administrators, and end users to gather their business requirements, then develop customized solutions to meet their needs.

**Flipkart, Bengaluru, IN**    **June 2008 – July 2010**

**Business Analyst**

* Benefits, T&L, ELM, Student Record, Student Financials, and Campus Self Service).
* Gathered requirements, organized team meetings requirements from business users such as insurance policy managers, generated business process models, & use-case models, and created business requirements document (BRD) & functional requirements document (FRD).
* Involved in the technical Implementation of PeopleSoft HRMS modules (Core HR, Payroll and Benefits with open enrolment).
* Worked as a SME/Business Analysts for e-Performance, Successive Planning, related module like Position Management, e-Profile, e-Compensation etc.
* Created and customized new pages, records, fields and components through Application designer.
* Worked with Process Scheduler, Process Monitor, Edited Run Control, Granting security access and scheduled programs on recurring basis.
* Experienced on PeopleSoft HCM, HRMS and FSCM modules like HR (Human Resources), Benefits, North American Payroll, ELM, Global Payroll, Time & Labour, Compensation, and e-Performance, FMS.
* Created SQR reports/interfaces, Crystal reports and modified custom PS objects.
* Involved in the development of SQR's and customization using People Tools based on the technical design specification given by client.
* Designed and developed the XML publisher reports in payroll modules.
* Designed and developed the Technical and Functional specification document for Payroll Interface
* Participated in setup of the Time and Labor application for the PeopleSoft Implementation which includes Reporting Elapsed Time, Approving Time, Adjusting Time, Labor Distribution and Dilution and Integration with a Global Payroll system and integration with PeopleSoft.
* Developed Component Interfaces to bring data in PeopleSoft HR tables from legacy systems.
* Developed functional and technical specifications for Compensatory Time and Schedules and Forecasting.
* Participated in customization of Time and Labor that facilitates the management, planning, reporting, approving of time, calendar and schedule creation and usage from one global web-based application.
* Involved in design, development, enhancement and maintenance of PeopleSoft HR, Base Benefits, e-Recruit and Payroll.
* Developed PS queries, SQR reports and Crystal Reports as per the requirements and provided support and knowledge transfer to functional team.
* Involved in setup of PeopleSoft HCM Core HR Module.
* Involved in Regression testing such as testing of application for various scenarios and ensure that it meets functional specifications for transactions pertaining to Global HR.
* Conducted every day status meetings to discuss the outstanding issues with team.
* Implemented requirement gathering & management using Rational Requisite Pro, and business intelligence tools.
* Integration Broker: Configured Local node, remote nodes and setup the services and queues.
* Used Application Engine, people code and SQR extensively to create processes, outbound files and reports. Developed Outbound files like Employee, benefits etc. using SQR.
* Designed and customized HR Payroll to GL Interface using Integration Broker.
* Data mapping, logical data modelling, created class diagrams and ER diagrams and used SQL queries to filter data within the Oracle database.