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**Name: Sonal**

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**Title: Salesforce Developer/Admin**

**PROFESSIONAL SUMMARY**

* **8 Years** of experience in all phases of Software Development Life Cycle (**SDLC**) including requirements analysis, design specification, coding and testing of enterprise applications and good experience with **Salesforce.com CRM, Force.com Platform** as Developer/Administrator.
* Strong implementation and rollout experience with salesforce.com CRM (**Sales Cloud, Service Cloud, Community, and Marketing cloud**), Collaboration cloud, Communities, Sites and Force.com platform.
* Experience in Salesforce.com **MVC architecture**, designed and developed business layers with Controllers (Custom, Extension classes) using **Apex** and presentation layer with **Visualforce pages**.
* Strong experience in designing and developing **Salesforce customizations** using **Apex Classes**, **Triggers** and **Visualforce pages** with Custom, Extension controllers.
* Written batch classes to process a large volume of data using **Apex Batch** interface and executed **batch classes** to run at scheduled intervals by implementing schedulable interfaces.
* Good experience in integrating enterprise applications with salesforce.com both Inbound and Outbound by writing **Apex SOAP, REST apex** web service for **Inbound** calls to Salesforce.
* Written Apex callouts to external applications by using **HTTP** Request classes.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud
* Upgraded from **Exact target 1.0 to Salesforce Marketing 2.0.**
* Setup and **Implemented Salesforce marketing cloud 2.0 org**.
* Integrated with Salesforce by using Marketing **cloud connector (V5).**
* Configure salesforce and marketing **cloud integration** user along with configuration in salesforce.
* Support the **Email Marketin**g Manager in the development of new business requirements.
* Strong experienced in writing/manipulating salesforce.com platform data using **SOQL, SOSL queries** and worked with large data volume manipulations.
* Extensive experience using **AppExchange applications**, Capable of finding appropriate applications, installing, and customizing apps.
* Knowledge on understanding of the Vlocity tools and their integration with Salesforce Communities.
* Worked on developing rich user interfaces using Visualforce pages with standard components, CSS, **JavaScript, jQuery** and developed Custom Visualforce Components.
* Proficient in salesforce.com administrative activities: Creating Users, Roles, Profiles, Record Types, Validation rules, **Page Layouts, Search layouts**, Sharing Rules, Email Services.
* Strong experience in building business logic using a declarative configuration like **Workflow Rules**, Approval Process and associated actions like **Field Update**, **Email Alert** and Creating a Task.
* Proficient in creating **Lightning applications**, combining **Lightning design system, Lightning App** builder and **Lightning** component features.
* Worked with salesforce Process Builder and consolidated existing workflow rules with process builder.
* Experience in setting update data visibilities by configuring **OWD**, **Criteria/Owner based Sharing rules** and writing **Apex managed sharing rules**.
* Involved in developing salesforce **Lightning Apps, Components, Controllers** and **Events**.
* Developed salesforce1 **Lightning components** to replace existing Visualforce pages in the Lightning experience using **Lightning Design System Styles**, Components and **JavaScript controllers**.
* Used Aura, lightning **UI framework** components for developing UI components.
* Worked on building salesforce standard/custom report types, Reports, Dashboards and Analytic snapshots across various objects for different business groups.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in **Lightning Applications**.
* Implemented **CTI integration** with **cloud technology** and **on-premise infrastructure** for Salesforce.
* Performed data analysis for data migration, integration to Salesforce from other databases and performed Data migration using **Data Loader, Informatica**, Demand tools.
* Experience with managed packages like **DocuSign**.
* Strong experience in deploying salesforce components across various sandbox and production instance using Change Sets, Force.com Migration tool (**Ant-based script**) and **Eclipse**.
* Implemented salesforce1 rollout and build apps using **saelsforce1 lightning**.
* Strong UI experience in building front-end development using **HTML5/HTML,** CSS3/CSS2, Bootstrap, Java Script, jQuery and **jQuery UI**.
* Proficient in **Oracle, MS SQL Server, MySQL databases, SQL, PL/SQL** Stored procedures, Functions, Triggers, and Packages.
* Work with **Solution Architect** for estimation and documentation of the project.
* Good experience in developing web applications using **Java, J2EE, Servlets**, JSP, Struts, Hibernate and deployed in Tomcat servers.
* Good experience in interacting with business users, business analysts for Requirements capturing, analyzing and documenting and letting business users know constraints with the salesforce limitations.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.
* Excellent communication and interpersonal skills, accustomed to working in both large and small team environments.

**CERTIFICATIONS**

* **Salesforce Certified Administrator**
* **Salesforce Platform Developer 1**

**TECHNICAL SKILLS**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Salesforce Lightning, Marketing cloud, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, CPQ, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader |
| **Languages** | Apex, Visualforce, Java, HTML, CSS, PL-SQL, C. |
| **Tools** | Apex Data loader, GitHub, Web services APIs like SOAP, Eclipse IDE Plug-in, Force.com Explorer, HP Quality Center, JIRA. |
| **Database** | MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2. |
| **SDLC** | Rational Unified Process (RUP), UML, use cases and Use case diagrams, Class/ State diagrams, Entity Relationship Diagrams, Agile methodology / Scrum, Waterfall methodology, V model |
| **Deployment Tools** | Force.com IDE, Force.com Migration Tool (ANT). |
| **Net Technologies** | ASP.NET, ADO.NET, AJAX, Web Services, WCF |

**Client: Ameriprise Financial- New York, NY Nov 2018-Till Date**

**Role: Salesforce Administrator/ Developer**

**Description:**

Ameriprise Financial, is an diversified financial services company. Ameriprise Financial engages in business through its subsidiaries, providing financial planning, products and services, including [wealth management](https://en.wikipedia.org/wiki/Wealth_management), [asset management](https://en.wikipedia.org/wiki/Asset_management), [insurance](https://en.wikipedia.org/wiki/Insurance), [annuities,](https://en.wikipedia.org/wiki/Annuity_(US_financial_products)) and [estate planning](https://en.wikipedia.org/wiki/Estate_planning).

**Responsibilities:**

* Develop customized solutions within the Salesforce platform to support critical business functions and meet project objectives, client requirements and company goals
* Manage daily support and maintenance of internal Salesforce instance, and conduct long-term improvement operations to ensure compatibility with evolving mission requirements
* Delivering implementations on the Salesforce Commerce Cloud platform for major worldwide brands.
* Communicate with project managers, clients and other developers to design cohesive project strategies and ensure effective collaboration throughout all phases of development, testing and deployment
* Involved in end to end QA and UAT testing and **validation of CPQ** including products, pricing and Quoting.
* **Various pricing factors** like variance pricing, volume based pricing, attribute based pricing has been configured by using CPQ.
* Maintain a flexible and proactive work environment to facilitate a quick response to changing project requirements and customer objectives, and innovate ways to meet mission goals successfully
* Interact directly with clients, managers and end users as necessary to analyze project objectives and capability requirements, including specifications for user interfaces, customized applications and interactions with internal Salesforce instances
* Created modern Enterprise **Lightning Apps** combining **Lightning Design** System, **Lightning App Builder** and **Lightning Component** features.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.
* Maintenance of installed **Managed Packages** in **Lightning** using Apex. Experienced in using **Data Migration** tool called **Data Loader**.
* Visualforce Pages for **Lightning Experience**, Alternates for **Java Script Codes**, Sharing Visualforce pages between **Classic** and **Lightning**.
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action.**
* Built **Lightning Component** Tab for Salesforce 1 Navigation and Custom Applications in **Lightning Experience.**
* Used **field level security** along with page layouts in **Lightning** to manage access to certain fields.
* Provide system administration support of internal and customer-facing Salesforce environment, especially related to customized applications, user permissions, security settings, custom objects and workflow
* Collaborate with various internal departments, including marketing, product development and operations, to ensure Salesforce environment supports internal needs relating to functionality and performance
* Developed the process for converting existing  metadata into the new SFDX unlocked packages.
* Worked with Apex Classes, Controllers - Custom, Extension, List Controllers, Apex Triggers, Batch classes to meet business requirements.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud
* Upgraded from Exact target 1.0 to Salesforce Marketing 2.0.
* Setup and Implemented Salesforce marketing cloud 2.0 org.
* Worked with SOQL relationship queries to give optimal performance in the Apex Classes and Triggers.
* Created rich UI using HTML5, CSS, JavaScript and Ajax AngularJS in the Visualforce pages.
* Integrated with an external system by making Callouts from Salesforce using Apex web services (Http classes) for getting data and updating in salesforce.
* Written Apex REST web services for accessing CRM data and showing an external web application for internal users.
* Worked on Salesforce community cloud to provide access to employees, customers and partners to Salesforce data.
* Developed **Lightning** components using Aura Framework which also included client-side AngularJS
* Created **Force.com** Sites for external users and configured public access to accommodate data access in Visualforce pages.
* Developed Lightning components and **Lightning Apps** to provide better and more interactive interfaces to end users, which help in sales enhancements
* Developed Apex test utility classes, test methods and achieved 90% of code coverage across the organization by reducing test methods.
* Worked on setting up Org Wide Role hierarchy, Profiles, Field permissions, Sharing rules, Custom setting, and Custom labels.
* Worked on Service Cloud, Sales Cloud, supported Cases, developed Workflows and Triggers for automated case resolutions.
* Worked on automating complex business processes using Workflows, Approval process, dynamic Approval process, Validation rules and Sharing rules.
* Performed configuration activities like creating/modifying Page Layouts, Record Types, Quick Actions, Rollup summary fields, Tabs and Apps.
* Worked with force.com migration tool for deploying components across Sandbox and Production orgs.

**Environment**: Saleforce.com, Salesforce Lightning, Marketing Cloud, SOSL, SOQL, Data Loader, CPQ, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sales cloud, Email Services, Security Controls, Sandbox data loading, Workbench.

**Client: Prodigy-Austin,TX Jul 2017 - Oct 2018**

**Role: Salesforce Consultant**

**Description:**

Prodigy is leading the digital transformation of auto retail. It is the backbone of the digital frontier of automotive, an industry that has operated the same way for 100 yrs. To transform the automotive ecosystem, Prodigy builds radically different ways of selling & servicing cars that increase sales efficiency & enhances customer experience

**Responsibilities:**

* Code, Test, and Debug new and existing applications, as well as research and fact-find to assist in development and modifications
* Worked with Business System Analyst to the provided recommendation and designed the Best Solutions for implementing new business ideas.
* Lead research and fact-finding efforts needed to develop or modify information systems of basic to medium complexity
* Experience in **Administration**, **Configuration**, **Implementation**, **Lightning**, and support experience with **Salesforce platform**
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action**
* Good Experience on **Salesforce Lightning.** Experience in third party integration with ERP (Marketing Cloud, Service Cloud).
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Build POCs to convert legacy Salesforce apps to use SFDX with CI/CD  pipelines using Heroku and GitHub
* Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Troubleshoot coding / configuration / installation issues of basic to medium complexity; works with software vendors as needed
* Provided development, implementation, and updating focus on Sales cloud and Service cloud.
* Integrated SteelBrick and Salesforce integration for automating quoting, contracting and billing process.
* Worked on Salesforce.com Standard Objects such as Accounts, Contacts, Opportunities, Campaigns, Cases, and Solutions.
* Configured the complete **attribute based pricing and price matrices using CPQ**.Involved in end to end testing and **configuration enhancement for the CPQ** functionalities.
* Tested the **CPQ integration with the ERP**.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Support the Email Marketing Manager in the development of new business requirements.
* Created Page Layouts to organize fields, custom links, related lists, and other components on record pages.
* Experience in working with call in and callouts API's
* Have good understanding and knowledge of the functionality of Web Services for SOAP API.
* As an Administrator, Implemented various advanced fields like Picklist Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom picklist fields.
* Experience in Salesforce encryption and platform encryption.
* Implemented Case Assignment Rules to direct the case to an appropriate group such as Stories and PCS Central Support.
* Managed ongoing support requests and administrative needs of users.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permission sets, generating security tokens, creating Validation Rule, upgrade installation.
* Defined objects and Field Level Security for different profiles.
* Worked on the design of the application data model and business process as a part of the technical architect.
* Worked with integrating external systems using web services call outs.
* Wrote an Apex Trigger on Contact for cross-object field update for reporting purposes.
* Enhanced Apex Class and Visualforce Page to create a custom Related List, showing activities for selected contacts or clients.
* Performed other administrative tasks such as managing Accounts, Contacts and Cases, setting workflows and approval process for approving new accounts and another business process.
* Created and maintained Reports and Dashboards to provide fast access to key business metrics.
* Provided Case Management by Configuring Email-to-Case for the end user to submit a case through Outlook.
* Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, Custom App, Field-level Security, Permission Sets for client services and marketing.
* Worked in different sandboxes for development and testing and involved in migrating the code to production instance in installments using Change Set.
* Configured Chatter to track emails from Outlook to Salesforce by following a user.
* Responsible for weekly and monthly data export, updates, and backup for the organization.
* Used Apex Data Loader to Inset, Update, and Import data from Microsoft Excel into Salesforce.com.

**Environment:** Salesforce CRM, Force.com platform, Salesforce Lightning, Apex, CPQ, Visualforce, Data Loader, Objects, MySQL.Saleforce.com platform, Service Cloud, Marketing Cloud, Community Cloud, Workflow & Approvals, Reports, Custom Objects, Custom Tabs.

**Client: Coventry Health Care- Downers Grove,IL Jan 2015 – Jun 2017**

**Role: Salesforce Developer**

**Description:** Coventry offers workers' compensation, auto, and disability care- and cost-management solutions for employers, insurance carriers, and third-party administrators.With roots in both clinical and network services, Coventry leverages 30+ years of industry experience, knowledge, and data analytics.

**Responsibilities:**

* Proficient in using market products for automation, consumer engagement, and marketing management.
* Developed many requirements using metadata and change set.
* Developed **Apex Classes**, **Apex triggers, Batch apex classes, Scheduled Apex** classes to define more automation process.
* Developed many applications using **ServiceMax** to automate operational planning.
* Deployed many applications on **Sales cloud, Service cloud** which includes the call centre and marketing applications.
* Worked on setting up **Hoopla AppExchange application** which helps derive better sales via gamifying the process.
* Experience in working **SFDC Service Cloud implementation** experience - Service Console, Live Agent, and **Communities**.
* Configured the complete **attribute based pricing and price matrices using CPQ**.
* Involved in end to end testing and **configuration enhancement for the CPQ** functionalities.
* Tested the **CPQ integration with the ERP**.
* Worked on customizing and development of **Communities**.
* Did integrating with external systems using **SOAP API** and **Rest API** as call-in services and call out services.
* Involving in doing unit testing by writing test classes and working with **SIT** and **UAT**.
* Working with writing **SOQL** and **SOSL** queries.
* Experienced with automating the flow of lead, deal registration and partner data between your Channel Partner Relationship Management system and Salesforce.com.
* Developed complex formulas to calculate response times and show flags reminding customer service reps to respond to customer queries in due time.
* Involved in end to end QA and UAT testing and **validation of CPQ** including products, pricing and Quoting.
* **Various pricing factors** like variance pricing, volume based pricing, attribute based pricing has been configured by using CPQ.
* Worked on developing **customer portal** and developed an Application for portal users
* Prepared **Reports** and **Dashboards** and analytical snapshots for executive levels as well as manager levels
* Worked with **Setup Audit Trail** to gather information about client usage and then Migrated Accounts, Leads, Contacts, Opportunities and Sales data from external systems into Salesforce.com instance using **Data Loader.**
* Created custom Visualforce page as well as few extensions to standard page, Apex classes, and Test methods in accordance with the requirements that the standard page would not suffice.
* Designed **Dynamic Approval process** with records to be routed based on **lookup fields** on the record and in accordance to the approval matrix.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.

**Environment:** Saleforce.com platform, AppExchang**e,** Visualforce (Pages, Component & Controllers), Apex Language, DML statements, SOQL, SOSL, JavaScript, Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, S-controls, Sandbox data loading, Eclipse IDE Plug-in, Windows, Custom Fields, Triggers, Workflows Rules, Validation Rules.

**Client: - ForcePoint - Herndon, VA Dec 2013 - Dec 2014**

**Role: Salesforce Admin**

**Description:**

Forcepoint is transforming cyber security by focusing on what matters most: understanding people’s intent as they interact with critical data and intellectual property wherever it resides. Project goal is tenable companies to empower employees with unobstructed access to confidential data while protecting intellectual property and simplifying compliance

**Responsibilities:**

* Worked with Business System Analyst to the provided recommendation and designed the Best Solutions for implementing new business ideas.
* Provided development, implementation, and updates focusing on Sales cloud and Service cloud.
* Worked on Salesforce.com Standard Objects such as Accounts, Contacts, Opportunities, Campaigns, Cases, and Solutions.
* Created Page Layouts to **Organize fields, Custom links, Related lists**, and other components on record pages.
* Experience in working with call in and callouts **API's**
* Have good understanding and knowledge of the functionality of Web Services for **SOAP API.**
* As an Administrator, implemented various advanced fields like Picklist Fields, Master-Detail Fields, **Custom Formula Fields**, and defined **Field Dependencies** for custom **picklist fields**.
* Worked with **SSO** Setup and **SAML2.0** to integrate internal and third-party applications like **LMS** and **Web applications**.
* Experience in **Salesforce Encryption** and **Platform Encryption**.
* Implemented **Case Assignment Rules** to direct the case to an appropriate group such as Stories and **PCS** Central Support.
* Managed ongoing support requests and administrative needs of users
* Administered, configured, maintained Salesforce.com application user profiles, roles, **assigning Permission Sets**, generating security tokens, **Validation Rules**, upgrade installation.
* Defined objects and **Field Level Security** for different profiles.
* Worked on the design of the application data model and business process as a part of the technical architect.
* Worked with integrating external systems using web services call outs.
* Wrote an Apex Trigger on Contact for cross-object field update for reporting purposes.
* Enhanced Apex Class and Visualforce page to create a custom Related List, showing activities for selected contacts or clients.
* Performed other administrative tasks such as managing Accounts, Contacts and Cases, setting workflows and approval process for approving new accounts and another business process.
* Created and maintained Reports and Dashboards to provide fast access to key business metrics.
* Provided Case Management by Configuring Email-to-Case for the end user to submit a case through Outlook.
* Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, Custom App, Field-level Security, Permission Sets for **client services** and **marketing**.
* Worked in different sandboxes for development and testing and involved in migrating the code to production instance in instalments using Change Set.
* Configured Chatter to track emails from Outlook to Salesforce by following a user.
* Responsible for weekly and monthly data export, updates, and backup for the organization.
* Used Apex Data Loader to Inset, Update, and Import data from Microsoft Excel into Salesforce.com.

**Environment**: SFDC, Apex, Data Loader, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, XML, Triggers, API.

**Client - Softon Digital-Jacksonville,FL Jun 2012 - Sep 2013**

**Role: Salesforce Admin**

**Description**

Softon Digital is a creative technology agency that provides interactive quality development solutions with a strong focus on North American. With proven experience,Softon is considered a leader in nearshore development outsourcing.

**Responsibilities:**

* Migrated large and unformatted data stored locally to Salesforce using Apex Data Loader.
* Created Reports and **Dashboards** as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Build the organization's role hierarchy by adding the Roles as per the Organization structure and created custom profiles to satisfy the Organization's hierarchy.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow &Approvals.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, **Quotes**, **Activities**, **Dashboards** and **Reports**.
* Created new custom objects, assigned fields, custom tabs, components, Custom reports.
* Created custom Reports based on business need and associated them to the Dashboard.
* Developed field & page layout customization for the standard objects which includes Account, Contact, Leads.
* Created Email templates, Approval processes, Page layouts and defined approval actions on them to automate the processes.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
* Developed complex workflows and approval processes for automating business logic.
* Used **Apex Data Loader** and **Bulk API** for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract and load data from comma separated values (**CSV**).
* Performed data manipulation to meet the daily / weekly business process.
* Created email services, page layout, mini page layout workflows, record types & field level security as per the user stories.
* Build & assigned users in the role hierarchy as per the design of Solution/ Technical architect.
* Created multiple custom profiles & permission sets to meet the business requirement & process.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quality and consistency.

**Environment**: SalesForce.com Platform, Salesforce.com Custom/Standard Objects, Custom Tabs, Page Layouts, Workflow & Approvals, Reports, Custom/Standard Objects, Page Layouts, Reports, Dashboard, Quotes, Role Hierarchies, Sharing Rules, Email Templates, Email Service, Security Controls.