** Vasavi **

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**Summary:**

* Over **5 years of experience in Salesforce.com** in development, application security, integration, deployment, data migration and configuration. Involved in all phases of Software Development Life Cycle (SDLC).
* Designed custom objects, custom fields, Pick - list, role-based page layout, formula fields, field dependencies, validation rules, workflow rules and approval processes for automated alerts, field **updates** and**email generation** according to application requirements.
* Expertise in **aura framework,** **Lightning Components** and Salesforce Lightning Design System.
* Upgraded some Apps from Salesforce Classic to **Lightning Experience** to develop rich user interface and better interaction of pages.
* Exposure to **Apptus** and **Steel Brick**, developed POC’s in Apptus CPQ and steel Brick 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**.
* Experienced working with various App exchange products or **CPQ** products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling **CPQ, APPTUS**.
* Having good experience in organization automation processes like workflows, process builder, validation rules and approval process.
* Worked on various Salesforce.com **standard objects** like Accounts, Contacts, Opportunities, Products, Cases, Leads, Reports and Dashboards.
* Configured **security and sharing rules** object, field and record level for different users confidential different levels of organization.
* Worked on **Visual force pages**and having experience with**CSS and Java Script.**
* Working with web services API.
* Expertise in building **Visual Force Pages**, Visual force Custom Controllers, Components, Custom Objects, Reports, Dashboards, Tabs and Customer Portal. Involved and provided support during the UAT. Knowledge of Customer Portal/Partner Portal implementation.
* Worked with **Apex Triggers** for automation process.
* Customized **page layouts, search layouts, custom links, related lists** and other components on a record detail and edit pages as per the business needs.
* Experience in SFDC development using **Apex classes and Triggers, Batch apex, Email services, Visual Force Pages, Web Services, SFDC Integration.**
* Expertise in building **Visual Force Pages, Visual force Custom Controllers, Components, Custom Objects, Reports, Dashboards, Tabs and Customer communities, Analytic Snapshots.**
* Experience in querying salesforce.com database using **SOQL & SOSL** queries using Force.com Explorer.
* Experience in working with **Eclipse IDE** with Force.com Plug-in environment for writing Business logic in Apex Programming Language.
* Experience in installing Salesforce **AppExchange Apps**, configured and maintained user security permissions in compliance with organizational needs.
* Experience in data migration from **ANT, Excel, MS outlook and Legacy Systems using Data Loader, Import Wizard**.
* Designed and developed **SOAP** and **REST** based web services to integrate Salesforce with different external system.
* Hands on experience with **Bulk API, Rest API, Soap API, XML.**
* Strong knowledge & experience working in teams implementing **Agile Methodologies**
* Extensive experience in Java and J2EE technologies like Servlets, JSP, EJB, JDBC, JavaScript, .net and JMS, AJAX, Web services, Java Mail, XML.
* Experience working with **Sales cloud** and **Service cloud**.
* Extracted the data from salesforce.com application into the external databases like **SQL**, **DB2** for generating large data reports.
* Assisted users with report design and management. Work with Time Warner team to integrate online initiatives into the database.
* Designed and configured journeys using activities within the **Journey Builder** and launched in the production after thorough testing.
* Worked on **Content builder** to creating content templates
* Designed personalized email content using Adobe Creative Suite, **HTML** and **CSS3**, **AMP** script in **Content Builder.**
* Responsible for seamless integration between **Exact Target** and all business tools, as well as API management and data setup.
* Consistently learns the ins and outs of **Salesforce Exact Target** and its capabilities to stay competitive in the email marketing space, including but not limited to: Automation Studio, Journey Builder, Amp Script, SQL, and SaaS.
* Implemented Sales force Development Cycle covering Sales Cloud, **Service Cloud**, **Marketing Cloud Call**, **Center**, Chatter & App-exchange applications.
* Understanding **Marketing cloud application, web services** and requirements for automating web services.
* Configure salesforce and **marketing cloud integration** user along with configuration in salesforce.
* Experienced in scripting languages like **HTML, XML, CSS, JSP, WSDL, SOAP, AJAX, APEX** Web Services API development skills and Java Script, Web Services-Axis.
* Involved in various stages of **Software Development Life Cycle** (SDLC) including analysis, requirement engineering, architecture design, **development, deployment** and maintenance of standalone, Multi-tier, web-based and portals based object oriented enterprise applications.
* Analyzed Sales, Marketing & Customer Support business processes used by salesforce.com customers and recommended ways to improve their processes using salesforce.com.
* Worked Developer and as well as a Business Analyst for **full-cycle projects**, to complete consulting projects on time, and deliver outstanding consulting services to salesforce.com clients.
* Worked on Unit testing, for the customizations and developments done during the project. Environment: Force.com platform, Service Max, Visual Force Pages, Apex Language, Data Loader, Sandbox, HTML, JavaScript, Eclipse, IDE.
* **Certifications:**
* Salesforce Certified Platform Developer 1.
* Salesforce Certified Administrator.

**Technical Skills:**

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| --- | --- |
| Salesforce Technologies | Salesforce CRM, Lightning Components, Standard/Custom Objects, Roles and Profiles, Workflows, Assignments, Validation Rules and Approvals, Triggers, Record Types, Visual Force, Apex, SOQL, SOSL, Web services, Data Loader. |
| Web Technologies | SOAP, WSDL, HTML5, AJAX, JavaScript, XML, CSS3, jQuery, PHP |
| Languages | JAVA/J2EE, C++, C, APEX, AngularJS |
| IDE | Force.com IDE, Eclipse, Visual Studio, Adobe Flash |
| Database | PL/SQL, SQL Server, Oracle, My SQL |
| Operating Systems | Windows XP/Vista/7/8/10, UNIX, Mac OS X |
| Marketing Cloud  | Email Studio, Data Extensions, Data Filters, Mobile Studio, Push Notifications, Automation Studio, Journey Builder, Analytics Builder, Web Studio, Email Templates |

**Professional Experience:**

**CBRE,TX December 2019 - Present**

**Salesforce Lightning Developer**

**Responsibilities:**

* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts to suit to the needs of various customized applications.
* Developed several Apex Triggers, Classes and Apex API based - Java classes during the project lifecycle.
* Created Users, Roles, Public Groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Developed **Salesforce Lightning** applications using Lightning Components, Controllers and Events and used custom CSS in the components.
* Created multiple **Lightning Components**, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Involved on creating **Lightning** Pages inside Lightning **community** Builder.
* Worked on **Reports** and **Dashboards** in Salesforce Classic and Salesforce Lightning.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Integration of **Sales cloud** with external information systems using SOAP API web services.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Responsible for Force.com Continuous Integration setting up Jenkins and manually built Ant scripts.
* Implemented the requirements on Salesforce.com platform and **Force.com IDE Plug-in using Eclipse.**
* Implemented **field level security, page layouts** to restrict the visibility and accessibility of fields for different profiles.
* Worked on standard **Salesforce Chatter** and also customizing it by including Custom Logics on chatter objects using triggers, Classes and Visualforce pages.
* Worked on customization of Visual force to have **lightning**experience for desktop and mobile applications. Development of SOAP and REST based web services used for custom development
* Created Visual Force pages and components to render data from associated controllers as needed.
* Implemented Standard and Custom Apex Controllers to handle business logic and used debug logs to trace the execution.
* Implemented Test Classes to cover positive and negative use cases for Classes and Triggers and achieved close to 100 coverage.
* **Created Data Migration approach** and prepared Mapping document before data migration.
* Implemented Service Cloud including: Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements.

**Environment:**Salesforce.com platform, Data Loader, Apex Pages, Visualforce, Eclipse IDE, SOQL, SOSL, Integration, Sales & service & CRM cloud, SOAP, Sand box, Sales cloud, Service cloud, Cloud Craze, Jenkins, Workflow & Approvals, Custom Reports, Dashboards, Windows.

**Kayoma, India February 2018 - May 2019**

**Salesforce Lightning/Integration Developer**

 **Responsibilities:**

* Performed the role of Salesforce Lighting Developer in the Organization.
* Involved in **Salesforce.com Application**Setup activities and customized the applications to match the functional needs of the organization.
* Maintained **release notes and release plan**for every release. Effectively communicated with client, team in Knowledge Transfer sessions.
* Developed various **lightning** components that integrate to form a single point of interactive payment calculator to generate a payment plan.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with **lightning**.
* Triggered interface events by user interactions, which includes **Lightning Component** framework and involved in building Lightning Components using the **aura framework**.
* Hands in experience on modifying Visualforce pages to be supported in **Lightning Experience** and good understanding of **lightning**mode and its features.
* Worked on writing Apex Triggers Apex Classes, Batch Apex and Scheduled Apex. 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.
* Hands on experience in using the **Aura framework** and Salesforce **Lightning** Design System (SLDS).
* Experienced Salesforce developer in Developing Apex Classes, Triggers and Visual force Pages, **Lightning** Component bundles.
* Salesforce**Lightning** Design System and **Lightning** App Builder.
* F**ind Opportunities. Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs**, Components to suit to the needs of the application.
* Implemented **escalation rules, automatic case generation and their escalation to call center representative**, and generated email alerts for quick issue resolution.
* Designed the **visual force pages** to model, view, and paradigm by accessing the **server-side to data and logic**. Created **visual force pages** to separate the database, model and view out into separate layers.
* Developed several **Triggers, Apex classes and Visual force pages**as part of the application development.
* Customized the**Dashboards** to track usage for productivity and performance of business centers and their sales teams.
* Created and defined**lookup and master-detail relationships**on the objects and created junction objects to establish many-to-many relationship among objects.
* Created various**profiles and configured the permissions based on the** organizational hierarchy requirements.
* Used Salesforce Workbench for various tasks such as objects, components and session information, write **SOSL**&**SOQL** queries, perform **DML operations**, migrations using Deploy and retrieve, execute Apex, **REST API** queries and **Metadata API** process status.
* Created **the workflows for automated lead routing, lead escalation**, alerts.
* Experienced in the use of **Data Loader and scheduling timely data backup operations** using Apex scheduler.
* Used Salesforce **Chatter to provide real time notifications of changes in accounts, leads and opportunities to help sales** and service teams to be more efficient.
* Involved **with Salesforce.com Premier Support and handled the support cases with the help**of salesforce.com support.
* **Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, Eclipse IDE Plug-in, SOQL, SOSL.

**Advithri Technologies, Hyderabad, India June 2015 - January 2018**

**Salesforce Apex/ Visualforce Developer**

**Responsibilities:**

* 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** objects.
* Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* 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 **SOQL and SOSL** queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Used Sales Wave analytics app with salesforce to perform other integrations and customizations.
* Created Wave datasets from using internal Salesforce data and external data sources
* Created CPQ process using **Apptus CPQ** and CL AppExchange tool in Quote.
* Integrated **Apptus 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 builde**r.
* 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.**
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com **CRM** implementation.
* Leading testing effort, test   plans, and test   data preparation for System Integration and UAT testing.
* Interacted with various business team members to gather and documents   the requirement.
* 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.**

**Environment:**Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Workflow’s.