 **Usha**

**Salesforce Developer**

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| **SUMMARY** |

An energetic, self-motivated and Certified Salesforce.com Developer with overall **8+** years IT work experience in Application Software Designing, Development, and implementation including experience in designing, modelling, analysis, and maintenance of Salesforce.com CRM Platform. Proficient in all phases of the software development lifecycle (SDLC). Adept at working with Agile and Scrum methodologies to accomplish project milestones according to specific timeframes.

* Highly skilled in Salesforce.com (SFDC) development and implementation
* Experience in all the phases of Software Development Life Cycle (SDLC) from analysis to maintenance in both **Waterfall** and **Agile** models.
* Expertise in Salesforce **Setup** **activities**, **Configuration**, **Administration**, **Customization**, **Mapping**, **Data** **Migration** and **Integration** of Saleforce.com applications and good experience in **Lightning.**
* Proficient in customizing standard objects like **Account**, **Contact**, **Lead**, **Opportunity**, **Case** and **Campaign** as needed.
* Extensive Experience in creating **Roles**, **Profiles**, **Page** **Layouts**, **Record** **Types**, and **Assignment** **rules**, **Workflow** **Alerts** and **Actions**, **Approval** **Workflows**, **Reports**, **Dashboards**, **Outbound** **messaging**.
* Expert in developing Custom Applications, Custom objects, Custom fields, Custom Tabs, Custom components and Role based page layouts.
* Profound understanding of **Security** and **Sharing Rules** implementation at object, field, and record levels
* Proficient in Salesforce.com SFA, **Visualforce**, **Force.com** **Apex** **Classes**, **Apex** **triggers**, **SOQL**, and **SOSL**, Force.com API.
* Working knowledge of ETL Tools on Apex Data loader, MuleSoft, Informatica on Cloud and other app exchange data migration tools.
* Involved in **Code Deployments** using **Change Sets** from Sandbox to production
* Integrated Salesforce CRM with external CRM explicitly using web services API
* Good Knowledge of Salesforce **Wave** **Analytics**, **Salesforce** **Einstein** and **Tableau**
* Experience working with Deployment Tools like **Force.com IDE**, **Change Sets**, and **ANT** based Migration Tools and Salesforce.com Sandbox environments.
* Extensive Experience in **Salesforce Integration** with in house legacy systems using Web services API like **REST**, **Bulk** and **SOAP** and third party tools like **Cast** **Iron** and **Informatica**-on-Demand.
* Experience with managing the complex Data Experience in Integrating App Exchange Applications with Salesforce, Informatica On Demand, Mass E-Mail Management, Application management using Force.com Plug-in & Eclipse IDE in Sandbox and Production Environments, working with different aspects of Web Services (XML, WSDL, SOAP,REST, SSI) & web integration with SDFC.
* Provided data access reports to Compliance and **Security** ensuring that data and roles are properly defined and transparent.
* Worked with global cross functional teams and led Onsite and off-shore model projects as an Onsite Coordinator.
* Experience in analysing and identifying gaps in functional/business requirement and effectively communicate to both Business and Functional Analysts on the same. Also, provided **Post Deployment Training** on platform usage for various levels of user
* Used web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP and databases such as SQL Server and MySQL.
* Trained on **Amazon** **Web** **Services** and have technical expertise in developing and maintaining applications on **AWS** **platform**
* Proven ability to rapidly analyze challenges by thinking strategically and by delivering technical solutions improving margins, revenues and workplace productivity.

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| **TECHNICAL SKILLS** |

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| Salesforce | SOQL, SOSL, Apex Classes, Apex Triggers, Workflow and Approvals, Sharing Rules, Apex Extensions, Visualforce, Formulas, Validation Rules, Assignment Rules, Knowledge Articles, AppExchange, Custom Objects, Custom Fields, Dashboards and Reports, Opportunity Management, Lightning, Case Management, SOAP API, REST API, Analytic Snapshots |
| Languages | Apex, SQL, C, C++, Java, Python |
| Web Development | XML, HTML, DHTML, CSS, JavaScript, Angular JS |
| ETL Tools | Data Loader, Connect offline, Salesforce-to-Salesforce, Apex Explorer. |

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| **PROFESSIONAL EXPERIENCE** |

**Union Bank**

**Remote**

**Salesforce Lightning Developer Feb** **2020 – Present**

* Worked on various standard Objects like **Leads, Accounts, Contact, Opportunities, Products and contracts** that helps the company to maintain their information and make sales of the product.
* Worked on **Roles** and **Profiles** for the organization, which helps them in maintaining the Security for different individuals who are working in the organization.
* Customized several **Formula fields**, **Workflow Rules**, **Validation Rules. Created several Custom buttons,** and **links** on **custom** and **standard objects**.
* Worked extensively on **APEX Triggers, APEX Classes, Apex Test Classes, Visual force pages** to fulfil the framework and various business requirements.
* Updated the **APEX Controller**and**Helper functions** regularly making the **Component Context Aware** as per business requirement.
* Created POC on **Salesforce Lightning** Experience by recreating the functionality of an object with multiple relationships by Creating **Lightning tabs, Controllers, Components** with **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for **Events**.
* Implemented Salesforce **Lightning Web** Components for small set of users within the organization.
* Worked on **Sales cloud** with **Lightning** to customize Page layouts and Home page, Task Management, Lead and Opportunity Management, Productivity Improvements, and Reporting.
* Experience in **aura framework, Lightning Web Components** and **Salesforce Lightning Design** System (SLDS).
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in **Lightning Applications**.
* Worked on developing various **Lightning Web Components**, **Events** and **Lightning Applications**.
* Worked on **Visual** **force pages** in page layout of the custom objects, which helps us to describe the details of some of the standard objects, which are used in project.
* Scheduled **Apex Batch jobs** for processing large records.
* Used **SOQL** and **SOSL**statements within Governor Limits for **data manipulation** needs of the application using platform database objects.
* 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.
* Worked on data migration from databases to **SFDC** using **Data Loader**.
* Worked on email templates and inbound emails using Visual Force for customers and clients.
* Implemented the salesforce.com applications using Agile Scrum Methodology.
* Created Custom dashboards displaying data used in research through which process is observed and verified.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.
* Used **Flosum** tool for migrating the code from sandbox to production environment.
* Involved in **daily stand-up meetings, Scrum**. This resulted to bring good solution to the business requirement.

**Bank of America**

**Charlotte, NC**

**Salesforce Developer Feb** **2019 – Feb 2020**

* Designed and deployed Custom Objects, Custom Fields, Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Implemented pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Created workflow rules and defined related tasks, email alerts, field updates and time triggered tasks on these **nCino** to implement business logic.
* Worked on different **stages of Loan** which involves features like **Credit Memos, PBU, Doc Man, Covenant management, CRE,** aligning with Salesforce.
* Worked on objects like **Relationships, Loan and Product Package**.
* Worked on the **Credit Actions like (new, mod, renewals) and Adverse actions (withdraw or decline)**.
* Worked on **Sublimit of a loan**. In that we have create a **sub loan** for a loan like kind of **Parent loan** in that we can create **child loan** also.
* Worked on **Routes** and **sub-routes** as a part of our configurations (buttons and links). We created the **Route groups, screens, screen sections, screen configurations**.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Created various Standard and Custom 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 and for different user profiles based on the need in the organization.
* Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
* Performed Bulk **Data Migration** from Traditional Applications to Salesforce using **Import Wizard, Dataloader, Workbench, Apex Data Loader utility**.
* Enabled and configured E-mail Relay feature for the e-mail administration for the entire organization.
* Written **SOQL, SOSL, Aggregate, Relationship queries in apex classes, triggers** to retrieve optimized data from sObjects.
* Designed, developed and deployed Apex Classes, Controllers & Triggers considering governor limits and various other components as per the client and application requirements.
* Wrote triggers to route the escalations to different queues and levels, assigned it to different users according to the business logic.
* Used test annotations **isTest, testSetup** and written Test Classes to meet code coverage percentage before migrating from Sandbox to Production environment.
* Developed Visualforce Pages to include extra functionality and wrote Apex Controllers to provide functionality to the visual pages.
* Used **nFig** utilities to deploy the changes related to **nCino** changes.
* Worked on Jenkin jobs for the deployment of **nCino** related changes like **nFIG\_DeltaMerge\_Lite, nFIG\_Extract\_Upsert etc.**
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development.

**GE Oil and Gas**

Houston, TX

**Salesforce Developer** Aug 2017 - February 2019

**Roles and Responsibilities:**

* Performed data migration for standard objects like Users, Accounts, Leads, Contacts, Campaigns, Campaign Members, Quotes
* Migrated thousands of records from old instances to the new **integrated** **instance**.
* Involved in **Data** **mapping** specifications to execute data migration. The data mapping specifies what data will be extracted from an old salesforce instances and sent to integrated salesforce.com entity.
* Used Data loader for adding, updating, deleting and exporting data.
* **Re-factored** **Apex triggers** to improve performance and **bulkified** **triggers** using best practices by using collections like **Maps**, **Sets** and **Lists**.
* Developed **Custom** **Business** **Logic** using Apex Classes, Components, Triggers, and Controller Classes for different functional needs
* Designed and built **Custom Visualforce Components** and implemented them across the **Visualforce   
  Pages**
* Worked on the **Opportunity** **Management** **Vertical** which is primarily concerned with sales and pending deals using the Opportunity object and certain related standard and custom objects
* Responsible for creating **Opportunities**, coordination of development to offshore resources, **Escalation** for development work, and unit testing on all requirements
* Involved in separate phases of **Opportunity**, **Product** **Object**, **Price** **Books** and **Opportunity** **Products**, as well as various custom objects associated with Opportunities such as Strategic Deal Information.
* Implemented **Record Types**, **Field Limits**, **Page** **Layouts** for different business tiers in the opportunity object.
* Updated existing **Approval** **Processes** and created Approval steps with actions such as email alerts and field updates
* Expertise using **SOQL** & **SOSL** for the data manipulation in Force.com Explorer
* Worked on **SKUID** to customize both standard and custom objects on Force.com.
* Implemented SKUID for building user friendly interface (UI) for both standard and custom objects and to add custom functionalities in Force.com.
* Experience in setup of **Single** **Sign-On** process with multiple systems using Federated ID and Custom Attribute.
* Implemented **Web to Lead Functionality** for users, auto creation of leads on salesforce site through public site form submit operation
* Provided **Training** to the internal users and user groups on how to use the new integrated application and helped them to stop using their old instance.
* Conducted **UAT** with the Business users, gathered feedback and Reviewed the test cases given by the QA team and made sure they are aligned with the requirements
* Worked on cloud technology and on-premise infrastructure integration for Salesforce.com using **Force.com platform, XML**, **Web Services** (**WSDL**) and third party packages.
* Used a Sandbox for testing and transferred the code to the Production instance after all the test cases were cleared

**Environment:** Sales Cloud, Salesforce.com platform, Apex, Visualforce Pages, Data Loader, Reports, Approval Process, Custom Objects, SOQL, SOSL, Page Layouts, Custom Tabs, Controller, Triggers, Security Controls, SKUID, Sandbox data loading.

**Citigroup**

New York, NY

**Salesforce Developer** January 2016 – August 2017

**Roles and Responsibilities:**

* Worked on Salesforce.com **Sales** **Cloud** functionality, including **Account Planning**, **Sales Forecasting**, **Opportunity Management**, **Lead Management** and the **Configure/Price/Quote (CPQ)** processes.
* Experience with **APTTUS** **CPQ** for subscription, billing, invoicing and can take control of sales process from **Quote to Cash (QTC)**.
* Involved in all the phases of project including functional design, technical implementation, and support.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows and created CPQ process using **Apttus** **CPQ** and **CLM** **AppExchange** **Tool** in Quote.
* Designed and Implemented complex catalogue scenarios like **Bundle** **Creation**, **Bundle in Bundle Creation** for multiple levels, **Option** **Groups** for a bundle, **Attribute** **Groups** for bundle product, **Auto**-**Inclusion** **Rules** for Products, **Constraint Rules** for products like inclusion, recommendation, exclusion etc.
* Made enhancements to APTTUS CPQ (Configure Price Quote) tool, shopping cart by adding new fields. Run batches in order provided to project changes by following the instructions provided by APTTUS.
* Worked on **Product** **configuration**, **Price** **Rules**, **Constraint** **Rules**, **Categories** and few more complex pricing functionality using **Workflow**, **APTTUS Approval Process**, **APEX**, **Visualforce** and **APTTUS** **Pricing Callback Class**
* Implemented **Apttus** **Packages** to build the Products of the Quote which is used in selling model.
* Experience with **Mulesoft** **Salesforce** **Connector** for transformation and batch processing using **Remote Process Invocation**.
* Worked with **PowerBuilder** environment for quickly developing data-driven business applications.
* Performed **Apex** **Callouts** from Salesforce to the same external system to get tracking information of an order.
* Integrated the **Web Services** for extracting the data from external systems and used the **Sandbox** for testing to ensure minimum code coverage for the application to be migrated to production.
* Used **Jenkins** for deployment, once the Component merge has been done in **BitBucket** and the source is ready, into the other Salesforce instance.

**Environment:** Sales Cloud, Saleforce.com platform, Apttus CPQ, Apex, Visualforce, Salesforce.com Data Loader, Quote to Cash, Reports, Custom Objects, Custom Tabs, Email Services, XML, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Jenkins, Angular JS, Eclipse IDE Plug-in.

**PwC Healthcare**

Bangalore, India

**Salesforce Developer** Jan 2014 - Apr 2015

**Roles and Responsibilities:**

* Involved in Rollout activities of Salesforce.com, initial Setup activities to customize the Salesforce.com for the business model of the organization.
* Worked with the development lead to ensure all technical questions are answered.
* Created various **Profiles** and setup the permissions based on the organizational **Hierarchy** **Requirements**
* Designed and developed various **Custom** **Objects**, **Tabs**, **Components** and **Visualforce** **Pages** and **Controllers** for automating business logic
* Created **Lookup** and **Master**-**Detail** **Relationships** on standard and custom objects and defined **Junction** **Objects** to establish connectivity among objects.
* Worked on **Reports** and **Report folders** to help managers for the better utilization of Salesforce as a sales tool
* Configured various Reports for many user profiles based on the business needs of the organization
* Created **Sharing rules**, **Profiles**, **Roles**, **Workflow** **Rules** and actions like **Tasks**, **Email Alerts**, and **Field** **Updates**
* Written **Batch Apex** to handle unprogressed opportunities
* Migrated data from Oracle to Salesforce using **Data Loader**, **Import Wizard**.
* Created various contacts, events, tasks and email alerts between Salesforce to Outlook and Outlook to Salesforce successfully.
* Created **Sidebar Components** to handle new assigned leads
* Implemented field level security along with the page layouts to control access to certain fields
* Maintained version control using **GITHUB** along with AutoRabbit to manage all the deployments.
* Developed Web services code for both **SOAP** and **REST** based integrations with technologies like Oracle, Quickbase and Workday.

**Environment:** Sales Cloud, Service Cloud, Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Batch Apex, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Angular JS, Java, Web Services, WSDL, Sandbox, GIT, Eclipse IDE Plug-in

**PayTM**

Noida, India

**Salesforce Developer/ Admin**  Oct 2012 – Dec 2013

**Roles and Responsibilities:**

* Worked closely with business partners to realize the full capabilities of Salesforce.com CRM.
* Installed the **Call** **Center** **Application** and allowed the end users to maintain a track history of customers' complaints.
* Created a **Custom Object** called Customer Survey to map uploads from the integration team.
* Worked extensively on **Case** **Management** with **Escalation** **Rules**, **Workflow**, **Approval** **Process**, **Validation** **Rules**, **Reports** and **Dashboards**.
* Set up **Chatter** **feed** to track the Case Management data in Salesforce.com
* Implemented **Email** **to Cases functionality**, auto creation of cases on email sent to a specific id, manipulated the creation of cases and fields by Triggers.
* Created **Auto** **Assignments** of files when the cases or leads are created pragmatically.
* Implemented escalation rules, automatic case generation, and their escalation to call center representative, and generated email alerts for quick issue resolution.
* Worked with **Salesforce.com Premier Support** and handled the support cases
* Customized **Chatter now** for different user’s profiles and configured with Twitter and Facebook.
* Worked extensively in customization of **Service** **Cloud** **Console** by embedding Visualforce pages in custom console components, highlight panel and interaction log
* Generated different kinds of reports and Dashboards as per the user's request.
* Worked on **Visual Workflows** for taking a survey of company's product.

**Environment:** Service Cloud, Saleforce.com platform, Chatter, Case Management, Chatter now, Triggers, Data Loader, Workflows, Escalation Rules, Reports, Dashboards, Custom Objects, Custom Tabs, Email Services, Import Wizard, Sandbox.

**Keste**

Hyderabad, India

**Salesforce Admin**  Aug 2011 – Sep 2012

**Roles and Responsibilities:**

* Implemented **Visualforce** **Pages**, **Apex** Components, **Controllers**, **Triggers**, **Scheduler**, **Analytic** **Snapshots**, **Migration** **Tool** and working with Force.com IDE and exposure in **Customer Portal** and **Self -Service Portal**
* Used Force.com IDE for developing, customizing, testing, and deploying Force.com Application.
* Created profiles and implemented **Field level** and **Object level security** to hide crucial information on the profile.
* Created **Validation** **rules**, **Assignment** **rules** and **Auto** **Response** **Rules** as per business requirement
* Created **Workflow** **Rules** and defined related tasks, **Time Triggered Tasks**, **Field Update**s, **Email Alerts** to execute business logic.
* Created custom **Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people
* Transferred the data from Salesforce.com application into the external databases like Oracle 10g for creating large data reports

**Environment:** Sales Cloud, Service Cloud, Apex, Visualforce, Salesforce.com Data Loader, Analytic Snapshots, Reports, Validation Rules, Assignment Rules, Workflows, Triggers, Field Updates, Email Alerts