**PROFESSIONAL SUMMARY:**

* Overall **9+ years** of experience in **designing**, **modeling**, **analysis**, and maintenance of **Salesforce.com** **CRM Platform**.
* Developed Proof of Concepts and design prototypes for requirement and design validation with the stakeholders.
* Implemented and maintained Salesforce platform using **Salesforce Sales Cloud**, **Service Cloud** and **Lightning framework**.
* Adept with Sales and Service Cloud including **Service Console**, **Customer Portal** & **Communities**, **Case Feed**, **Knowledge Base** and **Entitlements**.
* Designed and maintained Salesforce Standard Objects, Custom Objects, and Junction Objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Quote, Proposal Leads and Campaigns as per requirement.
* Experienced in creating Custom Formula Fields, Field dependencies, Relationships, Custom Tabs, Validation rules, Workflows, Approval Processes, Record types, Page Layouts, Search Layouts, Analytic Snapshots to meet the client's requirement and functionality using **SFDC**.
* Implemented security and sharing rules for users at different levels of organization, pick lists, lookups, master detail relationships, formula fields to the custom objects.
* Administrator experience in Marketing Salesforce Cloud using both **Classic** and **Lightning** versions.
* Experienced in implementing **Visual force pages**, **Apex class**, standard Salesforce configuration which include Workflow rules, Validation rules, Assignment rules, Page layouts, Record types, etc.
* Exceptionally well in implementing Salesforce security model by like creating users, roles, profiles, field level security and permission sets.
* Implemented **OWD**, **role hierarchy** and sharing rules on controlling record visibility.
* Developed Custom reports, Static and Dynamic Dashboards to continuously monitor data quality and integrity.
* Built custom solutions with Synchronous/Asynchronous **Apex classes**, **Triggers**, **DML**, **Dynamic SOQL** and **SOSL**, **Visual Force** (Page, Component & Controllers), **Apex Web Service**, Partner **WSDL** & Enterprise **WSDL**.
* Experienced in **Object oriented analysis**, **Object oriented design**, client/server architecture based on Unified Modeling Language.
* Experience with **Lightning**, **Flosum** and **CPQ**
* Configure platform to meet requirements including installation and configuration of app exchange applications.
* Created data migration strategies and solution from Traditional Applications to Salesforce using **Import Wizard**, **Data Loader**, and **Informatics Cloud Data Loader** for Salesforce.
* Experienced in upgrading Apps from Salesforce **Classic** to **Lightning** Experience to develop rich user interface and better interaction of pages.
* Good Knowledge of salesforce lightning schema builder, process builder, app builder, components, lightning connect and lightning out.
* Developed **dynamic** web apps for mobile and desktop devices by using Aura Framework in **Lightning**.
* Good Knowledge on Integration with **REST API, SOAP API, BULK API**, Streaming API and Asynchronous Apex.
* Experience in preparing **Test Strategy**, **Test Plans**, **Test Cases**, and **Test Reports** for continuous unit test runs and automated deployments to **QA**, **UAT** and Production.
* Implemented Flosum for the deployment of features from Sandboxes
* Proficient in deploying metadata from one org to another using Change Sets, Workbench, **Force.com CLI**, Eclipse with **Force.com IDE** migration tool and Salesforce Package.
* Knowledge in customizing Salesforce **CRM** for generating web-to-leads and web-to-cases.
* Excellent communication, problem solving and programming skills. Self-sufficient, flexible, and a good team player. Familiar to working with both large and small team environments.
* Have in - depth knowledge in Data analysis, Data warehousing and **ETL** (Extract Transform and Load) techniques and **TOAD**.

**Technical Skills:**

|  |  |
| --- | --- |
| Salesforce Technologies | Salesforce Technologies SOQL, SOSL, Apex Classes, Apex Triggers, Workflow and Approvals, Sharing Rules, Apex Extensions, Formulas, Validation Rules, Assignment Rules, Knowledge Articles, AppExchange, Custom Objects, Custom Fields, Dashboards and Reports, Opportunity Management, Case Management, SOAP API, REST API, Analytic Snapshots APTTUS Q-to-C (CPQ and CLM), Salesforce mobile app, Lightning Components, Salesforce Mobile SDK, Visualforce pages, Visual force Components and Controllers. |
| ETL Tools | Apex Data Loader, dataloader.io, Import Wizard, Workbench, Jitterbit Data Loader, Mass Effect |
| Languages | APEX, Visual Force, SOQL,SOSL,JAVA/J2EE, C++, C, AngularJS, Python |
| WEB Programming | HTML, CSS, JavaScript, XML |
| IDE | Force.com IDE, Force.com Eclipse Plug-in, Visual Studio, cloud9 |
| Operating Systems | Windows/XP/Vista/7/8/10, UNIX, Mac OS X |

**PROFESSIONAL EXPERIENCE:**

**Client: Factual Data, Tampa, FL**

**Role: Salesforce Developer Jan 2020 - Till date**

**Responsibilities:**

* Worked closely with Product Owners and Business Analysts and performed detailed analysis of business and technical requirements.
* Designed the solution by customizing various standard objects of Salesforce.com **(SFDC)**
* Excelled in working with various standard objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards**.
* Involved in designing, development and deployment of custom objects, custom tabs, custom fields, Record types, field sets, page layout, and Apex classes, Triggers, Visualforce Pages and Lightning Components as per business requirements.
* Experience in working on **Field level, Object level and Record Level Security based on Roles and Profiles**.
* Developed **Apex Classes**, **Controllers** & **Triggers** considering governor limits to achieve the salesforce out of box functionality.
* Enforced best practices and developed unit tests to achieve good coverage for the **apex classes**
* Involved in building **Lightning components** apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Written **Apex REST API Web Service** classes to automate the end to end flow.
* Integrated **SFDC** with applications on Splunk base using **REST API** and used **MuleSoft** for Integration purpose.
* Written various **SOQL, SOSL** queries in **Apex triggers**, classes and implemented **DML** statements to update data in Force.com platform Database.
* Debug **Apex scripts** using **Debug Logs** and **System Log Console** to catch Exceptions and execute Governors and Limits.
* Updated the **Apex Controller** and Helper functions regularly, making the Component Context aware as per business requirement.
* Used Data Loader to transfer the data into Objects and Fields from the legacy system to **salesforce.com**.
* Experience in deploying Customization and code base from Sandbox to another environment using **GitHub**, **Bit Bucket**, Jenkins build tool.
* Used Jira defect tracking tool for maintaining of user stories and raising defects.
* Enhance and Customize the **Core Banking App NCino**.
* Experience with Integrated Ncino Package in salesforce
* Hands on experience for understanding the Business domain, Data model, and Design of the code base for the NCino product
* Experience in working with client specific solutions like **Salesforce.com** Sandbox deployments, **Force.com IDE**, **Eclipse IDE, SOQL, SOSL** and various production environments.
* Hands on experience of Build & Deployment phase and usage of Continuous Integration **(CI/CD) tools**, build configuration, automation & smoke test processes, managing, configuring, and maintaining source control management systems.
* Involved in **Unit**, **Integration**, **Regression** and **User acceptance testing** of the application.
* Created Talend jobs using the dynamic schema feature.
* Design, Develop and Test **ETL** processes in order to meet project requirements

**Environment:** SaleForce.com platform, Sales cloud, JavaScript, HTML, Apex, VisualForce, Apex Explorer, SOQL, SOSL, Triggers, Apex Data Loader, Custom Objects, Custom Tabs, Reports, OWD, Visualforce Controllers, Workflow and Approvals and Eclipse IDE, Git, BitBucket, Lightning Components, REST API, Talend, Docusign, ETL process.

**Client: Berkshire Hathaway Energy, Omaha, NE**

**Role: Salesforce Developer Aug 2018 - Dec 2019**

**Responsibilities:**

* Performed the roles of **Salesforce.com** Developer in the organization.
* Interacted with various business user groups for gathering the requirements for **Salesforce.com** **CRM** implementation.
* Experienced in sales cloud by adding object, Fields, Tabs, Reports and Dashboards and migrate data into **Salesforce**.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Creation of Wave dashboards on all the Campaigns.
* Created Custom objects, custom fields, Pick list, role based page layouts, Workflow Alerts and Actions, and Approval Workflow, Validation Rules, Approval Processes, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual force Pages, Snapshots, Dashboards, and Email generation according to application requirements.
* Worked with various **Salesforce.com** objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Worked with **Angular-Js** during the time of development environment.
* Expertise working on **Visual force pages**, **HTML**, **CSS**, **JavaScript** and **JQuery**.
* Worked on the different requirements from user on **Salesforce.com** platform and **Force.com IDE** Plug-in using Eclipse.
* Worked on creating custom **Visualforce pages** and **apex controllers** for the reports to generate the reports with all the user input and system configuration validations.
* Worked on **Sales Cloud**, **Service Cloud** and **Apex Programming** On **Force.com** Platform.
* Used Cast Iron integration tool for synchronizing master list of customers such as leads, accounts, opportunities and forecasts. It is used for data configuration.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Worked on Mobile FirstSiteGeenesis on Salesforce Commerce Cloud
* Integrated Commerce cloud with Facebook using Facebook Dynamic Ads feature on Salesforce Commerce Cloud
* Worked on Multilanguage features of Salesforce Commerce cloud
* Documenting and updating relates of **salesforce.com** software and system administration focusing on Service cloud.
* Created **page layouts**, organized fields and other components on a record detail and edit pages.
* Used **Angular JS** as the development framework to build a **web-page**.
* Worked on integration of Salesforce CRM and the other systems like **Tellus**, **Marketo** and **FinancialForce**.
* Build a **salesforce1 lightning app** for different business groups in the organization and used sales force lightning designed systems style.
* Integration with Oracle **RDBMS**, **Oracle MDM**, and **Siebel SRM** using **IPaaS** Middleware tools like Informatica Cloud and **SOAP/REST** Web services for **WCIS** legacy system.
* Have built custom user interfaces using Lightning components and also used Lightning Components to create stand-alone applications that are hosted on Salesforce.

**Environment:** Salesforce Enterprise Edition, Remedy Force, S-controls, Apex, Visual Force (Pages, Component & Controllers), Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Escalation rules, Sales cloud, Service cloud, marketing cloud, Financial Service cloud, Security controls, Sitecore CMS, Sandbox data loading, Force.com Eclipse plug in, Eclipse, Import Wizard.

**Client: JPMorgan Chase, Tampa, FL**

**Role: Salesforce Admin / Developer Apr 2017 - Jul 2018**

**Responsibilities:**

* Worked in **agile methodology** Process and **Sprint System**, attended daily standup calls.
* Worked on various **Salesforce.com** Standard Objects including Accounts, Contacts, Loads, Opportunities, Reports, Dashboards, Events and Tasks.
* Implemented major and minor enhancements on standard objects Accounts, Contacts, and Opportunity and custom object Quote.
* Enhanced Approval Processes for Quote object.
* Developed **Apex classes** and **Apex triggers** for various functional needs in the application using **Force.com** **Eclipse IDE**.
* Used **Apex Data Loader** to load data into Account, Opportunity and Quote object.
* Developed Complex Apex Batch Jobs for updating the accounts daily basis and monthly basis.
* Implemented **Apex Scheduler** and **triggers** to invoke Apex classes at regular intervals and to trigger them at some events
* Developed Cascading Style Sheets **CSS** for creating effects in **Visual force pages**.
* Automated Data Loader for loading records using Command Line.
* Created Custom fields, pick lists, dependent pick lists, and validation formulas to the custom objects.
* Created **page layouts**, search layouts and views to **organize fields**, **custom links**, **related lists**, and other components on a record detail and edit pages.
* Worked with **Dynamic Apex** to access **S-Objects** and field describe information, execute dynamic **SOQL**, **SOSL** and **DML** queries.
* Created test scenarios on **Sandbox** environment and migrated code to deployment upon successful testing.
* Used Eclipse **IDE** and Change Set for deploying **classes**, **pages**, **triggers** and **Approval Processes**.
* Integrated Pardot with Salesforce and used Pardot marketing automation to gain new referrals.
* Implemented Pardot **B2B** Marketing Automation platform for lead generation/nurturing.
* Deployed **Apex** using **Force.com IDE**, **Force.com** Migration Tool and Web Services **API**.
* Used **XML** as data communication between Salesforce and the external system.
* Used **SOAP** Web services for communicating with external systems.
* Worked on **Unit testing**, for the customizations and developments done during the project.
* Implemented the **Salesforce.com** applications using **Agile Methodology** that involves the iterative development methodology.
* Coordinated with offshore development teams during development in various sprints of the project.
* Used Jenkins for deployment, once the Component merge has been done in Bitbucket and the source is ready, into the other Salesforce instance.
* Worked with Quote Documents using **X-AUTHOR** for Word also developed Customized login screen for community user and functionality to redirect the user from **SFDC** to **APTTUS CPQ** Quote creation using **APTTUS-APIs**, **APEX**, **Visual Force**, **Trigger**.
* Troubleshoot and worked closely with **DocuSign** integration

**Environment:** Salesforce.com, Service cloud, Apex, Visualforce, Lightning, Controllers, Workflows, Approval Process, Web Services, SOAP, REST, Reports, Dashboards, Data Loader, HTML, CSS, JavaScript, jQuery, Visual Force (Pages, Component & Controllers), Custom settings, Workbench,Force.com, IDE, SAP, Custom Tabs, Email Services, Security Controls, SourceTree, Jenkins and Bitbucket, Pardot.

**Client: Optum Health, EdenPrairie, MN**

**Role: Salesforce Administrator/Developer Jan 2016 - Mar 2017**

**Responsibilities:**

* Interacted with various business user groups for gathering requirements of **Salesforce** and documented business and software Requirements.
* Extensively used **Agile Scrum methodology** to reach our business team goal by gathering day to day requirements and implementing on **Force.com** platform.
* Implemented Chatter Communities functionality across sales channel and internal teams to post updates on sales, feedback on requests.
* Hands on experience in Administration setup like manage **Users**, **Security Controls** and **Data Management** on **sales cloud**.
* Implemented deal registration process utilizing **Web-to-Leads** with approval processes and workflow automation.
* Involved in creating new **Lightning pages** and building custom **Salesforce Lightning apps** for different business groups in the organization using **Lightning App Builder**.
* Loaded data with **Apex Data Loader** hence preventing data corruption and solving localization issues during data loading process.
* Re-factored **Apex triggers** to improve performance and **Bulkified triggers** using best practices like **Lists**, **Sets** and **Maps**.
* Accessed external data in real time with **Lightning Connect** to integrate with legacy systems like **SAP**, **Microsoft**, and **Oracle**.
* Created **Email Templates** according to business requirement on text and **visualforce** formats.
* Develop **Visualforce pages**, **Visualforce custom** components and using JavaScript for designing any Salesforce Button functionality as well as summary report pages.
* Worked with **Web to Case** and **Email to Case**.
* Experience in aura **framework**, **Lightning 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 **Salesforce Lightning Process Builder** to easily automate **Business Processes**.
* Developed re-usable **UI Components** with **Lightning Component Framework**.
* Worked on developing various **Lightning Components**, **Events** and **Lightning Applications**.
* Worked on workflows & Process Builder.
* Extended the sales cloud with Salesforce **CPQ** to automate the proposal and quote process.
* Executed user acceptance testing **(UAT)** process including creating and validating **UAT** scripts and coordinating **UAT** process with **end-users** & **clients.**

**Environment:**Salesforce.com, Service cloud, Apex, Visualforce, Lightning, Controllers, Workflows, Approval Process, Web Services, SOAP, REST, Reports, Dashboards, Data Loader, HTML, CSS, JavaScript, jQuery, Visual Force (Pages, Component & Controllers), Custom settings, Workbench,Force.com, IDE, SAP, Custom Tabs, Email Services, Security Controls.

**Client: Cisco, San Jose, CA**

**Role: Salesforce Developer Jun 2014 – Dec 2015**

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements to develop various standard and **custom objects, page layouts, custom tabs**.
* Maintained functional areas of **contacts**, **accounts**, **campaigns**, **opportunities**, **leads**, **dashboards**.
* Implemented **Sales Cloud** (Partner Portals) and **Service Cloud** (Customer Portals).
* Participated in the identification and evaluation of third-party applications from **AppExchange** to support a multi-year implementation roadmap.
* Extensive experience in developing **Apex Classes**, **Triggers**, **Visual Force pages**, writing **Workflows**, **Integration**, **Force.com API**, **Custom Tabs**, **Custom Objects**, **Controllers, App Exchange Package** & **Custom Application**.
* Migrated data using **Apex Data-loader** to centralize data and processes across different divisions that were previously using decentralized systems/databases.
* Extensively used **REST APIs** for integration between Salesforce and on external systems.
* Integrated applications using Web services by consuming the **WSDL** files for extracting the data from the external systems.
* Worked with **SOQL**, **SOSL** queries with Governor Limitations to store and download the data from **Salesforce.com** platform database.
* Created **Visual Force Pages** using **Standard Controllers**, **Custom Controllers**, Extension Controllers & **Web Services API**.
* Created new **User Interface** using **JavaScript**, **HTML**, and **CSS** in **Visual Force Pages**.
* Good knowledge in writing test classes before deploying into production.
* Developed **Apex Classes** and **Apex Triggers** for various functional needs in the application and managed the version of Code through **GITHUB**.
* Worked on different Sandboxes for development & testing and Involved in migrating the code to production instance in installments using Change Set and Data Loader.

**Environment:** Saleforce.com platform, Apex, Visualforce, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, SOQL, SOSL, Email Services, Sales cloud, Service cloud, Security Controls, Visualforce Controllers, Sandbox data loading, Data Loader, SQL, GitHub.

**Client: Ascena Retail Group, Columbus OH Oct 2012 - May 2014**

**Role: Salesforce Admin**

**Responsibilities:**

* Performed roles of **Salesforce Configuration** and **Administrator**.
* Created relationships using **Lookup** and **Master-detail** among custom and standard objects and created junction objects to establish many-to-many relationships among objects.
* Created various **Formula**, **Rollup Summary Fields**, **Record types**, **Page Layouts**, **Search Layouts**, **Related lists,** **List** **views**, **Custom tabs**, **apps**, **Custom Links**, Custom Buttons and Actions on a record detail and edit pages.
* Customized various **Salesforce.com** objects like **Accounts**, **Contacts**, **Leads**, **Opportunities**, **Products**, **Price** **books**, **Campaigns**, **Campaign** **Members**, **Cases**, and **Solutions**.
* Customized Leads by creating a Lead process for various groups, assignment rules, web-to-lead and custom lead conversion.
* Implemented Case Management Automation to track and solve customer issues by creating support process, record types, and assignment and escalation rules.
* Configured Partner and Customer portal for the users in the organization for Partner selling.
* Administered, configured and managed Salesforce application user **Profiles**, **Roles**, **Permission** **Sets**, **generating Security tokens**, upgrade to managed app exchange packages.
* Created **Workflow rules**, Approval process on various objects to automate actions **Email Alert**, **Field Update**, **Creating task**, outbound messaging and **time-dependent actions**.
* Created custom pipeline report and other reports for different business users using **tabular**, **summary** and **matrix** **reports** and **dashboards**.

**Environment**: Saleforce.com platform, Apex Language, Triggers, Visualforce, SOQL, Change Set, Data Loader, Force.com, Work Flows-approval, Custom objects, Custom tabs, Email service, Html, Web service, Sharing Rules.

**Client: Verizon-Dallas, Texas Mar 2011 - Sep 2012**

**Role: Salesforce Consultant**

**Responsibilities:**

* Extensive experience in lead case management **(Web-to-Lead, Email-to-Case).**
* Working with management, strategic planning & analysis staff and **end-users** to create and manage complex workflow rules, **data validation**, and **triggers**.
* Developed Validation rules on various objects.
* Also created assignment rules on Lead object to assign the Leads automatically to various groups of users based on the region.
* Created **Custom Objects**, **Tabs**, and **Sharing Rules** as per the business requirements.
* Implemented both Sales cloud and Service Cloud environment
* Customized **page layouts** for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Implemented **Security/Sharing rules**, Configured **permission sets**, **Field level Security**, **Record level Security**, **Profiles**, Roles and resource monitoring at different hierarchical level of Organization.
* Created the Reports and Dashboards as per the business requirements.
* Experience using Salesforce data tools (Data Loader, Eclipse Force.com IDE).
* Worked with **Dynamic Apex** to access Objects and Field describe information, execute dynamic **SOQL**, **SOSL** and **DML** queries.
* Performed **technical analysis**, **data analysis**, **technical design**, **ELT** development, and testing to support stakeholder requirements and user stories on the **AWS platform**.
* Created **conceptual**, **logical**, and physical data models (both normalized and dimensional) that adhere to industry best practices for data **integrity**, **data quality**, **scalability**, **extensibility**, and **performance**.
* Developed and delivered incremental versions of a scalable data mart/s that meets data integration needs.
* Created **source-to-target** mappings for all data elements required for the data mart.
* Experience integrating **Salesforce.com** with other applications via real-time, batch, sync/async.
* Managed **Salesforce.com CRM** application. Created change sets and Implemented relationship fields for proper data loading.
* Knowledge in **Lighting App Builder** and **Lightning Components**.
* Salesforce.com Configuration and Design of **Service Cloud**, **Sales Cloud**, **Marketing Cloud** and **Force.com** solutions, with an emphasis on Service Cloud solutions
* Maintained the functional areas of Data management, Sales forecasting, Contacts, Leads, Campaigns, Dashboards and Reports.
* Data migration and updates through the **Apex DataLoader** in Sales force.
* Analyzed and converted business workflows to Salesforce workflows and assigned workflow alerts.

**Environment:** Workflow rules, data validation, triggers Custom Objects, Tabs, Sharing Rules, page layouts, permission sets, Field level Security, Record level Security, Profiles, Dynamic Apex SOQL, SOSL, DML, AWS platform, ELT, Salesforce.com CRM Lighting App Builder, Lightning Components ,Force.com, Apex DataLoader.

**EDUCATION:**

Bachelor in Computer Application from Saurashtra University, Rajkot, Gujarat, India – 2002.