**Swapna**

 SFDC Developer/Administrator

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* **Almost 7+ years** of experience as a ​**Certified Salesforce.com Platform Developer** ​and excellent experience as ​**Salesforce Admin** ​as well.
* Extensive experience with the Salesforce.com development ​**life cycle**​, ​**application design patterns**, ​ **integration**​ ​ **patterns**​ and ​ **deployment planning**​ .​
* Experienced working in Cross-functional teams, identifying business requirements and supporting sales/marketing efforts.
* Experience in SFDC Development implementing the ​**APEX Classes, APEX Triggers, S – Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**​.
* In-depth experience in CRM business processes like Forecasting, ​**Campaign Management**​, ​**Lead Management**​, ​**Pipeline Management**​, ​**Order Management**​, ​**Account Management**​, and ​**Case Management**
* Worked with ​**Pardot** Functionality, ​**Pardot** ​**A/B Testing**​, ​**Auto responder** emails and ​**Pardot** ​**Email Rendering**​.
* Proficient in dealing with functionalities related to ​**sales cloud**​ & ​**service cloud, Marketing cloud**​.
* Good insight in to the ​**Health** ​and ​**Financial Domain.**
* Developed and recommended CRM roadmap for customers in the ​**Financial**​ ​**Domain**
* Experience working in ​**Agile methodology**​, ​**Scrum methodology**​, ​**Waterfall model** and **Test-driven** development.​
* Created test scenarios on ​**Sandbox** and ​**production** ​**environment** and migrated code to deployment upon successful testing.
* Extensive exposure to ​**Black Box testing**​, ​**Smoke testing**​, ​**Usability testing**​, **End-to-End testing**​,

**System testing**​, ​**Regression testing** ​and ​**User Acceptance testing(UAT)**.​

* Created customized UI as per the client and application requirements using Visual force.
* Competent in analyzing and creating narrative ​**Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram** using ​**UML Tools** like ​**MS**

**Visio.**

* Expertise in ​**Business Analysis methodologies** and ​**iterative Software Development Life Cycle(SDLC)**​ in relation with all the phases of ​**Rational Unified Process(RUP)**​.
* Experience in data migration from ​**ACT, Excel, MS outlook** using ​**Data Loader, Data Import Wizard, SFDC Data Export**​, ​**Mass**​ ​**Delete**​, ​**Informatics on Demand.**
* Experience in Creating ​**page layouts, search layouts** to organize ​**fields, custom links, related lists** and other components on a record detail.
* Working with different aspects of Web Services (​**XML**​, ​**WSDL**​, ​**SOAP**​, **REST**​ ​).
* Expertise in customizing standard Objects like ​**Accounts**​, **Contacts**​, ​**Opportunities**​, **Products**​, **Cases**​, **Leads**​, ​**Campaigns, Reports** ​(​**Summary reports**​, **tabular reports**​, ​**Pie charts**​)​and **Dashboards** ​and ​**Report folders**​ for different user profiles as per the requirements.
* Created ​**lookup** and ​**master-detail relationships** on the objects and created ​**junction objects** and various advanced fields like ​**Pick-list**​, ​**Field Dependencies**​, ​**Custom Formula**​, ​**Approval Process**​, **Sharing rules** for ​ **automated**​ ​ **alerts**​ , ​ **field updates**​ and ​ **Email generation**​ .​
* Implemented ​**Security** and ​**Sharing rules** at ​**Object Field** and ​**Record levels** for different users in the organization.
* **Excellent communication** and **inter- personal skills**​, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce.com based development enhancements and implemented lightning applications from scratch.
* Expertise in ​**Lightning app builder** (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed ​**Lightning Component Framework** and also built ​**Lightning component** using ​**aura framework**​.
* Good experience with ​**Steel** ​ ​**brick**​.
* Experience working across various SFDC implementations that are covering Sales Cloud, Service Cloud and ​**Apttus**​ **CPQ**​ (Configure price quote).​
* Knowledge on ​**Salesforce Lightning Process Builder**​, ​**Lightning UI/UX**​, ​**app builder** ​and creating **Visual Workflows**​, Salesforce support ​**communities**​ and ​**Chatter**​ groups.
* Built reusable ​**UI/UX components**​ with ​**lightning component framework**​.
* Strong experience with source control tools ​**Git**​, ​**Bit bucket**​, ​**Source tree**​, built salesforce code from the repository.
* Using GIT as a method of version control system for the whole project and deploying the changes in GITHUB
* Experience in **Veeva**​ integration on Salesforce.Force.com Platform.​
* A techno-functional project, support and operations manager with proven knowledge in all aspects of CRM, SFDC and ​**Veeva** including custom mobile solutions such as Vmobile and Irep, CRM mobile.
* Experienced in ​**Object Oriented Analysis** and ​**Design** and ​**Object Oriented Programming** and Design Patterns under ​**MVC**​ (**Model View Controller**​ ​) **Architecture**​ .​
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**CERTIFICATIONS:**

* **Salesforce Certified Administrator.**
* **Salesforce Certified Platform App Builder.**
* **Salesforce Certified Platform developer 2**

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| **Salesforce.com**  | Apex Language, Apex Triggers, Apex Unit Tests, Visual force, Salesforce Object Query Language(SOQL), SOSL, Reports and Dashboards, Data Management, Data Security,  |
|  | Data Modelling, UI Customization, Web Services, AJAX, workflow & Approvals, Dashboards, Custom objects**.**​ |
| **Tools**  | Salesforce 1 Platform, Git Hub, Bit Bucket, Eclipse, Veeva, Irep, Salesforce IDE, Salesforce Explorer, Data Loader. IO, AutoRabit, Data Import Wizard, Workbench, Sandbox and Production, Sand box testing, Salesforce.com Communities, Salesforce Lightning Design System (SLDS), Case Management, Pardot, Marketing cloud, Sales Cloud, Service Cloud, Data Export, Mass Delete etc.  |
| **Programming Languages**  | Apex Language, JAVA, C, Unix-shell scripting, Ruby on Rails  |
| **Web Technologies**  | HTML, XML, CSS, PHP, JavaScript, Angular JS, JQuery, JSON, Bootstrap.  |
| **Web Design Tools**  | Code Smith, Visual Studio, Dream weaver, Tortoise SVN, SQL Query Analyzer, Adobe Photoshop, Adobe Acrobat Pro, Adobe Flex Builder, MS Office, Outlook, Word, Excel, Power point, Access, OneNote.  |
| **Databases**  | MS SQL Server, PL/SQL, SOQL, SOSL  |
| **Packages**  | MS-Office, Project, SharePoint, Excel, Zuora  |
| **Operating Systems**  | Windows 2000/2003/XP/Pro/Vista/7/8.1/10, Linux, Mac OS.  |
| **IDE-s:**  | Salesforce IDE, Eclipse IDE, SQL Developer, Visual studio, putty  |

**PROFFESSIONAL EXPERIENCE:-**

**Client: Blackberry Cylance , Irvine, CA Feb 2017 – Present**

**Role: Salesforce Admin**

**Responsibilities:**

* Extensively worked on Agile methodology and attended Daily status/standup meetings.
* Played key role in deployments by actively working as interim Release Manager.
* Gathered the requirements by coordinating with the business analysts, developers and project managers and utilize the full functionality of the Salesforce.com CRM solution.
* 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 VisualForce pages and Controllers.
* Reviews and streamlined existing CRM to endure accurate adoption metrics reporting.

Deactivating users to release licenses.

* Implementation of Salesforce Service Cloud from Business case to operation. Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Implemented and supported the Configure Price Quote module of SalesForce integrating with other systems involved in the contract chain (Finance, Contracts).
* Collaborated with Sales, Marketing, Services, Finance and Customer Success users to capture and analyze evolving business requirements
* Performed Salesforce.com configuration activities creating Users, Roles, Profiles, Organization Wide Defaults, Permission Sets, Public Groups and Queues.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Efficiently worked with standard Salesforce.com objects like Accounts, Contacts, Leads, Cases and Opportunities.
* Created Custom Objects, Custom Tabs, Formula Fields and design Validation Rules, Page Layouts, Workflow Rules.
* 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.
* Effectively created the pick lists, dependent picklists and junction objects to establish connectivity among objects.
* Used Data Loader for insert, update and bulk import & export of data from Salesforce.com SObjects.
* Creating SFDC Reports (functional and technical documents).
* Creating Profiles, Roles and Configure Permissions according to Organizational hierarchy requirement.
* Creating Workflows for automated lead routing and lead escalation.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Very good experience of using Data loader and cleansing and deduplication Bulk loads.
* Used SOQL in various functional needs of Visualforce controllers, Apex Programming, Force.com IDE.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO and metadata API.
* Implemented CPQ solution using **Apttus**​ **CPQ** & Contract Management (CLM) for various customers in industries.
* Responsible for setting up web service integrations.
* Experience in working with Salesforce Marketing Cloud applications for APT automation testing for restful services.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Enhanced in Communities by adding new fields, field sets, creating custom UI Pages with the help of Visualforce pages.
* Maintaining portal community for use of external agents which includes Reports, Dashboards, Custom Visualforce pages, Custom and Standard objects like Coverage, Coverage Member, Applications and Accounts.
* Working on Community Case Management.
* Working on various Apex Classes, Batch Apex, Scheduled Apex, Apex Triggers, Controller classes and methods for functional needs in the application compatible.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Worked on migrating components using Force.com Change sets, workbench from DEV to QA, UAT and production instances.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* 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
* Integrated and worked on AutoRabit for Continuous faster & safer deployments.
* Extended my hand in release management by assisting the team and helping them to move their changes from Sandbox to Sandbox and from Sandbox to Production after I do a proper validation and also take care of post deployment duties.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Provided integrated support to Informatica Cloud Services team in data migration from different groups of Blue Cross Blue Shield of Michigan to Salesforce.
* Worked on major enhancements to SFDC application required for business users from time to time.

**Environment:** Salesforce.com platform, force.com IDE, Integration, workflows and triggers, data loader,​ Data Import wizard, web services, custom and standard object, sharing rules, Apex classes, Test cases – unit testing, validation rules, formula fields, Angular JS, Visualforce, SOAP, REST API, Service cloud, Sales Cloud, CPQ, Community Cloud, AutoRABIT, Marketing cloud, SOSL, SOQL, HTML5, CSS, Sandbox, Production Environment, Encryption fields, Web services API, S-Controls, Windows XP.

**Client: Cox Communications, Atlanta, GA Sep 2016 - Jan 2017**

**Role: Sr. Salesforce Admin/Developer**

**Responsibilities: -**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Used the change sets to deploy code between the sandbox and production environments for final implementations and prepared Deployment documents.
* Worked on Sharing Rules based on Role Hierarchies and created manual sharing for accessing records.
* Performed daily checks of Duplicates on salesforce and merger records by establishing proper ownership of existing accounts and contacts in accordance with sales territories. Also, created deduplication rules with filters and matching criteria’s apex.
* Worked on different things like Components, Custom Settings, Site and Static Resources, Debug logs and system log.
* Integrated with the third-party systems by installing CTI adapters on the machines of the call center users.
* Administered and monitored the company’s Salesforce CRM application
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs of the organization.
* Developed various Apex Classes, Controller classes and apex triggers for various functional needs of the application. Used Force.com Eclipse IDE for developing Apex pages, Controller Classes and Triggers for deploying the project components into different Sandbox Environments.
* Designed various Web Pages in Visualforce for capturing various customer inquiries and implemented logic for migrating cases to different queues based on the type of customer inquiry.
* Designed various HTML Email templates for Auto-response to customers.
* Developed and deployed Workflows and approval process wherever necessary. Created profiles, roles and implemented object level, field level and record level security.

**Environment**: SaleForce.com, Force.com Platform, Apex Classes, Chatter, Visual Force Pages, Controllers,

Custom Objects, Custom Tabs, Email Services, Java, Workflow &amp; Approvals, Reports, Security Controls, Eclipse IDE, WSDL, Windows, Apex, C#, Sales Force, HTML, CSS, JavaScript, JQuery, Dreamweaver, Sandbox, Visual force, Eclipse, VS2010, Core Java, Force.com IDE.

**Client: Movado, Paramus, NJ Dec’ 2014 – Aug’ 2016**

**Role: SFDC Consultant/ Salesforce.com Developer/Lightning Developer**​

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce**​ implementation and documented the Business and Software Requirements.
* Proactively created **Apex**​ **Triggers** and **Apex**​ **classes** and also **developed**​ and managed complex workflows, approvals, validation rules, assignment rules and system triggers.
* Used **field**​  **level security** along with **page**​  **layout** to manage the visibility and accessibility of fields for different profiles.
* **Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.**
* Worked with **Apex** on​ Force.com IDE, created custom controller classes for Visualforce pages and to implement custom business logic.
* **Worked on various AppExchange products according to the needs of the organization.**
* Creating Lighting Components, Lighting Components Events, Lighting Data Service and building Lighting App with lighting Design System.
* Performed **Data Migration**​ from home grown legacy system to ​**Salesforce CRM.**​
* Responsible for writing **SOQL**​ **& SOSL** queries with consideration to Governor Limits for data manipulation needs of the application using platform **database**​ objects.​
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using **Data**​ **Loader and Import Wizard.**
* Implemented **Web**​ **to Case, Email to Case** functionalities to provide a better customer support to the customers.
* Developed **Assignment**​ **rules, Escalation rules** to enable proper routing of cases to the case team members.
* Developed **workflow rules, tasks, emails and alerts**​ to track customer related tasks and activities​
* Used **Salesforce Lightning**​ to delivers a modern, smart experience across every device.​
* Implemented Salesforce Development Cycle covering **Sales**​ **Cloud**,​ **Service**​ **Cloud**,​ Call Center, Chatter & App-exchange applications.
* Integrated Salesforce CRM and the legacy system using **Cast Iron**​ Integration Systems.​
* Designed various types **Email templates**​ for auto response to customers.​
* Involved in **Unit**​ **Testing, Code Coverage** and **Code**​ **Review**. ​ Analyze the code and developing the **Technical Documentation**. ​
* Used **Apex**​ **Data Loader**, ​ Demand tool for migration of data into **Salesforce.com**​ from external systems.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesfoce.com, checking for correctness of the data.
* Supported end users and helped them in getting used to the application, generated reports and saved them for further access to the users.

**Environment:** Salesforce.com platform, Data Loader, Apex Classes, Controllers, Triggers, Sales Cloud,​ Sales Cloud, Data Migration, Cast Iron, Salesforce Lightning, Visualforce, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards.

 **Client:** ​ **Exablox, Sunnyvale, CA Sept’ 2014 - Dec’ 2014**​

**Role: Salesforce Admin & Developer**

**Responsibilities:**

* Extensively worked on Agile methodology and attended Daily status/standup meetings.
* Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.
* Reviews and streamlined existing CRM to endure accurate adoption metrics reporting.

Deactivating users to release licenses.

* Created user Roles and Profiles and given them Security controls and shared settings.
* Maintaining profiles roles and Standard Objects like user Accounts, Contacts, Leads, Campaigns, Dashboards, Reports.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Developed various Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visual force pages, Validation rules, Approval Processes and Auto-Response rules for automating business logic and Report folders for different users and profiles based on the requirement.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Developed customer management app for the customer services team to track client databases and financial transactions by collecting requirements for the application of the Salesforce CRM with the Customer Portal.
* Worked at the client site with the customer and manager the project from end-to-end.
* Involved in Developing, Testing and Deploying the application in UAT and QA servers.
* Written Triggers and order to process incoming service e-mail requests from customers to automatically create new case records.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Performed administrative tasks like Data management, User management (Creating and managing roles, profiles and users).
* Migrated financial transactions using Data loader tools that enabled ease of account reconciliation of various journal accounts.
* Integrated Phoenix financial software with Salesforce CRM to assist the sales team to generate quotes from various records, and data present on the Salesforce CRM.
* Used SOQL and SOSL for data manipulation.
* Designed web pages in Visualforce for capturing various customer’s data.
* Created the Reports and Dashboards as per the business requirements.
* Migrated data from Excel and CSV files to SFDC using Data Loader and Data Import Wizard.
* Maintained Sandbox Environment for QA Activities.
* Worked on Process Builder based on the requirements.
* Experience with version controlling of code through BitBucket and Github.
* Used HTML tags, Frames and CSS to maintain the Web pages and also avoid ViewState Limit.
* Migrated the code/components from Sandbox to other Sandbox using Change set.
* Coordinate with the test team and provide the application flow demo before the test team starts Testing.

**Environment:** Salesforce.com platform, Force.com IDE, Apex classes, Triggers, Visual force(Pages, Components & Controllers), UAT Server, QA Server, SOSL and SOQL, HTML, CSS, JSON service module, sales cloud, Apex data loader, GitHub, Workflows & Approvals, Sandbox, Production, Java Script, Eclipse, Apex Triggers, Workbench, Perforce, REST API, SOAP, WSDL, Windows.

**KPMG (Orion India Systems ), Hyderabad, India**

 **Salesforce Admin Oct’ 2013 to Sept’2014**

**Responsibilities:**

* Worked on Apex Classes, Visualforce Pages, Controller Classes and Apex Triggers for various functional needs in the application.
* Created Custom Objects, Lookup and Master-Detail Relationships on the objects and created junction objects to build the connectivity between objects.
* Developed and configured various custom reports and report folders for numerous user profiles.
* Experience on Salesforce objects like Leads, Accounts, Contacts, Opportunities, Reports and Dashboards.
* Experience in creating Workflow Rules, Email Alerts, Defined Related Tasks, Field Updates and Time-Triggered Tasks to implement business logic.
* Used SOQL and SOSL for querying the objects.
* Created various Email Templates along with Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Performed manual sharing for accessing Records and Sharing Rules based on Role Hierarchies.
* Successfully configuring the Marketing Cloud to connect with digital marketing capabilities of the Salesforce Marketing Cloud with the data management, campaign management tools and segmentation in Salesforce.
* Performed manual sharing for accessing Records and Sharing Rules based on Role Hierarchies.
* Developed and deployed Approval Process and Workflows depending on the requirements.
* Created Profiles, Roles and implemented object level, field level and record level security.
* Involved in development of Salesforce.com work-flow business rules by using workflows, process builders and visual flows.
* Created Page Layouts, Search Layouts to organize fields, custom links, related lists and other components.
* Experience in creating different Visualforce Pages depending on requirement.
* Produced reports and saved them for future access to the users.

**Environment:** Force.com IDE, Apex Classes, Apex Triggers, VisualForce pages, Validation Rules, Formula​ Fields, Data Loader, Reports and Dashboards, Workflow & Approvals, Web Services.

**Educational Details:**

Bachelors in Electronics and Communication Engineering from Karunya University, 2010