**Shiny**

**SFDC Developer and Administrator**

**Email:**​​shiny.sfdc@gmail.com

**Work:** ​510-679-1715



**PROFESSIONAL SUMMARY:**

* Over 7+ years of IT experience in ​**Salesforce.com CRM platform** as ​**Developer** ​and **Administrator**​.
* Experience in all phases of ​**SDLC** like requirements gathering, analysis, designing, coding, testing, integration, documentation and development.
* Strong implementation and integration experience using ​**Custom Objects, Triggers,** **Workflow Rules, Approvals, S-Controls, Visualforce Pages**​and​**Apex classes**​.
* Experience in building ​**Schedule Apex**​,​**Batch Apex, SOSL** ​and​**SOQL**​aggregate functions.
* Experience in migrations and deployment of code from one environment to the other using **Force.com IDE**​deployment wizard.
* Well versed in performing data migration from legacy system to Salesforce.
* Experience in integrating external applications with ​**Salesforce.com** both inbound and outbound by writing ​**Apex SOAP**​and ​**REST Web Services**​.
* Strong knowledge and experience on various development environments like ​**Eclipse IDE**​.
* Salesforce.com experience in creating **Object, Field, Record Types, Page Layout, Security**

**Controls, Queues, Group and Analytical Snapshots.**

* Well versed with ​**CRM processes** like Sales, Marketing, Customer service, Customer support, Business processes and recommended solutions to improve using SFDC.
* Experience in creating, maintaining and enhancing **Workflows, Approval Processes,** **Formula Fields**​,​**Validation Rules, Field Dependencies, Automated Alerts** and **Field Updates** according to application requirements.
* Experience in customization of the Salesforce sales module for capturing the **Lead** **Generation, Accounts** ​and​**Opportunities.**
* Experience in analyzing business requirements, Entity Relationship diagrams and implementing them to ​**Salesforce Custom Objects, Master-Detail** ​and ​**Lookup**

**Relationships.**

* Developed reports, dashboards and processes to continuously monitor data quality and integrity.
* Experience with data migration and updates through ​**AppExchange, Data Loader** and **Workbench**​in Salesforce.com.
* Extensive experience working on ​**Agile**​and ​**Waterfall**​environment.
* Experience in understanding and implementing the new ​**Salesforce Lightning Experience**​.
* Experience in creating Lightning apps combining ​**Lightning Design System, Lightning App** **Builder and Lightning Component features**​.
* Experience in modifying the ​**Visualforce**​pages to be supported in ​**Lightning Experience**​.
* Involved in building ​**Lightning Components** ​using Aura Framework.
* Worked with team members for full-cycle projects such as developers to complete the consulting projects on time and deliver outstanding services to Salesforce.com clients.

**TECHNICAL SKILLS:**

**Technical Skills:**

|  |  |  |
| --- | --- | --- |
|  | **Salesforce.com**​**Technologies** | Force.com IDE, Custom Objects, Reports, Dashboards, Workflow & Approvals, |
|  |  |  | Validation Rules, Migration, Visualforce Pages, Apex language, Apex Classes & |
|  |  |  | Controllers, Batch Apex, Apex Data Loader, App Exchange, Force.com Platform |
|  |  |  | (Sandbox and Production), SOQL, SOSL. |  |
|  |  |  |  |
|  | **Salesforce**​**Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Apex Data Loader, Workbench, |
|  |  |  | Force.com Platform. |  |
|  |  |  |  |  |
|  | **Databases** | Oracle, MS SQL Server. |  |
|  |  |  |  |  |
|  | **Programming Languages** | C, C++, Java/ J2EE, PL/SQL, SQL. |  |
|  |  |  |  |
|  | **Web Technologies & Web** | HTML, XHTML, XML, CSS, Java Script, JQuery, WSDL, SOAP API, REST API. |
|  | **Services** |  |  |
|  |  |  |  |
|  | **Integration Tools** | Apttus CPQ and CLM, App Exchange Tools, Informatica. |
|  |  |  |  |
|  | **Force.com Configuration** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, |
|  |  |  | Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, |
|  |  |  | Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object |
|  |  |  | Development, Field Creation, Page Layout, Related List Customization, Record |
|  |  |  | Types, Field Level and Object Level Security, Role Hierarchies, Sharing Models, |
|  |  |  | Workflow: Time - Dependent Actions, Field Updates, Email Alerts, Task |
|  |  |  | Creation, Reports, Dashboards, Formula Fields and Cross Object Formula |
|  |  |  | Fields, Configuration Skills, Overall User Management. |
|  |  |  |  |  |
|  | **CERTIFICATIONS:** |  |  |
|  | Salesforce.com Certified Platform Developer-1(DEV 401) |  |
|  | Salesforce.com Certified Admin (ADM-201) |  |
|  | **PROFESSIONAL EXPERIENCE** |  |  |  |
|  | **Client: BlackBerry Cylance- Irvine,CA** | **Feb 2019-Till Date** |
|  | **Salesforce Administrator/ Business Administrator** |  |

* Building trusted client relationships through proactive account management and effective project delivery and establishing knowledge of client business challenges

and priorities to transfer into opportunities.

* Providing Salesforce Admin Support for key clients and maintaining regular client communication and satisfaction, ensuring opportunities and challenges are addressed in a timely manner.
* Helping deliver presentations to clients and management teams and contributing
* to project discoveries, kickoff, prepare proposals and statements of work following company standards.
* Translating client’s business needs into detailed business requirements documents, use cases and systems interaction diagrams and working with customers and internal creative teams to establish approved wireframes and mock-ups for solutions and assisting project team to establish high, mid, and micro level plans for project team.
* Establishing critical path, milestones, delivery dates, and review client deliverables to ensure they meet client acceptance criteria.
* Providing leadership throughout the life cycles of project, guiding the
* understanding the project team has through design and development to ensure project requirements are met.
* Establishing project test strategy, methodologies, test plans as well as assisting with test execution.
* Handling all basic administrative functions including user account maintenance, reports and dashboards, workflows, Process builder and other routine tasks.
* Coordinating the evaluation, scope and completion of new development requests.
* Completing regular internal system audits and preparing for upgrades.
* Working with the Management Consultants to establish suitable processes to support administrative, development, and change management activities.
* Assisting in developing training and user adoption programs.
* Effectively act as the liaison between our clients, vendors and the application development team.
* Working independently with members of the user community to define and document development requirements.
* Evaluating information gathered from multiple sources, reconcile conflicts, decompose high-level information into details, abstract up from low-level information to general understanding, and distinguish user request from the underlying true needs.
* Implemented CPQ solution using Apttus CPQ & Contract Management (CLM) for various customers in industries.
* Familiar 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.
* Assessing the impact of new requirements on Salesforce.com and all upstream and downstream applications, systems and processes.
* Developing and maintaining validation rules, workflow rules, flows, and processes.
* Creating and managing custom objects, fields, formulas, analytic snapshots,

reports, and dashboards.

* Troubleshooting and resolving Salesforce end-user issues.
* Assisting and coordinating and leading in the development of responses and solutions to company-wide CRM requests, this includes but is not limited to informational, content, and analytical requests.
* Reviewing and analyzing solutions by working with Management and Operations/Sales members.
* Working with sales operations, business stakeholders, and technical personnel to understand, develop, and document clear requirements with Salesforce Design, implement, document, build, test and deploy updates and enhancements within Salesforce in adherence to industry best practices.
* Implementing Salesforce integration with IT systems.
* Ensuring data integrity throughout and between Salesforce and internal systems.
* Managing the software testing process, which includes devising test plans,
* creating test cases, establishing protocols and appropriate testing environments, and coordinating software testing.
* Utilizing Salesforce data tools (Data Loader, Force.com Explorer, Workbench, Eclipse Force.com IDE) and ETL tools such as Informatica and Talend systems.
* Acquainted and well versed with CRM processes like Sales, Marketing, Customer Service and Customer Support, Business Processes and recommended solutions to improve their processes using SFDC.

**Client: First Republic Bank- San Francisco-CA Salesforce Developer/ Administrator**

**Sep 2017 – Feb 2019**

**Responsibilities**​**:**

* Worked on various Salesforce.com Standard objects like ​**Accounts, Opportunities, Leads,** **Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards**​.
* **Agile Development Methodology**​was followed for the implementation
* Managed Salesforce integration with existing systems and third-party providers.
* Interacted with various Business users for gathering requirements.
* Developed various ​**Custom Objects, Tabs, validation rules, formula fields.**
* Developed custom Business logic using ​**Apex Classes, Visual force pages and Lightning** **components**​. Used Visual force components like​**Page Block, Command Buttons, Action support, Action Function**​.
* Implemented custom​​Cascading Style Sheets ​**(CSS)**​for ​**Visual force pages.**
* Worked with ​**SOQL, SOSL** ​queries with ​**Governor Limitations**​to store and download the data from the Salesforce.com platform database.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* Constant involvement in exploring ​**apex** ​change apps and using the apps wherever necessary. Used apps like ​**Apttus, target, Cloud Converter, Chatter un-follow rules, Field** **Trip, Conga Composer, AKARD, Docusign**​etc.
* Strong Experience in Salesforce ​**Lightning** components design & designing compact layouts using Apex triggers, Page layouts, Visual force pages, workflows for Mobile platform.
* Created relationships among objects using ​**Lookup** ​and​**Master-detail**​relationships.

● Created various ​**Profiles**​,​**Roles**​,​**Page Layouts, and Record Types**​and configured the ​**Permissions**​based on the Organization hierarchy requirements.

* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like VisualForce, Force.com IDE
* Extensive experience on ​**S controls**​, ​**Visualforce pages** and ​**Page layouts** ​according to the Business requirements
* Developed ​**Lighting** ​apps using ​**Lighting** Components and made them compatible with salesforce1 mobile app.
* Installed the ​**Call Center Applications** and Allowed the end users to maintain a track history of customers complaints
* Managed and deployed ​**Salesforce.com CRM** solution to multiple departments within the organization.
* Performed data cleanup and/or ​**Data migration**​to/from ​**salesforce.com**
* Designed and deployed ​**Custom tab**​s,​**validation rules, Approval Processes**​an​**d** **Auto-Response** ​for automating business logic.
* Experience in creating ​**Lightning** Components and used ​**Lightning** Design System to convert existing Visualforce pages to ​**lightning**​components.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions
* Developed ​**Lightning** components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in using ​**Lightening**​, Process Builder and Workflows. Worked on customization of visual force to have Lightning Experience for desktop and mobile applications.
* Implemented CPQ solution using ​**Apttus**​CPQ & Contract Management (CLM) for various customers in industries.
* Worked on ​**Apttus**​Advanced Workflow approval, ​**Apttus**​order management, created agreement wizards, validation rules and contract templates.

**Client: American Fidelity Insurance, Oklahoma City, OK Salesforce Developer/ Administrator/Production support.**

**Oct 2016 – Aug 2017**

**Responsibilities**​**:**

* Interacted with Business users for requirements gathering, analysis and development. Worked on various Salesforce.com Standard Objects including ​**Accounts, Contacts, Reports,** **Dashboards, Events**​and​**Tasks**​.
* **Agile Development Methodology**​was followed for the implementation
* Developed various ​**Custom Objects, Formula fields, Master-Detail, Lookup relationships,**

**Tabs, validation rules.**

* Created various ​**Profiles, Roles, and Page Layouts and** ​Configured the permissions based on the organization hierarchy requirements.
* Created ​**Workflow rules** ​and defined related ​**tasks, email alerts,** ​and ​**field updates.**
* Implemented Pick lists, Dependent Picklists, lookups, Master detail relationships, validation and formula fields to the custom objects​**.**
* Extensive experience on ​**S controls**​, ​**Visualforce pages** and ​**Page layouts** ​according to the Business requirements
* Installed the ​**Call Center Applications** and Allowed the end users to maintain a track history of customers complaints
* Performed 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 Visualforce, force.com API, and web services.
* Created email templates and inbound emails using ​**Visual Force**​for clients and customers.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Enabled ​**Chatter**​for the Organization and to effectively communicate with the users in the Organization.
* Implementation of ​**Data Loader**​for loading the data.
* Performed data cleanup and/or ​**Data migration**​to/from ​**salesforce.com**
* Merging of Salesforce instances
* Developed business documents for Salesforce.com ​**Custom objects**​.
* Worked on different portals like Self Service Portal, Partner Portal and Customer Portal​**.**
* Implemented Salesforce.com web services client using the Sales force web services API, Java, XML and partner WSDL.
* Integrated Salesforce with external Master data using SOAP and REST API
* Developed several ​**Custom Reports** ​& ​**Dashboards** ​to better assist managers and also report folders to provide report accessibility to appropriate personnel.
* Expert in Salesforce Sales and Service cloud implementation.
* Provided training​​to Business users about the system.

**Client:**​**Bac Florida Bank, Coral Gables, FL** **Jan 2016 – Sep 2016**

**Role: Salesforce Developer/ Administrator**

**Responsibilities:**

* Developed a landing page using the ​**Visual force**​.
* Customized objects and fields using master detail relationship, look up relationship depending on the requirements.
* Created page layouts, ​**validation rules**​and ​**workflow rules**​.
* Worked as a legacy for creating new roles and profiles in the organization.
* Created new user accounts and configure Salesforce to fit security needs at the user and organization levels.
* Developed automated workflows and approval processes for sales opportunities and lead routing.
* Worked on ​**Salesforce Lead management**​,Accounts and Contact management system.
* Worked On Data Migration From Databases To ​**Salesforce Using Apex Data Loader**​.
* Generated SOSL and SOQL statements to search the information.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Worked on ETL tools to migrate the information from other databases.
* Built APIs with Salesforce.com ​**Apex SOAP/REST Services**​.
* Review the test cases provided by the QA team, and provide feedback.
* Designed Visual force Pages with html along with custom controllers and controller extensions.
* Administered and monitored the company's Salesforce CRM applications.
* Responsible for migrating developed packages from different sandbox instances. Development ​**Sandbox, QA sandbox, SIT sandbox**​and ​**UAT sandbox.**
* Implemented all pages to remove table based markup. New site is implemented using table less layout, standard and SEO friendly markup using HTML5 and CSS3 to support broad range of browsers
* Involved in Salesforce.com application setup activities and customized the UI to match the functional needs of the organization
* Reporting and prioritizing software bugs in conjunction with the Development & QA Managers.
* Used Force.com Web services API and outbound messaging for implementing web services through WSDL in the application for access to data from External systems and websites.
* Developed and configured various Reports and ​**Report Folders** for different user profiles based on the need in the organization.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.

**Client:**​​**Carters, Atlanta, GA**

**Salesforce Administrator/Developer**

**Nov 2013 – Dec 2015**

**Responsibilities:**

* Worked as enhancement developer and team member, performed the roles of **Salesforce.com Developer**​and​**Administrator**​in the organization
* Responsible for setting up web services integrations
* **Agile Development Methodology**​was followed for the implementation
* Implemented Inside sales telephonic plug-in application implementation
* Worked closely with sales team and business analysts and performed detailed analysis of business and user requirements, designed the solution by customizing various standard objects of ​**SalesForce.com (SFDC)**
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like VisualForce, Force.com IDE.
* Maintaining test coverage for all the classes and triggers and supporting deployment activities
* Worked on various ​**salesforce**​.​**com** standard objects like ​**Accounts**​, ​**Contacts**​, **Cases**​, Opportunities, Products, Opportunity Line Items, ​**Leads**​, ​**Campaigns**​, ​**Reports** ​and

**Dashboards**

* Designed, and deployed the ​**Custom objects**​,​**Custom tabs**​,​**Entity-Relationship data model**​, **validation rules**​,Workflow Rules, Auto-Response Rules,​**Page layouts, Components**​,​**Visual Force Pages**​to suit to the needs of the application
* Served as Subject Matter Expert for solution architecture that included configuration, development, integration and customization of complex environments.
* Used ​**SOQL & SOSL** with consideration to ​**Governor Limits** for data manipulation needs of the application using platform database objects
* Used ​**Data Loader** for insert, update and bulk import or export of data from Salesforce.com SObjects Used it to read, extract, and load data from ​**comma separated values (CSV)**​files
* Defined ​**lookup** and ​**master-detail** relationships on the objects and created junction objects to establish connectivity among objects
* Created ​**workflow rules** and defined ​**related tasks, time triggered tasks, email alerts, filed** **updates**​to implement business logic
* Used Sandbox for testing and Eclipse and Deployment Chain Set for code deployment and worked with SVN

**CES Pvt Ltd, Hyderabad, India**

**Salesforce Admin**

**Apr 2012 – Oct 2013**

**Responsibilities:**

* 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 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.
* Experience on Salesforce objects like Leads, Accounts, Contacts, Opportunities, Reports and Dashboards.
* 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.
* 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.