**Dinesh **

**SFDC Consultant**

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**SUMMARY:**

* Around 6+ years of IT experience in various stages of Software Development Life Cycle (SDLC) which includes work experience on SFDC Administrator, Developer on Salesforce.com platform.
* Administration, Configuration, Implementation and support experience on Salesforce.com platform.
* Experienced in Salesforce.com CRM integration, developing and deploying custom integration solutions.
* Implementation & Integration experience on Salesforce.com using Apex Language (Classes, Controllers & Triggers), Web Services, Visual Force Pages, Components, Tabs, Custom Objects, S-Controls, Reports and Dashboards.
* Experience in SFDC development using Apex Language, Apex Trigger, Apex Classes, Apex Test Methods, Apex Web Service, Visualforce Pages, Visualforce Components & Controllers, Visual Force, Force.com IDE, Dashboards.
* Hands on Experience of Salesforce Web Services API like REST, Bulk & SOAP.
* Experience in Workbench to fetch data using SOQL queries.
* Excellent experience working with salesforce.com sandbox, production environments, and Force.com Plug-in environment using Eclipse IDE.
* Experience in using CRM fusion demand tools for importing huge amount of data into salesforce.
* Worked with Jitterbit tool and Heroku connect to migrate data and metadata from one organization to another organization.
* Experience in Salesforce.com Integration using Web Service and Apex Programming, Salesforce.com Service, Sales, Marketing and Financial Cloud expertise
* Experience in writing Test Classes to maximize test code coverage for production deployment.
* Designed various Custom Objects, Custom Fields, Role Based Page Layouts, Custom Tabs, Sales, Services, Custom Reports as per the client requirements.
* Expertise in Apex to implement the complex business logic with in Governor Limits.
* Experienced Azure and integrations with Salesforce.
* Knowledge in Lightning Applications, Components and controllers for migrating to Lightning.
* Implemented various advanced fields like Picklist, Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, and Approval Processes for automated alerts, field updates, entity relationships and Email generation according to application requirements.
* Technical skills and experience with Javascript
* Provide technical guidance, mentorship, and coaching to solution partners and client developers regarding the implementation and maintenance of ecommerce solutions based on Commerce Cloud best practices
* Ecommerce / digital commerce knowledge, exposure, or experience is strongly preferred
* In Aura used Apex Class as attribute type to pass data in specific format.
* Used Metadata API to retrieve, deploy, create, update or delete customization information, such as custom object definitions and page layouts, for your organization. This API is intended for managing customizations and for building tools that can manage the metadata model, not the data itself.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Cloud marketing, Tasks and Events.
* Used Metadata to move data from one system to another, such as when we are copying components from one Force.com organization to another, transferring metadata from a local development system to your Force.com organization, pushing changes from sandbox to production Force.com orgs.
* Hands on Experience in CSV files, XML, Cloud Apps, Dashboard, Datasets, Lens.
* Proficient in creating the Lightning Component Tabs and Visual Force Tabs.
* Worked with Remote objects for front end validation to reduce load on the application backend.
* Experience in migrating data from legacy systems to Salesforce using Apex Data Loader.
* Strong knowledge of Object Oriented Programming and Object-Oriented Design
* Expert in capturing, analyzing, documenting and realizing the business requirements to design on salesforce.com platform by designing the required entities like custom objects, creating the relationships/ junction objects like Master-Child, lookups, Entity Relationship data model, SOSL, SOQL, Pages, Classes, Interfaces, Workflows & Workflow rules, triggers, Email alerts and business logic. Experience in configuring.
* Able to assess business rules, collaborate with stakeholders and perform source-to-target data mapping, design and review.

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), S-Controls, Apex Web Services, Workflow & Approvals, Dashboards, Report, Custom objects, SOSL, SOQL, Apex, Force.com |
| **Salesforce Tools** | Workbench, Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com Platform, Heroku Connect |
| **ETL Tools** | Loader, Salesforce-to-Salesforce, Apex Explorer, CRM Fusion tools, Copardo Tools, Jitterbit |
| **Web Technologies** | CSS, XML, HTML, JavaScript |

**CERTIFICATIONS:** Salesforce Certified Platform Developer I

**PROFESSIONAL EXPERIENCE:**

**Client: PNC Bank, Pittsburg Jan’2020 to Till date**

**Role: Salesforce Consultant**

**Responsibilities:**

* Created a complete Case Management System using Lightning Components, Controllers, Helper Methods, CSS, Bootstrap and JavaScript.
* Create a user interface in Lightning using Aura components, CSS, Bootstrap for a user to enter case details and submit in to Salesforce.
* Created a complete file upload in Lightning, Apex classes and SOQL so that users can attach files in the form and upload them to Salesforce case record.
* Create a lookup using Lightning, Apex classes and SOSL to lookup Users and add them as a Case Team to the case record.
* Used Salesforce Lightning Inspector to debug the lightning components during the development process.
* Used Salesforce1 simulator during the development to test if the lightning components works properly on the mobile device.
* Created Apex methods for the lightning controller and helper methods to perform DML operations on the case records.
* Created Test methods to make sure the code coverage of apex class and triggers is above 90%.
* Created various email templates based on various stages of case progression.
* Created triggers to send out emails to the case owner and case team along with the attachments after the case record is created. Data migration and webservices integration for marketing data like Accounts, Contacts, Opportunities sales order from legacy systems to Salesforce.
* Developed Apex Classes, Apex Triggers, Workflows and Approval Processes for various functional needs in the application.
* Created various html email templates for sending Email notification using Journey Builder.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com SObjects.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Configured Email Sends and Journeys in Salesforce Marketing Cloud
* Maintained data cleanliness and accuracy by adding various Custom validation rules and Custom formulas.
* Created workflow rules to send out email alerts and assign the cases to queues.
* Experience in Full Cycle Implementations of SDLC such as Design, Configuration, Custom Development and integration.

**Environment**: Lightning, Apex, Visualforce, Triggers, Workflows, SOQL, SOSL, Data Loader, App Builder, Case Management, Email Alerts, Force.com IDE, Developer Console, Marketo, Java Script, HTML, CSS, Salesforce Apex Data Loader, HTML, Java Script, Dashboards, Security Controls, Custom Objects, Apex Classes/Controllers, Workflow and Approvals, Reports, Force.com.

**Client:** **Walmart Labs, Sunnyvale, CA Dec 2018 – Dec 2019**

**Role: Salesforce Consultant**

**Responsibilities:**

* Developed Walmart Media Group to acquire and manage advertising clients using FTAs and efficiently integrated Walmart-owned tools.
* Enabled Walmart to identify and track partners who have partnered on search, display and other value-added advertising programs.
* Visualized the pipeline for existing and future $ spend & track revenue.
* Enabled various business groups including marketing/sales, operations, account management to leverage CRM to provide the best partner experience.
* Entrepreneurial thinking, embracing Commerce Cloud's shared success model
* Position Commerce Cloud product and services and improve Customer's impact
* Created "Confirmed Revenue" field represents the rollup of Amount from all linked JBP Drawdown opportunities that are in Closed-Won or later stage.
* Developed and present custom demonstrations based on prospective client requirements using JavaScript, HTML, CSS and XML
* Worked on Exact target/Marketing Cloud. Created multiple projects to insert, retrieve and update the data from Marketing Cloud.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Resolved bugs in Service Cloud.
* Used Salesforce DX to Salesforce environment in Scratch orgs which Salesforce code or metadata that can be easily created or destroyed, helping to speed up the standard development workflow.
* In the agile release plan Salesforce DX helped us to release new features with minimal risks without disturbing existing org.
* Used Salesforce Lightning framework presents app developers with the opportunity to build dynamic web applications.
* Configured Lightning web components and Aura components to work in Lightning App Builder and Community Builder.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Provided ongoing SalesForce.com maintenance and administration services including periodic data cleansing, custom objects, workflow.

**Environment**: Salesforce.com, Apex Script, Apex Classes, Triggers, Controllers, Lightning, Visualforce, Web services API,  Service Cloud, SOSL, SOQL, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Page Layouts, HTML, Reports, Dashboards, JIRA, Windows.

**Client:** **ProSight Specialty Insurance, Morristown, NJ Sep 2017 – Nov 2018**

**Role: Salesforce Consultant**

**Responsibilities:**

* Involved in requirement gathering from the client location, knowledge transfer and setting expectations on project progress at the client end.
* Worked on various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visualforce Pages to suit to the needs of the application.
* Designed and Developed Dashboard to monitor case activities based on geography.
* Developed and Customized User interface in Salesforce.com using Visualforce, Apex controllers and Force.com IDE.
* Integrated external financial systems for synching data in Salesforce.
* Developed Visualforce Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
* Involved on creating Lightning Pages inside Lightning community Builder.
* Worked on Reports and Dashboards in Salesforce Classic and Salesforce Lightning.
* Provided business solutions to clients nationwide, ranging from Salesforce Sales Cloud, Service Cloud, and Salesforce Mobile Development.
* Guide prospective clients to the merits and strengths of the Commerce solution
* Experience delivering with eCommerce and OMS platform implementations
* Ensuring ongoing adoption by the customers' website(s) of the continuously innovating Commerce Cloud feature set
* Created Visualforce pages that could be rendered as PDF's, build dashboard components and define email templates.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Retrieved some data and its functionality from Third-Party API's and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Administrated and monitored the company's Salesforce CRM application.
* Worked closely with senior management on a Specific track to meet goals and Documented process work flows reflecting interactions between all software within IT identifying how information is processed and what forms of communications are used.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Worked on Salesforce DX for primarily by developers, allows users to have true [version control](https://whatis.techtarget.com/definition/version-control). Which allowed developers to have better control over collaboration, auditing, and disaster control
* Developed and Customizing salesforce.com application based on the user needs.
* Developed field & page layout customization for the standard objects like Account, contact, Leads.
* Involved in Working with Standard Salesforce features like Objects, Workflows, Record Types, Page layouts, Validation rules, Profiles, Roles, Reports, Dashboards, etc.
* Created new custom objects, assigned fields, custom tabs, components, custom reports.
* Created custom Reports based on business need and associated them to Dashboard.
* Customizing Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Designed different custom dashboards for various user groups based on their business functionalities and needs.
* Created a support portal using Sites concept in Salesforce.
* Built Apex Classes implementing SOSL & SOQL statements within Eclipse to manage interaction with the database.
* Implemented Sales cloud and incorporated the enhanced features as required to streamline the business process.
* Designed and developed Service cloud and integration.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Used Jira defect tracking tool for maintaining of user stories and raising defects.
* Performed tasks for Data Migration like Data mapping and Data loading.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created various 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.
* Created Custom Product lighting component and provided functionality.
* Created "Confirmed Revenue" field represents the rollup of Amount from all linked opportunities that are in Closed-Won or later stage.

**Environment**: Salesforce.com, Apex Script, Apex Classes, Triggers, Controllers, Lightning, Visualforce, Web services API, Data Loader, Data Migration, Sales cloud, Service Cloud, SOSL, SOQL, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Page Layouts, HTML, Reports, Dashboards, JIRA, Windows.

**Client: Walden Savings Bank, Montgomery, NY Jul 2016 – Aug 2017**

**Role: Salesforce Developer**

**Responsibilities:**

* Performed detailed analysis of business and technical requirements and designed the solution by Visual force, Force.com API, and Web Services.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Designed and customized visual force pages using controller extensions, custom controllers and standard controllers.
* Developed Apex triggers, classes to achieve user’s desired functionality and have written the dependent test classes.
* Involved in Deployment, deployed all the classes, triggers, objects, components, pages from sandbox environment to production environment.
* Involved in Salesforce Lightning Components for building customized components replacing the existing ones.
* Worked with Lightning Components like Visual Flows and Process Builder.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract and load data from comma separated values (CSV) files.
* Designed and deployed Custom tabs, validation rules, and Approval Processes for automating business logic.
* Administrated and monitored the company's Salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert.
* Being the Administrator in the organization created Profiles; Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visual force pages to develop custom business logic.
* Developed Visual force Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages. Followed agile methodology.
* Developed workflow rules for various tasks and Email alerts as per the requirement.

**Environment:** SFDC, Apex, Data Loader, Force.com, Import Wizard, Lightning, Visual Force Pages, Triggers, Components, Controllers, Workflow, Validation Rules, Reports, Report Types, Custom Objects, Tabs, Email Services, Eclipse IDE Plug-in, API, Sales cloud, Sandbox data loading.

**Client: Estee Lauder, Melville, NY Nov 2015 – Jun 2016**

**Role: SFDC Admin/Developer**

**Responsibilities:**

* As SFDC developer interacted with various business areas to gather requirements and develop data model to suit complex business needs
* Customized standard sales force objects like opportunity, contact, accounts, products, price books, case management, solutions
* Created pick lists, dependent pick lists, lookup relationships, record types, formula fields.
* Created page layouts, links, custom buttons, Visual force for complex business requirements and integrations
* Created custom objects like realtor, warranty, agent, household, policy
* Used complex validation rules, cross object formulae, lookup relationships, workflows and dynamic approval processes to implement business logic
* Used Apex classes, triggers, web services to integrate with multiple legacy systems.
* Used data loader and scheduling tools to automate bulk data loading to keep systems in synch with legacy systems
* Mainly worked with Lead Management in SFDC.
* Worked on Email handling requirements for assigning the leads to Agents.
* Worked on Apex Classes and Pages to make enhancements on the existing functionality.
* Worked with various [Salesforce.com](http://salesforce.com/) objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects.
* Created Custom objects, fields according to the requirements of business which are useful in the validation of entitlements.
* Created custom Profiles, Roles, and Public groups to restrict the data access to the unwanted internal users depending on their job responsibilities.
* Created Page Layouts for various profiles to make the CSS people comfortable for inputting data into the CRM from customers.
* Implemented Formula fields, Validation Rules, Workflow Rules, and Workflow Approvals.
* Developed Reports and Dashboards, validation rules, formula fields for the application.
* Developed and configured Custom Reports to planning monthly, quarterly and annually and for forecasting.
* Written SOQL, SOSL query language necessary for the application in Apex Classes and Triggers.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Implemented Web-to-Lead and converted Lead to Custom Client Object (aka Account object). Maintained system interface diagrams and functional designs.
* Used Data Loader for insert, update, and bulk import or export of data from Sales force Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Created VF Components used repeatedly in VF pages to reduce the redundancy when needed.
* Created Visual force and HTML Email templates to be sent to the customers depending on the action they perform after they log into the portal.
* Developed VF pages and associated Apex classes to allow the customers to register, login and submit their service requests which are resolved by CSS people.

**Environment:**Saleforce.com platform, Apex Language, Visual Force (Pages, Components, Controllers & Extensions), Data Loader, Apex Triggers, Reports, Custom Objects, Custom Tabs, SOQL, SOSL, Workflow & Approvals, Email Services, Security Controls, Eclipse IDE Plug-in.

**Company: Ebix, India Sep 2013 – Aug 2014**

**Role: Salesforce Developer/Administrator**

**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.
* Developed various Apex classes, Controller classes and Apex Triggers for various functional needs in the application.
* Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.
* Worked as an architect to finalize architecture specifications, and creates design as it relates to the customization and/or integration of a CRM system (Sales, Services and Repair Processing).
* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Created Workflow rules and defined related tasks, email alerts, and field updates.
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects.
* Implementation of Data Loader for loading the data.
* 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 Sales force web services API, Java, XML and partner WSDL.
* Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Provided the training to Business users about the system.
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects.

**Environment:** Saleforce.com CRM, Force.com platform, Apex Classes, Chatter, Visual Force Pages, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, Eclipse IDE, WSDL, Windows.

**Company: Verinon, India Jun 2012 – Aug 2013**

**Role: Java Developer**

**Responsibilities:**

* Developed the GUI of the system using HTML, JSP and client-side validations was done using JavaScript. Built and accessed the database using JDBC for ORACLE9g.
* Struts Framework in conjunction with JSP and Tag Libraries used in developing user Interface for administrative screens and user interaction screens.
* Developed Session Beans for necessary transactions like fetching the data required, updating the customer information
* Worked on coding of Servlets and EJB communication
* Developed Servlets to process the requests, transfer the control according to the request to corresponding Session Beans, JSP pages.
* Developed Web logic container security components for adding vendor specific Security Realm to application using JMX.
* Java Servlets and JSP pages were deployed on the Web Logic Application Server for retrieving user information and posting related data.
* Worked on database layer for updating and retrieval operations of data from oracle database.

**Environment:** Java, JEE, Struts Framework, JSP, Servlets, JDBC, HTML, CSS, PL/SQL, Oracle 9g, Eclipse, SQL Developer, OC4J application Server, MS-VSS (Version Control).

**Education:** Bachelor’s in Computer Science. 2008 Aug - May 2012

Master’s in Computer Science 2014Aug to May 2016.