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**Professional Summary:**

* Over 8+ years of Overall Professional IT experience with 7 years of Extensive Salesforce experience, Involved in various stages of **Software Development Life Cycle (SDLC).**
* Configured, implemented, administrated and maintained the **Salesforce.com** **Platform**
* Experience in SFDC development using **Visual Force Pages, Components, Force.com IDE, SOQL, and SOSL, MVC architecture, DML statements.**
* Design of various **custom objects, custom fields, role-based page layouts, custom tabs** as per the requirements.
* Experience in **Salesforce Customization, Workflow Approvals, Data Validation, Sales, Marketing, Customer Service and Support Administration.**
* Extensive experience in creating **Roles, Profiles, Page Layouts, Record Type, and Assignment rule, Workflow Alerts and Actions, Reports, Dashboards, Outbound messaging, and Approval Workflow.**
* Hands on experience in Administration setup like **manage Users, Security Controls and Data Management.**
* Worked with business owners to understand their requirements for **Salesforce Marketing Cloud** application.
* Implement SFA functionality **(Sales/Service and Custom solution).**
* Rich experience in Developing and Maintaining of **Salesforce Orgs and Custom User Interface** using **Lightning Application, Web Services and APEX.**
* Have done many integrations and used the **Salesforce Marketing Cloud** connector to connect to multiple salesforce orgs.
* **Salesforce Lightning** Experience - Used SLDS for developing **Lightning Components, Actions, Events and Server-Side Controller.**
* Experience in administration, configuration, Implementation, and Support of **Salesforce CRM**, and **Salesforce SFA** applications based on **Apex Language** and leveraging **Force.com** Platform.
* Experienced in **SalesForce.com Apex classes, Apex triggers , Visual force pages, force.com API.** Experience in Salesforce.com CRM integration, developing and deploying custom integration solutions.
* Experienced in using **Salesforce Lightning** **UI**. Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Experience in using Salesforce.com Administration and Creating Roles, Profiles, and Integration of custom and commerce activities with Salesforce web services.
* Hands-on experience in developing and deploying custom integration solutions in Salesforce.com CRM. Proficient in creating/troubleshooting/modifying APEX code, S-Controls, and visual force pages.
* Created journeys and also implemented marketing campaigns using marketing cloud tools like **Journey Builder, Email Studio and Automation Studio.**
* Hands-on experience in designing of custom objects, custom fields, 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, Snapshots, Dashboards, and Email generation according to application requirements.
* Used **Force.com** Web services API for implementing web services in the application for access to data from different users.
* Used **SOQL&SOSL** with consideration to Governor Limits, data migration and custom developments for data manipulation needs of the application using platform database objects.
* Experience with data migration and updates through Data Loader in Salesforce.com.
* Experience working on **Eclipse IDE** with Force.com Plug-in for writing business logic in Apex.
* Strong knowledge of sales, marketing, service, and support automation.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.
* Versatile team player with excellent analytical, presentation and inter-personal skills.
* Experienced on working with Confluence and Jira for team Collaboration, tracing the user stories and tasks assigned required for the Project.

**CERTIFICATIONS**

* **Salesforce Certified Administrator (ADM 201) : Certification Number-21814087**
* **Salesforce Certified Developer (DEV 401): Certification Number-21814121**

**Skill Set:**

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| **Salesforce.com Technologies** | Apex Language, Lightning Application, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components & Controllers, S-Controls, Apex Web Services, Apex Data Loader, Force.com Apex Explorer, AJAX, Dashboards, Reports, Analytics Sales Cloud, Marketing Cloud, Snapshots, Custom Objects, Force.com Eclipse IDE Plug-in, Workflow rule, Approvals, Case Management Automation. |
| **Programming Languages** | Java (J2SE, J2EE), C#.Net, PL/SQL, Perl |
| **Business Processing** | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Contract Management, Pricing, Approval, Partner Deal Registration, Data Cleansing, and De-duplication, Agreements and Entitlements. |
| **Scripting Languages** | HTML, XML, Java script, CSS |
| **Web Services** | WSDL, SOAP/REST API |
| **Databases** | Oracle 10g, 11g, MySQL, Microsoft Access, SQL Server 2000/2005/2008 |
| **Packages** | MS Word, MS PowerPoint, MS Excel, MS Project, MS Visio, Macromedia Dreamweaver, Rational Rose, Google Drive, Eclipse IDE |
| **ETL/Integration Tools** | Apex Data Loader, Informatica, Boomi, Force.com Workbench. |

**Professional Experience:**

**Hancock Whitney- Louisiana July 2018- Till Now
Role: Sr. Salesforce Developer (Marketing Cloud)**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Performed the roles of Salesforce.com Developer and Admin in the organization.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Created many **Lightning Components** and **server-side controllers** to meet the business requirements.
* Implemented **Ad Studio**, Mobile Push campaigns and SMS text campaigns.
* Implemented **Data Loader** to load data from **Marketing Cloud** to Service Cloud.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Worked on CRM platform environment of **SFDC Sales Cloud** and **Service Cloud** modules.
* Designing Front-end using Dynamic Visual force pages, cloud pages, Components, Aura Components using HTML5, CSS 3, JavaScript, JQuery, Bootstrap, Media Queries, LDS.
* Writing Apex code according to governor limit.
* Senior Administrator of the GRS Academy’s **Learning Management System (LMS)** through the delivery of IT support services.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/**Salesforce Marketing Cloud.**
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Used **Analytics builder** to create reports.
* course set-up and maintenance based on curriculum and educational services requirements, maintenance of user permission roles, mapping organizational learning needs to system functionality, updating course catalogs, scheduling and communicating system maintenance and functional enhancements, resolution of technical impediments and creating technical requirements for **LMS** customizations and integrations.
* Developed and executed marketing campaigns using **Marketing Cloud's Email Studio.**
* Implemented the requirements on **Salesforce.com** platform and **Force.com IDE** Plug-in using **Eclipse.**
* Trained vendors to use **Content builder**to build and maintain marketing content.
* Communicating with executive management on project status and overall project progress against target.
* Used **Journey builder** in running more than 50+ different campaigns along with Automation Studio and **Contact Builder**.
* Closely worked with **SalesForce.com** consultants while implementing the solutions for the requirements.
* Used **Personalized builder** to convert static webpages to dynamic experiences.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Dashboards.
* Designed personalized email content using HTML and CSS3 in **Content Builder**.
* Customized the Dashboards to the track usage for **productivity** and **performance** of their sales teams.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components
* Created the **workflows** for automated lead routing, lead escalation, alerts and custom coaching plans.
* Created **Custom Objects** and **defined lookup** and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Created various profiles and configured the permissions based on the **organizational hierarchy** requirements.
* Created Email Templates in **Content Builder** and was responsible for email tracking.
* Created **page layouts,** **search** **layouts** to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created **Workflow rules** and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Day to day activities include Solution design of the cross-channel customer engagement campaigns that includes all the primary elements of the instance like **Email Studio, Mobile Push, Mobile Studio, Ad Studio**, Automation Studio, **Journey Builder**, AMPScript, SQL, SSJS, API’s etc.
* 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.
* Assisted in building Journeys in **Journey Builder** for campaigns that are by the business team.
* Developed **Apex Classes, Controller Classes** and **Apex Triggers** for various functional needs in the application.

**Environment:** Saleforce.com platform, Force.com ide, Apex, Visual Force (Pages, Component & Controllers), Pages, Data Loader, Marketing Cloud, Journey Builder, Marketing Cloud Admin, Marketing Cloud Integration,HTML, Cloud Pages, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, SOAP, REST, Sandbox data loading, ANT tool.

**Epam – Dallas, TX Sep 2016- Jun 2018
Salesforce Developer**

**Responsibilities:**

* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* 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.
* Leveraged **APEX Controller** to make a call for **external requests** to retrieve data from various API’s and displayed them on to the component.
* Enabled **Aura Framework**, by adding **Aura Attributes**and**Aura Handlers for Events** to focus on Logic and Interactions in Lightning Applications.
* Minimized code in **JavaScript Controllers** by adding reusable functions in **Helper**Component.
* Updated the **APEX Controller**and**Helper functions** regularly making the **Component Context Aware** as per business requirement.
* Created modern Enterprise **Lightning Apps** combining **Lightning Design** System, **Lightning App Builder** and **Lightning Component** features.
* Designed and configured **journeys** using activities within the**Journey Builder** and launched in the production after thorough testing.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.
* Experienced using **Force.com IDE**for creating, modifying, testing, and deploying Force.com Applications.
* Used **SOQL** and **SOSL**statements within Governor Limits for **data manipulation** needs of the application using platform database objects.
* Maintenance of installed **Managed Packages** in **Lightning** using Apex. Experienced in using **Data Migration** tool called **Data Loader**.
* Visualforce Pages for **Lightning Experience**, Alternates for **Java Script Codes**, Sharing Visualforce pages between **Classic** and **Lightning**.
* Integrated with Salesforce by using **Marketing cloud connector**(V5).
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action.**
* Built **Lightning Component** Tab for Salesforce 1 Navigation and Custom Applications in **Lightning Experience.**
* Understanding **Marketing cloud** application, **web services**and requirements for automating web services.
* Successfully **configuring**the **Marketing Cloud**Connect (formerly the v5 Salesforce Integration) to connect the digital marketing capabilities of the Salesforce Marketing cloud with the data management, segmentation and campaign management tools in Salesforce.
* Used **field level security** along with page layouts in **Lightning** to manage access to certain fields.
* Implemented the **Web Services** through **WSDL** in the Salesforce.com for outbound messaging.
* Worked on **Integrating SAP**and **Salesforce**systems using **SOAP and REST API's.**
* Involved in **daily standup meetings, Scrum**. This resulted to bring good solution to the business requirement.

**Environment**: Salesforce.com Platform, Force.com, Mobile Studio,Force.com Eclipse IDE, Lightning Experience, Lightning Components, Apex classes and Controllers ,Cloud Pages, Ad Studio, HTML, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP, REST.

**Maple Tech Systems – Dayton, OH Oct 2015- Jul 2016
Jr.Salesforce Developer**

**Responsibilities**

* Performed the role of sales force developer.
* Used custom tabs to monitor the use of company applications by customers and licensed users.
* Customized standard sales force objects like **campaigns, leads, accounts, contacts, and opportunities.**
* 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.
* Used **field level security**, **profiles** and **audit trail setup** to ensure that protected data is only with authorized users.
* Migrated data from Legacy Systems to **Salesforce CRM** using data loader.
* Developed and deployed **Apex Classes and Apex Triggers** in the **Force.com IDE**, to accomplish different business needs not supported by the Declarative Framework.
* Responsible for setting up login restrictions and resetting the user passwords.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Designed various **WebPages** in **Visual Force** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Used **Saleforce.com** platform to identify issues and gaps in current Reporting format and suggested implementation of the Analytical tools provided by the Sales force.com to enhance Reporting and Data consolidation.

**Environment**:

Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, , Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Vistex Inc- Hyderabad, India July 2012- Dec 2014**

**Salesforce Administrator**

**Responsibilities:**

* Worked on translating and documentation of business requirements into functional requirements.
* Involved in Solution Packages of the Integration by interacting with team members and splitting out with many possible solutions for use cases.
* Created **Profiles, Roles based** on **Organization role hierarchy** and implemented **Record-Level** and **Field-Level security** and configured their **sharing settings.**
* Configured and maintained user security permissions according to organizational needs.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Cases, Activities, Dashboards and Reports.
* Implemented **security settings, object level security, field level and record level security**.
* Created and deployed **Custom Reports** and **Dashboards** for sales orders, Sales Invoices, Customer Ledger etc.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Email Services, Approvals Processes, Workflow Rules, Validation Rules, Reports, Dashboards, Tasks Events.
* Involved in **data-mapping** and **migration of data** to SalesForce.com Objects and fields.
* Developed Custom Objects, Custom reports and configured the Analytical Snapshots to dump the data on a regular basis for the sales performance and lead generation statics.
* Proficient in designing **Custom Formula Fields, Roll up summary, Field Dependencies, Field Updates, and Email generation** according to application requirements.
* Created **Custom fields, pick lists, dependent pick list** and **validation formulas** to the custom objects.
* In-depth understanding of **CRM** business processes that include **Forecasting, Campaign management, Lead Management, Order Management, Account Management, Case** Management and merging management.
* Implemented the requirements on **Salesforce.com platform** and **Force.com IDE** plug-in using Eclipse.
* Responsible for all the activities related to configuring **Data Loader**, **uploading data** in CSV files into Confidential, checking for the correctness of the data.
* Created **email templates** and **inbound emails** using **Visualforce** for the clients and customers.
* Created Custom Buttons and links to mass update and mass delete the records and invoke Visual force pages as per requirements.
* Worked with Salesforce.com technical support team on a regular basis to resolve issues.

**Environment:**Salesforce.com platform, Data Loader, Workflow & Approvals, Email Services, Reports, Dashboards, Custom Objects, Custom Tabs, Security Controls, Eclipse IDE Plug-in, Sales force Sandbox, Windows XP.

**Innova Solutions LLC - India May2011- June2012**

**Java Developer**

**Responsibilities:**

* Involved in various stages of the project life cycle primarily design, implementation, testing, deployment and enhancement of the application.
* Involved in designing the system based on UML concepts which include data flow diagrams, class diagrams, sequence diagrams, state diagrams using Rational Rose Enterprise Edition
* Designed and developed web pages using JSP, HTML and used JavaScript for client side validation
* Involved in design and development of the application in n-tier fashion based on MVC architecture standards and utilized Struts frame work.
* Developed data model and stored procedures.
* Developed Servlets to process update information.
* Used JDBC for communicating with the database.
* Responsible for maintenance and production support of the application documented design and functional aspects of the application.

**Environment:** Java, J2EE, jQuery, JSP, Servlets, Java Beans, JavaScript, Oracle 8i, HTML, Tomcat, DHTML, XML, Windows XP