**Name: Shweta K**

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**Professional Summary:**

* **Overall 8 years** of IT experience with strong experience in Salesforce.com as Developer & Administrator.
* Experience in working across various SFDC implementations covering Sales Cloud, Service Cloud, Communities and Force.com Sites
* Expertise in Full Software Development Life Cycle (SDLC) implementation analysis, requirement engineering, architecture design, development, enhancements, testing, deployment and maintenance of standalone, multi-tier, web-based, and portals based object oriented enterprise applications.
* Cross - Channel Marketing Specialist with 3+ years of experience in Email/SMS/Push marketing.
* Involved in building Custom Applications that includes administration, configuration, implementing and support experience with Force.com platform.
* Experienced customizing standard objects Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards.
* Experienced in Apex Classes, Apex triggers, Visual force pages, Custom components, Custom Settings, Force.com API.
* Hands on experience in developing and deploying custom integration Salesforce.com CRM solutions.
* working knowledge on Marketing cloud connector (Formerly Confidential v5 Integration), Mailchimp,Hubspot,Marketo.
* Hands on experience working with Jenkins and GIT HUB for build and deployment process.
* Extensive experience in designing of Junction Objects, Custom Objects, Custom Fields, Pick list, Role based page layouts.
* Experience in Validation Rules, Assignment Rules, Workflow Alerts, Approval Processes and Approval Workflow.
* Developed and configured various Dashboards, Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Design of Visual Force Pages, Snapshots, Dashboards and generation of Emails per application requirements.
* Experience with data migration through Import Wizard, Data Loader, Workbench and Bulk API's in Salesforce.
* Experience in running Confidential services on AWS infrastructure and Virtualization Based technologies.
* Experience working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex.
* Adept in sales analysis, marketing & customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using Salesforce.com
* Worked in Agile Framework and participated in Sprint planning for delivering projects.

**Technical Skills:**

* **Salesforce.com Development**: Apex (Apex Trigger, Apex Class & Apex Web Services) Visualforce (Page, Component & Controllers), HTML, Java Script, XML
* **Salesforce.com Administration**: Reports, Dashboards, Validation Rules, Users, Roles and Profiles Deployments (Change sets), Workflow Rules, Approval Process, Sandbox Refreshments, Apex Data Loader, Change Sets, Process builder, Lightning flow.
* **Languages**: Apex, XML, HTML, Java Script, CSS
* **Tools/Utilities**: Eclipse, Force.com IDE, Workbench, SOQL, SOSL, ANT Migration tool, Service Now, Jenkins.
**Other Tools:** MS Office Suite, MS Excel, MS Visio
* **Operating Systems:** Windows XP/Vista/2003/7/10

**Professional Experience:**

**Insulet – Boston, MA June 2019 to Present**

**Salesforce Admin/Developer.**

**Responsibilities:**

* Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS.
* Administrated and monitored the company’s Salesforce CRM application. Created the workflows for automated routing, escalation and email alert.
* Implemented the requirements on client’s platform and Force.com IDE Plug-in using Eclipse.
* Performed the integration between SFDC and Zuora by making API callouts to Zuora. And also designed end-to-end Credit card capture flow from SFDC to Zuora.
* Created quote template in Visualforce, jquery, CSS with apex at the backend. Integrated the page with Zuora Credit card iframe.
* Created data validation rules and formulas as per business requirement. Created workflow rules to automate
* Measure and report performance of all digital marketing campaigns, and assess against goals
* Build out Marketing Confidential in Journey Builder and Email & SMS campaigns
* Integrated and co-admined the below systems with Confidential 's Salesforce, across multiple departments: Marketo, Zuora, Vidyard, Salesloft, LeanData, Talkdesk.
* Conducted campaigns on Concurs new products and used to communicate with the existing and new customers of Concur.
* Worked with Apex Triggers for automation process. connecting the Zuora connector for salesforce cpq by using the global methods.
* Using the Zuora CPQ programmatically mainly for creating and submitting the Salesforce CPQ contracts to Zuora by automating manual steps during the quoting process.
* Implementing the Zuora WSDL by schema set up by including all the correct fields, such as tax fields and custom fields. synchronizing the Zuora CPQ by adding additional custom fields and configuring from salesforce to zuora.
* Experience in mapping and migration of data to salesforce.com objects and fields from legacy systems.
* Experienced in debugging the process builders, workflows, apex classes, triggers and lightning components.
* Worked with Conga Composer to generate Word, Excel and PowerPoint documents for various purposes like client documentation for product guidelines to presentation and data representation in front of future clients.
* Used SOQL and SOSL conceding the governor limits to achieve the required result
* Developed various Apex Classes, Controller classes, Batch Classes and apex triggers for various functional needs in the application.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs.
* Designed personalized email content using Adobe Creative Suite, **HTML** and **CSS3**, **AMP script** in **Content Builder.**
* Developed Java Script methods for doing two actions on a single button click, to overcome the Salesforce limitations
* Experience using Salesforce Lightning UI. Created reports and dashboards in Salesforce lightning experience.
* Developed Test classes for all the Apex classes and Triggers with minimum 95% code coverage for triggers and classes
* Building of custom lightning components to display the list view of orders and an order detail page to handle the business logic
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Confidential with recursive AWS IDE Instances for clients utilizing GitHub and Amazon for stability,APEX, Visual Force, MSSQL/MySQL/Oracle and Dynamo DB
* Moved all servers from in-house server to cloud based AWS with Salesforceorgs.
* Migration of Existing application to AWS cloud and automated regular AWS tasks like snapshots creation.
* Knowledge on Salesforce Lightning schema builder, process builder, app builder, components and lightning connect.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits
* Worked on different things like Components, Custom Settings, Custom Meta Data Types Site and Static Resources, Debug logs, system log and Implemented Service Cloud Console.

**Environment:** Saleforce.com platform, Conga composer, Apex Language, Visualforce Pages, Audience Builder,Data Loader, HTML, Workflow & Approvals, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, ANT Migration tool, Eclipse IDE, Lightning Experience, Apex classes and Controllers, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP, REST

**ViaSat Inc - Carlsbad, CA Oct-2017 to May-2019**

**Salesforce Admin/Developer**

**Responsibilities:**

* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Responsible for enabling network-based security and organization-wide list of trusted IP address.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created the workflows for automated lead routing, lead escalation and email alerts.
* Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.
* Worked as enhancement team member and performed the roles of Salesforce.com Administrator in the organization.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Involved in the maintenance of the previous versions of the product by addressing bugs and client issues.
* Responsibilities include defining integration architecture, documenting technical requirements, and identifying success criteria.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Involved in integrating web service with SalesForce.com to load Leads back and forth from Salesforce.com to Legacy and vice versa.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Responsible for creating Sharing rules among all the users in Different Roles and Subordinates.
* Responsible for creating Queues, Workflows rules and tasks to share and automate work to the users in the Queue.
* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Working with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce.com CRM.

**Environment:** Force.com Platform, Force.com IDE, Standard Objects, Custom Objects, Custom Fields, Lookup Relationship, Service Cloud, Master-Detail Relationship, List Views, Sharing Rules, Profiles, Users, Public Groups, MuleSoft, GitHub, Permission Sets, SOQL, SOSL, Record Types, SOAP, REST, API, Page Layouts, Validation Rules, Reports, Dashboards, Apex Data Loader, Workflows and Approval process, data loader.

**Johnson and Johnson - Fort Washington, PA May-2015 to Sep-2017**

**Salesforce Developer**

**Responsibilities:**

* Responsible for various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Implemented Web-to-lead to track and solve leads from the company website.
* Created different workflow rules and Approvals for various campaign processes.
* Designed, and developed the Custom objects, validation rules, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Have used Point and Click development concepts and gained knowledge on Point and Click.
* Used Master-Details, lookups, and many-to-many relationships with Junction Objects.
* Performed data migration into Salesforce application using apex data loader through CSV files.
* Imported accounts and contacts data through Import Wizard.
* Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems.
* Created and deployed Several Reports using salesforce.com platform.
* Installed Salesforce AppExchange Apps, configured and maintained user security permissions in compliance with organizational needs.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE.
* Developed and configured various Reports for different user profiles based on the need in the organization.
* Participated in the training sessions provided by the Salesforce team and support end users.
* Used the sandbox for testing and deployed it to production.

**Environment:** Salesforce.com Platform, Apex, Apex Custom Controllers, Visual force pages, Data Loader, HTML, JavaScript, Workflows, Approvals, Reports, Custom-Objects, GitHub, Analytical Snapshots, SOAP, REST, API, Security Controls, Integration, Force.com Platform (Sandbox and production), Force.com IDE.

**Zensar Technologies – India Jan-2013 to April-2015**

**Role – Salesforce Developer**

**Description:** This Project involves analysis, design, and development for various modules that interacts with different systems to collect business data from exchanges, brokerages, clearing houses and agent banks. This data is extracted and loaded after calculations on to database using batch processes jobs.

**Responsibilities:**

* Worked on maintaining the functional areas of accounts, contacts, leads, campaigns, opportunities, quotes, activities, and dashboards.
* Customized the dashboards to monitor lead activities based on sales geography.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components.
* Manage users, Public Groups, Profiles, and Roles within the Salesforce CRM; this involved designating access to the applicable user within the user hierarchy.
* Responsible for the creation of custom Apps, and Reports using the Salesforce CRM cloud computing model.
* Written SOQL queries against force.com API.
* Used Force.com Eclipse IDE plug to develop the classes and triggers.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Using Apex Data Loader mapped data sources and loaded data into Call Center application.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Coded APEX triggers and S-controls, created rule based automated workflows.
* Created Formula Fields, Validation Rules, Assignment Rules, Workflow and Approvals for the flexibility and functionality of force platform application.
* Generated different Reports like standard, summary and matrix for quarterly and half yearly sales.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** SFDC, Apex, Data Loader, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, XML, Triggers, **API.**

* **Education: Bachelors of Science in Information Technology from Mumbai university**
* **References:** Provided upon request