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**Manasa I**

Manasa.sfdc9@gmail.com

**(617)-520-4336**

**A Certified Salesforce Professional with 7 + years of IT experience in Salesforce.com CRM and Force.com Platform.**

**CAREER SUMMARY:**

* Good understanding of Software Development Life Cycle (SDLC) and Agile with Expertise in requirement gathering, Analysis, Designing, Development and Testing.
* Proficient with Sales Cloud, Service Cloud, Pardot, Communities, Web Services, Rest-API, Soap-API, Force.com App-exchange packages and Salesforce Metadata-API, Partner WSDL &Salesforce Enterprise WSDL.

* Experience in development, administration, configuration, Implementation, Support of sales force CRM and Salesforce applications based on Apex Language and leveraging Force.com Platform.
* Experienced in Force.Com Apex Classes, Apex Triggers Integration, and Visualforce, Force.Com API.
* Hands on Experience in Salesforce.com CRM Integration, Developing and Deploying Custom Integration Solutions.
* Implemented communities and built external pages.
* Good hands on practice with the new Lightning System Design which helps to quickly and easily create modern enterprise apps using Lightning App Builder and Lightning Components Performed.
* Created Lightning Components, Client-side and Server-side controllers to meet the business requirements. Created multiple Lightning Components, add CSS and Design Parameters that makes the Lightning component look and feel better.
* Setup, maintain and optimize Email marketing campaign utilizing Salesforce Marketing Cloud.
* Created custom Landing pages and Approval pages.
* Worked on tracking to track the email clicks.
* Worked on Lead creating process in Salesforce from landing pages.
* Proficient in SOQL, SOSL queries across multiple objects within the SFDC database.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, Angular JS, WSDL and SOAP.
* A result-driven, analytical and coherent software developer with excellent skills in programming languages like Java, C++ and web technologies like HTML.
* Developed Salesforce Custom Web Services for handling inbound requests and outbound calls to external Web Services.
* Experience using Salesforce Data Migration using Data load tools**:** Workbench, Informatica, Apex Data Loader and Salesforce API Data Loader.
* Hands on experience in using Data Loader and Import Wizards for insert, update, delete, and upsert operations on data from Salesforce Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Experience in creating or modifying the apex triggers, apex classes, visual force pages, visual force components, Custom settings, custom labels etc.
* Experience in Test classes and Test strategies.
* Experience in Pardot Forms and Form Handlers.
* Experience in implementing REST and SOAP Web services.
* Implemented Asynchronous jobssuch as Batch Apex and Schedule Apex.
* Experience in Business Automation such as Workflow rules, Validation rules and Process builder.
* Implemented Escalation rules and Assignment rules.
* Migrated and Deployed code using Change sets and Copado.
* Worked on Developer console for writing and debugging code.
* Worked on Agile tools such as Jira and Confluence.
* Worked in Agile/Scrum Environment and participated in daily scrum calls, Planning meetings and Backlog grooming activities.
* Coordinated with Business Analysts, Technical teams and Business Teams to ensure timely delivery of project.
* Developed Tabular/Summary and Matrix reports to provide visibility to users.
* Built dashboards and scheduled them to provide snapshot of various Business activities.

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| **Certification** | **Issued By** |
| Salesforce Certified Administrator  ADM-201  CERT NUM - **16911467** | Salesforce.com |
| Salesforce Certified Platform Developer 1  DEV-401    CERT NUM - **16871841** | Salesforce.com |
| Salesforce Certified Platform APP Builder  CERT NUM - 2**1019545** | Salesforce.com |
| Salesforce Certified Advanced Administrator  CERT NUM - **21021712** | Salesforce.com |

**TECHNICAL SKILLS:**

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| **Force.com** | Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), S-Controls, Apex Web Services, Apex Data Loader, Dashboards, Reports, Analytic Snapshots, Custom Objects, Force.com, Eclipse IDE Plug-in, Lightning Components, Aura Framework |
| **Business Process** | 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 |
| **Visual Force** | Custom Visual Force Pages |
| **Languages** | C, Java, Apex, JavaScript, SQL. |
| **Database** | Microsoft SQL Server, MS Access |
| **Web** | HTML, XML, CSS, JavaScript, JQuery. |
| **Platforms** | Windows, Windows Server. |
| **Tools** | Data Loader, Workbench, Eclipse IDE. |

**PROFESSIONAL EXPERIENCE:**

**Client: Massachusetts Mutual Life Insurance, Springfield, MA**

**Role: Salesforce Developer**

**Period: August 2017 to Present**

**Responsibilities:**

* Design and develop Conceptual, Logical and Physical Data Model for the Customer Relationship Management Project using Salesforce.com Applications.
* Develop and maintain applications in Salesforce, develop Apex Classes, Apex Triggers, SOQL, Visual force pages, JavaScript and JQuery.
* Working closely with development team and perform detailed analysis of business and technical requirements and design the solution by customizing various standard objects and Custom objects of Salesforce.com (SFDC).
* Interface with users, project manager, architects to ensure that implemented solutions satisfy business requirements and are delivered in a timely manner.
* Implement solution using extensive customization as required on Salesforce.com platform.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System(SLDS).
* Engaged in working on Lightning Web Components for ongoing new developments.
* Added Lightning Component to Lighting Pages and Record Pages. Have worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in the application.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Implemented SFDC Integration using REST/SOAP Web Service API'S. Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems.
* Created custom Report types and Dashboards so that users can generate reports and visualize data on dashboards.
* Written SOQL, SOSL query language necessary for the application in Apex Classes and Triggers.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Worked with various salesforce.com objects Account, Contact, Leads, Opportunity, Cases, Campaign standard objects.
* Developed Visual force pages using components like Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link and Command Button.
* Performed Salesforce.com configuration activities creating Users, Roles, Profiles, Organization Wide Defaults, Permission Sets, Public Groups and Queues.
* Used Force.com IDE for development of Visual Force Pages, Apex classes, Triggers and debugging and analyzing logs.
* Created test classes to cover functional use cases of Apex code.
* Deployed application from Sandbox to Production environments using Change Set, Eclipse, Copado and Force.com Migration tool.
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Solve tickets and issues in Salesforce.
* Created Forms and Form handlers in Pardot.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Created various Custom objects, Formula fields, Validation rules, Workflows, Email templates and worked on other custom components to meet the business requirements.
* Created Visualforce Components to minimize the code and Re-use of components in different Visual force pages.
* Used source control tool Git to maintain repositories for various releases.
* Created Tabular, Summary, Matrix and Joined Reports using standard and custom Report Types.
* Created and updated the fields, lookup filters, buttons, Apps, tabs and links.
* Apart from the Sprint commitments for ongoing developments, worked on daily Production support tickets across other SF projects.

**Environment:** Salesforce.com, Apex, Visualforce (Pages, Component & Controllers), Lightning (components and controllers), Pardot, Communities, Copado, REST/SOAP API Web Services, Pages, HTML, Java Script, Workflow & Approvals, Reports, Ajax, JQuery, Custom Objects, Custom Tabs, Data Migration, SOQL, SOSL.

**Client: Liberty Mutual Insurance, Dover, NH**

**Role: Salesforce Developer**

**Period: November 2015 – August 2017**

**Responsibilities:**

* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns,
* Coordinated with users to determine requirements and prepared design documents.
* Performed detailed analysis of technical and business requirements
* Reports and Opportunities.
* Closely worked with SalesForce.com consultants while implementing the solutions for the requirements.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Apex Triggers, Apex Classes, VF Pages and Components to suit to the needs of the application.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* 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.
* Used REST API for implementing Web Service Definition Language(WSDL) in the application for access to data from external systems and web sites.
* Developed various Custom objects, Tabs, validation rules, Components.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* 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.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* 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.

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

**Company: Amazon Development Center (India) Private Limited, Hyderabad**

**Role: Salesforce Developer**

**Period: September 2014 – June 2015**

**Responsibilities:**

* 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.
* Developed a landing page using the Visualforce. Worked as a legacy for creating new roles and profiles in the organization.
* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Migrated data from external sources and performed insert, delete, upsert, export operations on millions of records.
* Used GitHub to collaborate with team to push the code and pull the code from team projects.
* Customized User Roles, Role hierarchies, Profiles and Sharing settings to ensure that the protected data is available only to the authorized users.
* Created user interface pages depending on the requirement using JavaScript, Json, angular JS, Html, CSS.
* Developed VF components in mobile apps.
* Developed a multi-step process for adding users and their Organizational data to case. The custom users can be created by adding new users or using existing users who are tied to other cases. This process is created by using multiple Visualforce pages as required.
* Documented the design, developments, Deployments, user interface and Data architecture of the project.
* Developed Asynchronous process such as Batch Apex and Future methods to handle volume and governor limits.

**Environment:** Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Company: Bank of America Continuum India Private Limited, Hyderabad**

**Role: Salesforce Admin/Developer**

**Period: July 2012 to September 2014**

**Responsibilities:**

* Review and understand the business requirements as documented through Business Process Model (BPM), Use Cases Model and non-Functional Specifications. Work with Business Analysts and end user to determine screen layouts for a new web application.
* Implemented Web-to-Case, Email-to-Case functionalities to provide a better customer support to the customers.
* Developed APEX triggers, classes, Visual Force pages.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard and scheduling tools to automate bulk data loading.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
* Performed fields mapping of Salesforce and Legacy CRM system.
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Developing Test plans, distinct test cases and execution of Test cases and Performing UI Testing and Functionality Testing.
* Created and used Email templates in HTML and Visualforce.
* 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.
* Authorized access to data, financial data and overall better customer security facilities.
* Data Integration, Web Integration and Migration from excel sheets, using Informatica middleware and Salesforce Apex Data Loader.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Accustomed Picklists, Dependent Picklists, and Record Types to enforce data quality.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quantity and data consistency.

**Environment:** Saleforce.com platform, Standard and Custom Objects, Validation rules, Workflow & Approvals, Record types, Reports, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Custom Tabs, Access and Security Controls.