**SFDC Certified Administrator & Developer**



**Srinath R**

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**PROFESSIONALS SUMMARY:**

* Over 8 years of IT experience and 5+ years of experience in the Salesforce.com CRM Platform both as Administrator and Developer
* Good knowledge on Apex development in creating custom Objects, custom Tabs, Triggers, Apex Classes, Force.com API, Standard Controllers, Custom Controllers and Controller Extensions
* Designed junction objects and implemented various advanced fields like Pick list, Controller/dependent pick list Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, sharing rules and Approval Processes for automated alerts, field updates, and Email generation according to application requirements
* Developed Visual force pages, Visual flow and Custom Objects using Apex Programming on Force.com Platform.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S – Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experienced in building Custom Applications that includes administration, configuration, implementing and support experience with Salesforce.com platform.
* Excellent understanding of Org hierarchy, Roles, Profiles, Users, object level security, field level security, record level security and sharing rules.
* Experience in creating various Report
* Used Workbench for query timing and loading data into salesforce org.
* Experienced working with salesforce.com sandbox and production environments, also with Eclipse IDE Force.com Plug-in environments
* Experienced in integration of Salesforce.com with external applications by using Web Services API, Metadata API, SOAP, and IBM web sphere
* Good experience in designing Front-end using Dynamic Visual force pages, Components, HTML 5, CSS 3, JavaScript, jQuery, Bootstrap, Media Queries
* Excelled in working with various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.
* Experience with tools like Apex Data Loader, Eclipse IDE and Force.com IDE.
* Using Auto Rabbit Tool for deployment and fixing merge conflicts
* Worked with SOQL, SOSL, Visual force, APEX, ETL, SOAP API Force.com and Web services API.
* Experienced in JAVA/J2EE technologies, Oracle and SQL.
* Experience in integration of Salesforce with ETL.
* Used Force.com platform for developing feature-rich and user-friendly Visual Force pages for enhancing SFDC UI.
* Developed Lightning Component Framework and built Lightning component using aura framework.
* Experience with Adobe Flash, Service Cloud, Sales Cloud, Lightning and Chatter.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
* Strong understanding of fundamental business processes, excellent Communication, and inter-personal skills with ability to work well in a dynamic team environment.
* Experience in gathering Business user requirements, designing diagrams such as Class, Activity and Sequence diagrams, creating Use cases as per user requirements and in addition to creating Business Requirements Document (BRD).

**TECHNICAL SKILLS:**

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| **Salesforce.com** | Apex Language, Apex Triggers, Apex Unit Tests, Visual force, Salesforce Object Query Language(SOQL), SOSL, Reports and Dashboards, Data Management, Data Security, Data Modelling, UI Customization, Web Services, AJAX, workflow & Approvals, Dashboards, Custom objects**.** |
| **Tools** | Salesforce IDE, Salesforce Explorer, Eclipse, Data Loader. IO, Data Import Wizard, Workbench, Sandbox and Production, Sand box testing, Salesforce.com Communities, Salesforce Lightning Design System (SLDS), Case Management, Marketing cloud, Sales Cloud, Service Cloud, Community Cloud, Data Export, Mass Delete, VlocityOmniscript, Apttus, Steel Brick, Informatica etc. |
| **Visual Force:** | Standard Component Library, Custom components, Visualforce Remoting, Visual Force Remote Objects, AJAX capabilities, Visual Force templates, Standard controllers/controller extensions |
| **Languages** | Apex Language, JAVA, C, Unix-shell scripting, Ruby on Rails, SOQL, SOSL. |
| **Web Technologies** | HTML, XML, CSS, PHP, JavaScript, Angular JS, jQuery, JSON, Bootstrap, Vlocity. |

**PROFESSIONAL EXPERIENCE**

**Sr. Salesforce Developer/Admin**

**Confluence Global – Washington, DC**

**July 2020 to Till Date**

**Role and Responsibilities:**

* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visualforce, Force.com API, and Web Services.
* Written apex REST services for inbound calls.
* Worked on integrating Salesforce with AWS services such as S3 instance and lambda functions for files uploading and worked on integrating Salesforce with Aura.
* Worked on Single Sign-On SSO to integrate internal enterprise application with Salesforce SAML configuration settings in SFDC.
* Written apex classes to make outbound calls to external web services.
* Written apex test classes to for apex classes/trigger to get the code coverage for production deployment.
* Involved in validations, Flows and Process Modular design using Appian.
* Optimize and improve the overall runtime of Omni scripts, Data Raptors and Vlocity Integration.
* Building Complex and Reusable Components in Vlocity.
* Created Data Raptor, Remote Actions, REST APIs to extract and Load Data from Salesforce.
* Deep Understanding and hands-on experience in VlocityOmniScript, Vlocity Data Raptor, Vlocity Cards and Templates, Vlocity Actions development.
* Deployed applications from sandbox to sandbox/production using ant migration tool, Eclipse and Change Set.
* Worked on Salesforce Marketing Cloud for email campaigns and integrates with Salesforce Sales cloud.
* Used Salesforce Automation-Lead Management, Campaign Management, Account and Contact Management.
* Worked with objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Reports, Products, and Cases.
* Extensive implementation in customization/configuration tasks like creating Profiles, Roles, Users, Page Layouts, Search layouts, Validation rules, Email Templates, Workflows, Approvals, Reports, Dashboards, SSO and Network settings.
* Perform data administration tasks such as data loading, merging of duplicate records, and retirement of unused reports & dashboards.

**Environment:** Saleforce.com, Sales cloud, Vlocity Data Raptor, Visual Force Pages, Business Objects, Data Loader, Email Services, HTML, Apex Classes, Apex Triggers, SOQL, Oracle SQL.

**Salesforce Developer/ Admin**

**Agero Inc – Boston, MA**

**April 2019 to June 2020**

**Role and Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce.com CRM implementation.
* During every new platform release from Salesforce.com, discussing the new release features with teammates and BA team to effectively improve the features on current environment.
* Used agile methodology of development for all the project requirements given by the BA Team. Also have regular scrum meeting between BA and Developer team to discuss issues and goals fulfilled.
* Developed custom Force.com components on Opportunity object for creating Pipeline Reports and Trend Reports.
* Transformation of requests to payload to make secured web service call using data mapped and XSLT.
* Created http inbound outbound flows, transformations and security of ESB application using OAuth.
* Developed Apex classes, Controller classes and Apex Triggers on Force.com platform to customize application according to the functional needs.
* Created complex workflow rules criteria for field updates and email alerts.
* Created validation rules for performing data validations depending on the user's profile and their record type.
* Worked on the App Exchange application "Process Composer" - to build and automate simple or complex repetitive process.
* Created historical opportunity reports using scheduled Analytic Snapshot between Opportunities and custom objects.
* Worked on reports using custom and standard report types. Also created Dashboards using the existing reports.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Developed Custom Objects, Custom Reports Tabs and Components and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics. Maintained user roles, security, profiles, and workflow rules wherever necessary.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.

**Environment:** Saleforce.com platform, JavaScript, Apex, Visual force, Force.com IDE, Email Services Triggers, HTML, CSS, Apex Data Loader, Eclipse.

**Salesforce Admin/Developer**

**Sabre Holdings – Southlake, Texas**

**Feb 2018 to Mar 2019**

**Role and Responsibilities:**

* Interacted with Product, Sales and Order processing teams for gathering the requirements.
* Provided the sales teams the option of generating multiple quotes and automated the Quote acceptance process.
* Worked on creating Technical Specification documents.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created the data structure and planned the security for various profiles, business rules to ensure the data integrity and built the approval processes.
* Created triggers and classes to automate the Opportunity and Quote integration process.
* Created Visual Force Pages to override the standard functionality of Edit and Delete buttons.
* Customized profiles and implemented Object and field level security to hide / restrict data access.
* Enabled territories for better forecasting.
* Provided technical assistance and guided the developers in the team.
* Designed, developed, and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Developed multiple Custom Objects to the needs of the project.
* Implemented multiple discounts and finance charge calculations on the Opportunity.
* Used multiple sandboxes for development of various components of the project. Deployed the code to the UAT Environment for testing.
* Built the deployment planning document and did the production migration.
* Created a custom order object to the extensive order processing needs of the business.
* Integrated the Salesforce Order with NetSuite Order.
* Built the Quote templates.
* Helped the Product managers to define the products and cleaning up the data.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component &amp; Controllers),Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Apex Data Loader, Workflow, Approvals, Reports, Custom Objects, Custom Tabs, Email Services.

**Salesforce Admin/Developer**

**Prathima Solutions, India**

**Dec 2013 to Aug 2016**

**Role and Responsibilities:**

* 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.
* 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.
* Implemented public access settings for sites, restricted login hours, and restricted login IP ranges on profiles
* 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)
* Designed, and developed Apex Classes, Controller Classes, extensions, and Apex Triggers for various functional needs in the application
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards
* Used SOQL &amp; 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 toSalesForce.com Objects and fields Customized page layouts for Accounts depending upon user roles, and groups
* Used Data Loader for insert, update, and bulk import or export of data fromSalesforce.com objects.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic related templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.

**Environment:**Saleforce.com platform, Visual Force (Pages, Component &amp; Controllers), Apex Language, Data Loader, HTML, Java Script, Workflow &amp; Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows**.**

**System Administrator**

**ASOT–Hyderabad, India**

**July 2012 to Nov 2013**

**Role and Responsibilities:**

* Carrying out Salesforce Administrative work such as data entry, list updating, list cleansing and reports.
* Liaising closely with business analysts, project managers and developers to ensure that the salesforce system is managed effectively.
* Putting together salesforce objects, fields, workflow, validation rules and profiles.
* Identifying gaps between the business needs and standard application functionality.
* Creation, customization, configuration and maintenance of standard and custom objects, workflow & approvals, reports, tabs and security controls as per the application needs.
* Supported user account creation, personal information setup, password reset, roles & profile creation.
* Helping clients with regards to technical issues with our software over the phone and by email.
* Assisted in maintaining security at object, field, and record level for different users at different levels of organization.
* Provided additional access if required through new permission sets and assigning to the required user.
* Worked on page layout customization for the standard objects like Account, Contact and Leads.
* Worked on data migration of customer information records using Data Loader and Import Wizard.
* Worked on the creation of custom reports and dashboards.
* Maintained data cleanliness and accuracy by adding custom validation rules and custom formulas.
* Created page layouts, record types, custom links, related lists, and other components on record pages.

**Additional Skills**

Saleforce.com platform, Apex Language, Triggers-Control, Visual Force (Pages, Component & Controllers), SOSL, SOQL, Force.com IDE, Eclipse, Data loader, Salesforce.com Data Loader Force.com API, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Web Services, WSDL, Sharing rules