**Professional Summary:**

* Over **8 years** of IT experience in application design, customization, development, support which includes 5+ years of experience in SalesForce.com CRM platform as Developer and around 2 years of experience as Java Developer and expertise in J2EE and Client Server technologies.
* Expert Level understanding of Salesforce.com CRM, Software Development Life Cycle (SDLC) and its technologies.
* Excellent Hands on Experience in creating Custom Objects, Custom fields, Role based Page layouts, Custom Tabs, Custom Reports, Report folders and also worked on the designing of various other components of Visualforce Pages, Snapshots, Dash boards as per the client and application requirements.
* Experience in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards, Tasks and actions.
* Used ServiceMax App Exchange functionality in salesforce for developing the application used as service cloud.
* Used ServiceMax Setup to create SFM transaction, SFM Wizards, Service Team, Technician, Skills, and Translations etc.
* Experienced Salesforce consultant specializing in sales and service cloud configuration, customization, implementation and support.
* Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform. Coordinated with IT development teams to build user stories, business requirements, and monitor data quality for data feed process and Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.
* Extensive experience over creating Workflows, Approval Processes, Validation Rules sharing & security rules for automated lead routing, lead escalation and Email Alerts.
* Proficient in developing **Service Cloud**, **Financial cloud, Marketing cloud**and **Sales Cloud functionalities, partner and Customer portals, Salesforce CRM AppExchange applications.**
* Provide admin and developer support for the design and implementation of Salesforce within the circulation business, involving complex integrations with other eBusiness, Marketing and Finance platforms.
* Experience developing solutions for the Apttus Contract Lifecycle Management (CLM) and Configure, Price Quote (CPQ) systems including X- Author for Word &Excel, development of clause libraries and contract templates.
* Responsible for providing solution and Implementation of Apttus CLM & CPQ for different business internally.
* Experience in using Apttus CPQ and installed and configured Products, Price List, and Product Catalogs in Apttus CPQ.
* Experience in designing and developing Force.com based Apps / Products using Apex, Visualforce Pages, Force.com IDE, Data Loader, Apex Explorer and Salesforce.com Sandbox environments.
* Involved in developing salesforce Lightening Apps, Components, Controllers and Events.
* Good experience in developing salesforce Lightning Apps, Components, Controllers and Events.
* Customized existing Visualforce to align with salesforce new Lightning UI experience.
* Experience in Apex Classes, Controllers & Triggers considering governor limits and various other components as per the client and application requirements.
* Experience in realizing the Business Requirements to design on salesforce.com platform by designing the required entities like custom objects.
* Extensive work experience using Force.com Web services API for implementing web services in the application for access to data from different users.
* Strong Hands on experience in integrations using Web Services via SOAPAPI.
* 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.
* Experience in creating the relationships/ junction objects like Master-Child, lookups, Entity Relationship data model, Pages, Classes, Interfaces, Workflows & Workflow rules, triggers, Email alerts and business logic.
* Expert level skills in interacting with Business users & Product Owners to analyze and understand the Business Process requirements.

**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
* **SaaS**: Salesforce(Sales Cloud, Service Cloud), ServiceMax App
* **Operating Systems:** Windows XP/Vista/2003/7/10

**Professional Experience:**

**Carlson Wagonlit - Hopkins, MN March 2019 to Present**

**Salesforce Admin/Developer**

**Responsibilities:**

* Worked as enhanced team member and performed the roles of Salesforce.com Admin in the organization.

Configured Reports and associated them to Dashboard in Service Max of SFDC. Transform them from Service Center which company used to generate their report.

* Developed Apex Classes for Visual force pages. Developed required Triggers for application.
* Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS.
* Used ServiceMax App Exchange functionality in salesforce for developing the application used as service cloud.
* Used ServiceMax Setup to create SFM transaction, SFM Wizards, Service Team, Technician, Skills, and Translations etc.
* Have written Batch Apex for the asynchronous data updates. Created E-mail Templates for the email alerts created. Used analytic snapshots for bi-weekly reports.
* Used Eclipse, Force.com, Developer console IDE's for development of Apex classes, Visualforce pages, Triggers and changing meta-data.
* Configured Salesforce and marketing cloud integration user along with configuration in Salesforce.
* Created data extensions, list to load data into Salesforce marketing cloud.
* Installed/Uninstalled packages from AppExchange. Setup Email Services on Force.com platform to handle inbound emails.
* Created many Lightning Components and server-side controllers to meet the business requirements.
* Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Involved in Supporting Servicemax applications in Americas time zone, primarily Pacific Time zone after Confidential Go Live.
* Used Lightning framework to integrate with legacy systems like SAP, Microsoft and oracle.
* Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
* Involved in requirement gathering of Salesforce implementation with various user groups and documented the requirements interacted with all levels of external and internal customers.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* 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**.
* Implemented Security Settings, configured profiles and permission sets.
* Working in service cloud, supporting cases, developed workflows and triggers for automated case resolutions.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.
* Implemented Apex Data loader "Command Line Interface (CLI)" to automate the data loading process for the sand box refresh activity.
* Designed various Webpages in Visualforce for customers to select a variety of services offered by the org and integrate them with the pricing team. Involved in UI and DB Design for Mobile application
* Participated in daily Scrum meetings for various data analysis tasks. Created & used Email templates in HTML & Visualforce. Responsible for setting up web service integrations.
* Made Canvas applications available in the chatter, Visual force pages, Salesforce1, page layouts and Salesforce console. Implemented Inside sales telephonic plug-in application.
* Customized Salesforce alerts and notifications regarding new business acquired via the Sales process.
* Created many tasks using wave analytics to help sales team to take an action.
* Worked with wave analytics assets like apps, dashboards, lenses, data sets to explore and import the data.
* Driven deep with wave analytics to identify top performances and ensure best practices to succeed.
* Implement Roll-up Summary fields to aggregate data from child records on the parent.
* Developed many Report Types and created various Reports (summary reports) using the Report Builder according to the need of the organization.

**Environment:** Salesforce.com, Apex Classes, ServiceMax App Exchange, Controllers, Triggers, Visual force, Force.com, Dashboards, Sales Cloud, Service Cloud, Data Migration, Informatica, SOQL, SOSL, Workflow & Approvals, Data Loader, Java Ant, Custom Reports, Oracle, Windows.

**TD BANK - Jersey City, NJ Jan 2018 – Feb 2019**

**Salesforce Consultant**

**Summary – TD Bank is a Private Bank, Founded to serve the needs of banks and financial intermediaries. Leveraging proprietary technology, our FDIC insured deposit program (IDP) is designed to provide clients with the benefit of extended FDIC insurance and for participating banks, a stable, diversified and cost-effective source of deposit funding.**

**Responsibilities:**

* Involved in migrating from classic to lightening by gathering all the required configurations and customizations as per business requirements by leading the roles of admin and lightening developer.
* Create Confidential and implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio.
* Provide sales and marketing data analysis and reporting including metrics and results for the marketing campaigns ROI.
* Developed Lightning apps using Lightning Components and made them compatible with Saleforce1 Mobile app.
* Experience in Salesforce Partner Communities, and rolling out Lightning to select user profiles in our org.
* Experience working with the **Financial Services Cloud** to provide personalized service to the client and increase the productivity.
* Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, and Record Types to enforce data quality Setup Marketing Campaigns, Assignment rules, Web-to-Lead and Auto-Response rules.
* Created test scenarios on Sandbox environment, created packages and moved it between Sandboxes and Production environments to place final implementations.
* Worked on Financial Service Cloud to develop the Application.
* Integrated Lightning components, Lightning Apps, Apex classes in my Salesforce org with the GitHub.
* Deployed application from Sandbox to different other Sandbox as well as into Production environments using Change Set, Eclipse and Force.com Migration tool.
* Worked with Dynamic Apex to access objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Developed Sales cloud to improve forecasting, campaign, and Partner Portal for channel partner with deal registration. Involved in managing Community application such as Ideas and Answers.
* Knowledge in configuring product and pricing setup using CPQ/Product consoles formatted and migrated the user data into Lightning Experience.
* Developed Lightening components and Lightening apps to provide better and more interactive interfaces to end users, which help in sales enhancements. Involved in using Lightening, process builder, workflows Developed Apex Classes, Apex Triggers, API Integration and Lightening components for various functional needs in the application.
* Worked with the **Financial service cloud** to integrate the business model and to increase the productivity.
* Involved in Planning, Design, development, testing and integration of Salesforce Cloud services, and using CTI integration on Salesforce.com data and accounts.
* Worked in GIT version control systems to keep the history of developed files. Performed user acceptance testing by conducting and leading surveys.

**Environment**: Saleforce.com platform, Financial Service Cloud, Force.com IDE, Apex, Visual Force (Pages, Components & Controllers), Pages, Data Loader, Informatica On Demand, HTML, Inside sales telephonic plug-in, Doc E-sign, Einstein Analytics, Workflow & Approvals, Lightning Components, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in

**Healthcare Trust of America – Phoenix July 2016 to Dec 2017**

**Salesforce Consultant**

**Description:** Consolidation project where four different Salesforce instances were merged into a single integrated instance. It provided us an opportunity to clean up the data, redesign the business process and to release few licenses to reduce the cost.

**Responsibilities:**

* Created custom object, custom fields, Custom Settings, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rule and approval process including field updates and email alerts in lightening platform.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used Force.com toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Worked on Batch Apex, Schedule Classes, Visualforce pages and integrated with external source by developing Apex Web Services.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Worked on CRM modules like sales cloud, service cloud with functionalities like Opportunity Management and Case Management.
* Developed lightning pages and displayed it in community builder.
* Developed Lightning Component Framework and built Lightning component using aura framework.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Worked with Force.com IDE to develop Custom Application in both Sales and Service Cloud Modules.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Implemented DML activities for Inserting and Updating records.
* Was responsible for the data maintenance and data integrity within the Force.com platform.
* Also used GitHub to collaborate with my team to push the code and pull the code from my team projects. Worked on Jenkins and GitHub for continuous integration
* Performed Sales Cloud configurations and used its features such as Lead Management, Email integration, Sales Forecasting, and Wave Analytics.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity,
Accounts and Cases.
* Created and used Email templates in HTML and Visual force. Also, designed various web pages in visual force for capturing various customer enquiries.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects in Lightning experience.
* Worked on customization of visual force to have lightening experience for desktop and mobile applications.

**Environment:** Salesforce.com platform, wave analytics, Apex Language, CRM, Apttus CPQ, Apttus CLM, Visual Force, Pages, Data Loader, Workflow & Approvals, Email Services, Security Controls, Sandbox Data loader, Eclipse IDE, Lightning, Informatica.

**Staples - Framingham, MA July 2013 to June 2016**

**Salesforce Admin/Developer**

**Responsibilities:**

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* Agile Development Methodology was followed for the implementation
* Managed Salesforce integration with existing systems and third-party providers.
* Interacted with various Business users for requirements gathering.
* Developed various Custom Objects, Tabs, validation rules, formula fields.
* Experience in building reusable UI components and pages with Lightning component framework.
* Upgraded some Apps from Salesforce Classic to Lightning experience to develop rich user interface and better interaction of pages.
* Implemented CPQ solution using Apttus CPQ& Contract Management for various customers in industries.
* Integrated applications with salesforce.com using SOAP web services API.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Setup, maintained, and optimized Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud
* Designed, developed and deployed Apex classes, Controllers, Extensions and Apex triggers in Visual force and Force.com for various functional needs of the application.
* Implemented custom Cascading Style Sheets (CSS) for Visual force pages.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Expertise in Development of applications in SOAP and Restful Web Services using Apache CXF, JAX-WS and Spring MVC Rest.
* Experience consuming RESTful web services.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* Constant involvement in exploring AppExchange apps and using the apps wherever necessary. Used apps like Apttus, target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, DocuSign etc.
* Created relationships among objects using Lookup and Master-detail relationships.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like VisualForce, Force.com IDE
* Extensive experience on S controls, Visualforce pages and Page layouts according to the Business requirements
* Installed the Call Center Applications and Allowed the end users to maintain a track history of customers complaints
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Performed data cleanup and/or Data migration to/from salesforce.com
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for
* Created mash up between Sales force CRM and Gmail through Force.com AppExchange's Email integration engine.
* Responsible for source control and configuration management for managing source code and technical documentation.
* Assign Invoice numbers in different formats based on the country using Custom settings and Apex code and push it to Conga Composer for Invoice generation.
* Developed several Custom Reports & Dashboards that are used by Business user and Managers.
* Integration with ETL tools like Informatics, Infosphere.
* Implemented Data Loader through the Command Line Interface to extract the data from database.
* Configured Chatter for the Users in the Organization for collaboration.
* Created Email templates in Text, HTML and visual Force necessary for the application.
* Developed visual Force pages with JavaScript and Apex classes.
* Written Apex Test classes to Unit test Apex classes before moving to Production.
* Created and maintained the documentation for Design, Migration and Integration.
* Deployed applications from Sandbox to Production.

**Environment:** Saleforce.com platform, Apex Language, Data Loader, HTML, Java Script, S-Controls, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows 7 .

**Screatives Pvt Ltd, INDIA Sep 2012 to June 2013**

**Java/J2EE Developer**

**Responsibilities:**

* Involved in elaboration, construction phases and deployments of EAR files in the RUP process.
* Designed and Created Domain model and schema using Object oriented design / UML diagrams on RSA
* Developed the workflow interfaces using JSPs that are developed using Struts Tiles Layouts and the request processors using the Dispatch Action and Action.
* Developed the complete Exception module using the existing framework that embraces Struts, Java, JSP, JSTL, and Ajax.
* Handled assignments in developing UI pages using JSP, Html, DHTML, CSS and JavaScript technologies for modules in BDMS.
* Application developed in MVC architecture using Struts, JSP, Java Script, JQuery, Bootstrap Ajax, HTML, Angular JS, CSS, JMS and Hibernate.
* Configured plug in classes for the interfaces of struts with spring and to delegate controls to use MVC design pattern.
* Created Spring Interceptors to validate web service requests and enables notifications.
* Used RAD application development and configured external capabilities for various interfaces.
* Used Oracle database for SQL, PL/SQL scripts, stored procedures, functions, triggers, Oracle forms/Reports, Performance Tuning and Optimization.
* Worked on creating topics, queues and MDBs for communication by using WebSphere JMS.
* Unit tested all the classes using JUNIT at various class level and methods level.
* Worked on Installing and configured WebSphere Application Server.
* Made use of WINCVS for checkout and check in operations.
* Tested web pages and documented the corresponding data. Tested for standards conformance.
* Understanding of the software development cycle.

**Environment:** RAD 6.0, WAS 6.0, Struts 1.2, Spring Framework 1.2, Java 1.4.2, JSP 2.0, HTML, XML, XSL/XSLT, Angular JS, JavaScript, JQuery, sencha, AJAX, Oracle 9i, RMI, WINCVS, Windows XP, UNIX.

* **Education:** Bachelors in Computer Science, Pune University

 Master’s in Computer Applications – Sikkim Manipal University