**Geetha K**

**Salesforce Developer**

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**PROFESSIONAL SUMMARY**

* Over 8 Years of IT experience including 5 years of experience in Salesforce.com CRM platform as Developer.
* Experience in implementing **Triggers, Apex Classes, Controllers**, and various other components as per the client and application requirements.
* Experienced using **Salesforce Lightning UI**. Created 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.
* Extensive Experience in customization of Reports based on user and organizational requirement.
* Implemented various advanced fields like Custom Formula Fields, Field Dependencies, Validation rules, Workflows and Approval Processes for automated alerts, field updates and Email alerts.
* Good Experience on Salesforce Lightning Web components (**LWC**), Experience in third party integration with ERP (Marketing Cloud, Service Cloud).
* Integrated Apex with External services by making callouts that used **SOAP and WSDL**
* Experienced in SFDC implementation and customization gathered business requirement, entity relationships and implemented sales force custom objects and junction objects with lookup relationship and master detail relationship, as per business needs.
* Hands-on experience in analysis, design, development, and testing of the SFDC application
* Extensive expertise in SFDC development using **Visual Force Pages, Visual Force components, Force.com IDE, SOQL, and SOSL.**
* Experienced with **Sales Cloud, Service Cloud, Call Centre, Chatter and App-exchange.**
* Hands on experience with Apex Language, **Apex Trigger, Apex Class, Test Methods , Web Service, Visual force Pages, Visual force Components Controllers**
* Implemented **Copado** to improve the efficiency of salesforce release management and version control.
* **JIRA** was used a tool to track user stories and updates, worked in a agile based environment where all tasks were tracked and updated on JIRA
* Excellent communication and inter-personal skills, experienced working with both large and small teams.
* Good knowledge in migrating Salesforce Classic to Salesforce Lightning to support business process with new environment and hands-on Experience with Salesforce lightning components, Salesforce Lightning Builder and Used Salesforces develop UI.
* Experience with Custom Application Development using Mavens mate Plugin with Sublime Text and Eclipse IDE with Force.com Plugin.
* Experience in proactive planning, strategy, testing, implementing, and maintaining mission critical CRM, **Sales,** and **marketing systems**.
* Experienced with different tools for deploying projects using **standard Changesets and ANT Migration Tool.**
* Strong knowledge on Agile, water fall methodologies.
* Expertise in using the Application Servers including Web Sphere, JBOSS and Tomcat.
* Knowledge of Apttus **CPQ Configuration** and **in Quoting and Pricing, Order Management, and Product**.

**CERTIFICATIONS**

* Certified Salesforce Administrator
* Certified Salesforce Platform Developer

**TECHNICAL SKILLS**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Custom Objects, Workflows and Approvals, Analytic Snapshots, Dashboard, Apex Triggers, SOQL, SOSL, Visual force pages/Components, Lightning, S-controls, Aura, Apex Web Services, AJAX, SLDS. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force.com Platform (Sandbox, and Production) QTP and Sand box testing, Change Sets, ANT. |
| **Languages** | Java, C#,.Net, Apex, J2EE, XML JSP, JSON, C,C++ |
| **Web Technologies** | HTML, CSS, Bootstrap, JavaScript, jQuery, XML, REST, SOAP. |
| **Database** | Oracle 9i/10g, SQL, MySQL. |
| **ETL/Integration Tools** | Force.com, Data loader, Force.com Workbench, Jitterbit, Apex DataLoader, workbench, Xtarget, Eclipse IDE, Mavens, Auto RABIT, Sublime Text 3, copado DevOps |
| **J2EE Frameworks** | Hibernate, Spring MVC(STS) |
| **Methodologies** | Waterfall, Agile. |
| **Code Repositories** | Git, Bit bucket, SVN |
| **Project Lifecycle Management** | Jira, Rally. |
| **Lightning Experience** | Salesforce Lightning Design system and Lightning components, Aura Framework, JavaScript Controllers, Server -side Controllers |

**PROFESSIONAL EXPERIENCE**

**Client: Charter communications, St Louis MO**

**Duration: April 2020- Till Date**

**Role: Sr. Salesforce Developer**

**Job Description:**

* Developed **Apex Classes Triggers** and linked them to manage the workflows developed in the system.
* Created modern Enterprise **Lightning Apps combining, Lightning Design System, Lightning App Builder and Lightning Web Component features (LWC)**
* Created multiple Lightning Web Components **(LWC),** 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.
* Experience in production deployment using ANT, Force.com IDE and integrated the custom components for **salesforce lightning** and salesforce1 mobile app. Developed Salesforce.com custom application using Apex, **Visualforce,** and AppExchange.
* Data migration and updates through the tool provided by Sales force.com and **Copado** tools.
* 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.
* Administrated and monitored the company's **Salesforce sales cloud application** by creating the workflows for automated lead routing, lead escalation and email alert.
* Experience to respond to production support requests and troubleshoot issues
* Experience integrating the 3rd party Apps with Salesforce
* Experience in integration of Salesforce portal **with Ecommerce(cloudcraze)**
* Experience in development, configuration, and operations of application systems with focus on integration with digital processes such as **e-commerce**, direct and indirect selling channels
* Extensive experience in building enterprise applications and implementing **eCommerce applications** for Confidential and B2C clients.
* Experience in implementation of salesforce.com applications like the **Sales, Marketing, Service** and support Modules.
* Design, document, build, test and deploy enhancements to Salesforce custom objects, page layouts, workflows, alerts, reports and complex dashboards within Salesforce
* Experienced with Apex Language, Apex Class, Apex Trigger, Apex Web Service, Visualforce Pages, Visualforce Components and Controllers.
* Designed various report folders, extracting reports to various formats, designing Visualforce Pages, Dashboards, Snapshots and Chatter.
* Experienced in building the custom application using Lightning Components/ Framework.
* Experienced with Lightning UI development, creating Lightning pages by using component, controller, style, helper, design, render, documentation, SVG.

**Environment:** Salesforce.com platform, Salesforce Lightening, Service Cloud, Sales Cloud, Apex Language, Visual force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Copado DevOps, Eclipse IDE Plug-in.

**Client: Altice USA, Long Island city, NY**

**Duration: Nov 2018 – March 2020**

**Role: Salesforce Developer**

**Responsibilities:**

* Customized Salesforce CRM beyond native functionality with **Visualforce and Apex code** as per the requirements.
* Integrated Salesforce with Mule soft to connect with enterprise applications in the cloud and on-premises.
* Developed **Test classes** and maintained the proper code coverage to deploy into the production boxes.
* Created custom controllers and controller extensions while developing Visualforce pages.
* Developed the **Apex Triggers** to ensure the correct data entries into the system.
* Created Validation rules on various objects. Also, created assignment rules on Lead object to assign the Leads automatically to various groups of users based on the region.
* Created Custom Objects, Tabs, and Sharing Rules as per the business requirements.
* **Configure salesforce and marketing cloud** integration user along with configuration in salesforce.
* Customized Salesforce.com Fields, Page Layouts, Record Types, Queues, and Profiles and make the same changes in test and production environments. Deployed the code from Sandbox to Production using Eclipse and Change Sets.
* Collaborate effectively with internal and external colleagues to build a best-in-class customer experience with the goal of making every customer a promoter of **Commerce Cloud** and a customer for life
* Designed and maintained different environments, included **Development, Test and Production**.
* Deployed the enhancements of Custom Objects, Fields, **Triggers, Reports and Workflows** into the test and prod boxes to make them in Sync.
* Implemented Salesforce Development Cycle covering extensively **in Sales Cloud, Service Cloud** and Call Centre
* Strong experience in implementing Salesforce new features like Process Builder and performed actions Creating Records, posting a Chatter post, Email Alert, Invoking an Apex Class.
* Maintain and support the objectives of current Customer Relationship Manager (CRM) and Apttus Configure, Price, Quote (CPQ) systems.
* Worked on a pulling data from JIRA, manipulating this data in excel using macros to make them salesforce data load compatible. This was used to load stories into **copado** to track components related to each user story
* Demonstrate complete understanding of the overall project, with the ability to provide input and direction to team members across all disciplines to deliver successful eCommerce solutions
* Educate colleagues across disciplines on the technical and delivery aspects of projects based on Salesforce Commerce Cloud technology.
* Create STM (Source to Target X Mapping) documents for integration.
* 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.
* Involved in Commerce Cloud (aka Demandware) development and implementations on **SGJC framework** .
* Created user groups and configured workflows and assignment rules to enable proper routing of leads to the marketing team members.
* Develop triggers to meet the complex business rules on custom objects by following Apex Best Practices.
* Created various Reports summary reports, tabular reports, matrix reports and Report Folders to assist Service managers to better utilize Sales force and configured various Reports and for different user profiles based on the need in the organization.

**Environment:** Salesforce.com, Visual force Pages, Component, Controllers , Security Controls, Escalation rules, Assignment rules, Record types, Custom objects and Fields, Time based triggers, Triggers, Workflow Rules, Data loader, SOQL, SOSL, Apex Schema Builders, and Custom Tabs, Copado DevOps, Advanced use of Microsoft Excel, Informatica.

**Client: Fiat Chrysler Automobiles, Auburn Hills, MI**

**Duration: Nov 2017 - Oct 2018**

**Role: Senior Salesforce Developer**

**Description:** Campaign management in Salesforce. Create all sales related campaigns in Salesforce.com. Procedures include detailed analysis of target markets, matching lists to Salesforce. com, creating new campaign masters, accounts, members, contacts, contact roles, and opportunities. Also involves creating campaign monitoring dashboard charts and reports in Salesforce.com.

**Responsibilities:**

* Execute complex data analysis requiring advanced database management skills. Complete analyses by creating easy to understand executive summaries. Routinely collect and analyze data from multiple databases and sources to evaluate current and historical trends.
* Manage ROI tracking on Sales campaigns. Ensure sales activities and call execution is focused on the principles that will net the largest revenue growth. Utilize Salesforce. com for data points, historical data and forecasting information.
* Efficiently and effectively manipulate large amounts of data into easily understood executive summaries for mid to senior level management. Write multi-level queries employing all necessary quality control techniques ensuring each report is complete and accurate.
* Create analytical tools designed to drive effective revenue-based business decisions. Prepare multi-level sales reports, charts, and statistical revenue analysis in support of the sales department.
* Work with engineering to build complex informational systems which can be used by non-expert users to perform self-analysis.
* Configured and gathered requirement for the application to meet business requirements.
* Created accounts, tab, fields, and schema builders to define relationships.
* Involved in Data Migration from Oracle to Salesforce using Informatica
* Designed Visual Force pages for the reports and dashboards to grant access for specific group of users.
* Expertise in working with case management configured web to case implemented e-mail to case to convert incoming customer e-mail into cases in salesforce, configured the case assignment rule.
* Involve in creation of custom Web to lead forms and Campaign to lead forms.
* Integrated LinkedIn with salesforce to capture leads and Sync contacts.
* Used Tabular, Summary and Matrix reports to create Standard reports and Custom reports.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quantity and data consistency.
* Implemented Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Responsible for Visual force pages that could be rendered as PDF's, build dashboard components and define email templates.
* Responsible working with Salesforce CRM to invoke Apex classes
* Created case escalation rules to escalate cases automatically if they are not resolved within a certain period of time
* Used Tab permissions, Record Type permissions and Field Level Security to implement Component-based security.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Worked with Approval processes that used Email Approvals and Parallel Approval steps
* Used Process Visualizer to study Approval steps.
* Implemented minor enhancements on standard objects including Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes, and Activities.
* Bringing the full power of Salesforce Customer 360 to your inbox and update your CRM with sales data from your inbox.
* Experiences in Logging into customer communications automatically, with no manual data entry and Add deals right from your inbox, and dive into Salesforce with just one click.

**Environment:** Salesforce.com, Visual force, Security Controls, Escalation rules, Assignment rules, Record types, Custom objects and Fields, Time based triggers, Triggers, Workflows, Rules, Data loader, SOQL, SOSL, Apex Schema Builders, Advanced use of Excel, Informatica.

**Client: Apple Sunnyvale, CA**

**Duration: Dec 2016- Oct 2017**

**Role: Salesforce Developer**

**Description: HCM-Pathfinder Integration:** Integrating two Manager tools which keep track of the yearly planning cycle to allocate resources to the projects inside the corporation. The main objective is to synch the data related to Headcount asks under the CAPEX cycle on HCM and Pathfinder Headcount requests. The problem which was existing with the system was when Headcount information tied to a Project was pulled from Pathfinder and HCM tool during the Project planning final approval stage, the numbers were inconsistent. The solution required fetching Project related information and changes from Pathfinder and use in HCM for viewing and editing of Headcount asks associated with them.

**Responsibilities:**

* Participated in requirements grooming sessions with business users, developers and created technical design documents with coding standards and pseudo code.
* Worked on Eclipse IDE with Force.com Plugin for development and customizing components.
* Developed Apex classes and Apex Triggers for implementing customizations requested by business users.
* Developed custom visual force pages and associated Apex extension controllers and standard page layouts based on record type.
* Created Test classes for Unit Testing to check custom business functionality implemented.
* Worked on SOQL and SOSL for querying required data sets from different custom objects and performed DML operations with consideration of Governor Limits.
* Written Apex web services to for inbound calls to salesforce and developed Apex callouts to consume data from external services by consuming Partner WSDL.
* Experience in modifying visual force pages to be supported in Lightning Experience and good understanding of lightning mode and its features.
* 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.
* Built apps visually with Lightning App Builder, Lightning Components and lightning connect integrations across multiple connection.
* Implemented Email-to- Case, Case Escalation rules, Case Assignment rules for service request automation.
* Worked with Data Loader for data migration and performed Insert, Update, Import and Export operations.
* Built the Member Community on the Salesforce Customer Communities platform with a completely custom look and feel to meet the client's website branding.
* Developed various Custom Reports, Report Types, Dashboards and Analytic snapshot for different line of business on Standard and Custom objects.
* Responsible for seamless integration between  TargetX and all business tools, as well as API management and data setup.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming On Force.com Platform.
* Built package.xml and deployed components to sandbox and production instances using Force.com ant migration tool, Workbench and Change Sets.
* Provided ongoing Salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow.
* Worked as administrator to maintain Application-Level Security and involved in discussions to implement System Level Security and configured Single Sign-on.
* Performed out of Box configurations customization activities Page/Search/Compact Layouts, Record Types, Dependent Pick lists, Formula, Roll-up summary fields, Validation rules, Workflows and Approval process.
* Participated in solving day to day production issues and training sessions provided by Team.

**Environment:** Salesforce Classic, Security Controls, Escalation rules, Assignment rules, Record types, Custom objects, Ape, Visual force Pages, Sandbox, Workbench, Tooling API, Rally, Sublime Text, Mavens Mate, Plugin, informatica

**Client: Comcast – New Jersey**

**Duration: Feb 2016 -Nov 2016**

**Role: Salesforce Administrator**

**Description:** Comcast is an American multinational mass media company, and it is the largest broadcasting and largest cable company in the world by revenue. It is the second largest pay TV Company after the AT & T Direct TC acquisition, largest cable TV company and the largest home internet service provider in the United States

**Responsibilities:**

* Worked on various salesforce.com standard, Custom objects like Accounts, Contacts, Leads, Campaigns, Reports and Dashboards and responsible for the customizing the same as per the business requirements.
* Customized fields, page layouts, record types, searching, list views, queues, reports, and dashboards to drive business decisions. Created several workflows/validation rules/assignment rules on Leads/Accounts/Cases as per the Business requirements.
* Set up **Marketing Campaigns**, Campaign Hierarchies, Assignment rules, Web-to-Lead and Auto-Response rules.
* Experience in integrating Salesforce **Marketing Cloud** with web analytics tools like Web trends, Google Analytics etc.
* Hands on experience in implementing **security and sharing rules** at object, field and record level for different users at different levels of organization. Also, created various profiles and configured the permissions based on the organizational **hierarchy**.
  + Implemented and customized Salesforce customer relationship management CRM for Marketing, Sales and Case Management.
  + Created Visual force pages to provide customer status to sales team and executive team based on different geographical location filters.
  + Develop triggers to meet the complex business rules on custom objects by following Apex Best Practices.
  + Expanded deployment for customer service reps, partner portal users, and customer portal users
  + Data integration and migration from legacy SAP and excel sheets, using Pervasive for Data Integration, and data loader
  + Built custom License management app for the services team that tracks software license purchases and makes it easy for customers to log in to the portal and download new licenses.
  + Implemented Chatter, and developed visual force page for the mobile application.
  + Created Customized dashboards for the service representatives and case team members to keep track of the cases assigned to them and to share insight across the company.
  + Created user groups and configured workflows and assignment rules to enable proper routing of leads to the marketing members.
  + Created various Reports summary reports, tabular reports, matrix reports and Report Folders to assist Service managers to better utilize Sales force and configured various Reports and for different user profiles based on the need in the organization.

**Environment:** Salesforce.com, Visual force Pages, Component, Controllers, Security Controls, Escalation rules, Assignment rules, Record types, Custom objects and Fields, Time based triggers, Triggers, Workflows, Rules, Data loader, SOQL, SOSL, Apex Schema Builders, and Custom Tabs, Excel.

**Client: Google - San Francisco, CA**

**Duration: Mar 2015 - Jan 2016**

**Role: Salesforce Developer**

**Responsibilities**

* Performing both the roles of Salesforce Developer and Administrator in the organization.
* Involving in meetings with the team members to discuss the progress of the Project, Milestones Achievements and Work Delegation.
* Working on various Objects like Accounts, Contacts, Leads, Opportunities, Reports and Custom Objects based on Business requirements.
* Providing Administrative level support for the users of Salesforce Application.
* Developing various Custom Objects, Components, Visualforce Pages and Components.
* For various functionalities in the organization performed Batch Apex, Apex Triggers and Apex Custom Controller Extension, List Controller classes.
* Creating Custom Links, Formulas, Page Layouts, Record Types, Workflow and Approval Processes and performed Record Level and Object Level Security.
* Working on Web Services apex classes, using XML parser passed input request and mapped the XML request to Salesforce object.
* Integrating REST API web services to extract data from internal applications and displayed in the UI.
* Working on portals like Service Portal and Partner Portal and had a good knowledge on Customer Portal.
* Working on data migration tasks to move data from a different business source to salesforce.com.
* Involving in user support and bug fixing activities according to the SLA.
* Using SOQL and SOSL statements properly in custom controllers, extensions and triggers to avoid Governor Limits.
* Involving in migrating the records to the sources and loaded data into different application using Apex Data Loader and Import Wizard.
* Working in Agile Methodology Procedure and Sprint System, attended daily scrum meetings.

**Environment:** - Saleforce.com platform, Apex Language, Visual Force Pages, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, cloud9, Email Services, Security Controls, HTML, Web Services, WSDL, SOAP, Reports, Sandbox, ETL tools, Eclipse IDE Plug-in.

**Client: Infor global solutions - Hyderabad**

**Duration: June 2012 - Dec 2014**

**Role: Java Developer**

**Description:** Automotive manufacturers need to onboard suppliers as quickly as possible, no matter where they are based, and share electronic data interchange (EDI) documents and details as easily as possible. With Infor Automotive Exchange, your business becomes an integral, synchronized part of your customer&#39;s supply chain. You can direct your supply to reduce risk and improve profitability, know what your customers require immediately, and track and manage transactional information within a single integrated solution.

**Responsibilities:**

• Written low-level design for features Document Creation, Container Creation and Document Relocation.

• 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, Ajax, HTML, Java Script, CSS, JMS and Hibernate.

• Involved in implementing Value Object Pattern, MVC & Singleton Pattern.

• Updated the required data in the DB2 database to save and update the database using hibernate, corresponding to actions performed in the struts class.

• Involved in understanding business requirements and functionality of Cost Management Reporting.

• Used Struts tag library extensively with html.

• Involved in drawing the UML diagrams such as Use Case Diagrams, Class Diagrams and Sequence Diagrams using Rational Rose.

• Developed java classes for posting and processing mails using EJB and Java Mail API.

• Added Multithreading for distributed applications.

• Deployment of the application in the Web Logic Application server.

**Environment**: Java, JSP, Oracle 8i, Servlets, Apache Tomcat, Java Beans, JDBC, Java Script, HTML and Rational Rose and Dream weaver.