Vishal Dhawan
Senior Salesforce Developer

- Over 8+ years of experience in the field of Information Technology and 4 years of experience with **Salesforce.com CRM** Platform.
- Experience in the complete life cycle of project development (SDLC) including System Analysis, Design, Development, Testing, Deployment, and Maintenance.
- Experience in providing support for **Marketing Automation** on the Salesforce Marketing Cloud platform.
- Extensive experience in Salesforce.com configuration, Administration, Data Migration and Integration tools like **Connected Apps, Bulk APIs**, and Workbench etc.
- Experience in Front end development & building Single page application (SPA) using a framework such as **React** and **Angular** along with **Salesforce Lightning Design System**.
- Experience in integrating Salesforce CRM, Einstein and Marketing cloud platform with the 3rd party web applications.
- Strong proficiency in **JavaScript** and **jQuery**, including **DOM manipulation** and the **JavaScript object model**.
- Experience in developing web applications using C#, VB in ASP.net & MVC.
- Experience in writing **Web Services** and also worked with **WEB APIs**.
- Experience in writing stored procedures using **MS SQL Server** 2008/2012.
- Experience in designing API and deployment of APIs using **Mulesoft** Anypoint and **Cloud Hub** platform.
- Seeking the position of a Salesforce lead/Full stack lead to further enhance organizational worth owing to my knowledge in Salesforce marketing cloud and its tools, CRM, Marketing automation, Email automation, HTML, CSS, JavaScript, jQuery, React/Angular, AMP Script, SQL

Work History

2019-11 - Current

Senior Salesforce Developer

Adita Technologies, Noida

- Leading **Salesforce Marketing Cloud** development initiative as Subject Matter Expert and primary point-of-contact for project management staff.
- To develop solutions within the marketing cloud & CRM, this can be leveraged by other cloud platforms.
- Leading a team of 4-5 Developers in building a web based application using **Node, Angular, PostgresSql, Heroku and Mulesoft** which also interacts with SFMC/SFDC for

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Skills

HTML5, CSS, Javascript, jQuery
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Marketing Cloud APIs, API Testing, Postman
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AmpScript, SSJS, Cloud pages
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Contact Builder, Email Studio
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Journey Builder, Automation Studio, Content Builder
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SQL, Segmentation
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Mobile Connect, Queue MO
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data sync, theme and email creation process.

- Experience in building journey for different use cases like **Abandoned Cart journey**, Form to MC Trigger, Salesforce data events, Initiating keyword based SMS confirmation using Queue MO & SSJS activity, Dynamic email theme creation, Custom preference pages etc.

- Experience in integrating **Shopify** and **WooCommerce** E-commerce platforms with the marketing cloud using the SSJS activities and the REST API.

- Work closely with other groups like product, business analyst, quality assurance, and project management resources throughout delivery of solutions

- Mentor and support other members of the team (both on-shore and off-shore) to assist in completing tasks and meet objectives

- Providing estimates and refining it as part of an agile project

- Participate in architectural sessions and provide solutions to complex problems

- Creation of user stories in the JIRA, tracking and sharing reports with client for the ongoing tasks on the regular basis.

- Leading the hiring process for both SFMC and FULL Stack roles

Projects:
1. Project Title : Mini CRM

Description: A marketing Automation platform – digital marketing and CRM technology for the direct selling industry with the only solution that creates an intelligent, interconnected network between direct sales organizations, their sellers and customers. Harnessing the power of Salesforce, this platform delivers personalized, multi-channel marketing programs at scale within seconds. The application was also linked with the other platforms like Salesforce Marketing cloud, Sales Cloud, Service Cloud, Einstein platform and Facebook etc.

Technology Used-
Language: Angular-8, Node-JS, Express, Marketing cloud/Service Cloud APIs, JavaScript, AMP Script, SSJS, ES6, Postgres SQL
IDE: Microsoft Visual Studio Code, Any Point Studio

Advertisement Studio

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Salesforce CRM Integration

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Sales Cloud, Service Cloud, SOQL, Salesforce REST APIs

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LWC, SLDS

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Others

React, Angular, ES6, Node JS, Express JS

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Heroku, Postgres

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ASP.Net(C#), .net Core, MVC

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Visual Studio Code, PG Admin, Sql Server, GIT

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Others: Salesforce, SFMC, Service Cloud and Marketing cloud integrations, OAUTH2.0, **Mulesoft**, JSON, HTML5, CSS, Automation studio, Journey Builder, **Content Builder**

2. Project Title : Marketing cloud Implementation of other modules (Client-Confidential)

Description: Worked on **7-10 client projects** which are majorly on the Marketing cloud implementation and integrations with other systems. Major work involved in these projects are as follow:

- Help clients in aspect of Salesforce Marketing cloud starting from account set up to sending emails, setting up permissions and running automations.

- Worked on Business Unit Setup, Server to Server API Integrations set up with 3rd party applications, Dynamic Sender Profiles, Mobile Connect & QueueMO APIs.

- Involved in the creation process of Dynamic and referenced E-Mail Templates, Dynamic Contents Blocks using HTML and Ampscript for Journey Builder Sends, Triggered Sends, Transactional API Sends, and Tracking reports extraction.

- Creating SQL Queries for CRM system Integration and Segmentation in Query activity, Data imports.

- Integration of FTP system with Marketing Cloud for various import and export activities involving Data Extraction, Query, Script and Filter Activities.

- Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Cases, Knowledge Articles, Reports and Dashboards.

- Form migration process using cloud pages. Implementation of Google analytics and implementing features like re-Captcha in the forms

- Development of form based solution to upload many resource file PDF, images etc. using marketing cloud APIs.

- Created journey for different use cases like **Abandoned Cart journey**, Form to MC Trigger, Salesforce data events, Initiating keyword based SMS confirmation using Queue MO & SSJS activity, Dynamic email theme creation, Custom preference pages etc.

- Integrated **Shopify** and **WooCommerce** with the marketing cloud for creating Delta data loads using the SSJS activities and the REST API.

2015-09 - Senior Software Engineer

2019-10 *Evalueserve.com, Gurugram, Haryana*

- To develop web tools (charting) and other web forms using Web mockups or prototypes.
- To develop SPA applications, reusable components and new user-facing features using the latest JavaScript frameworks.
- Designed Databases, writing stored procedures and triggers.
- Involved in Code Review and Unit testing for the developed modules.
- To coordinate with the editorial team for editorial guideline and implement in the application.
- Involved in the various Project management activities like BRD, Project timeline sheet and Gantt chart.
- Technical consultant, to explore the latest technologies in trend and how that can be leveraged to build great things.
- Evaluated project requirements and specifications and developed software applications that surpassed client expectations.
- Created proofs of concept for innovative new solutions.
- Worked with project managers, developers, quality assurance and customers to resolve technical issues.
- Orchestrated efficient large-scale software deployments, including testing features and correcting code.

Projects:

1. Project Title : Email Template Builder tool

Description: A drag and drop email template builder tool for SFMC (**Salesforce Marketing Cloud**) email studio. The tool is developed as a SPA for the marketing automation team. This tool helps them for generating marketing emails which they further rollout to customers. User can edit the content of

existing HTML templates, can switch the templates by drag and drop feature in the editor component of the app. Below are some of the features in the tool:

- Rich user interface for editing the content of an HTML template without touching the HTML code.
- User can add the predefined footers into the selected HTML template.
- User can change/remove the images and any other element from the HTML template.
- Integrated the tool with the SFMC using **content builder API** for displaying various images, logos, banners etc.
- User can create custom banner images (Custom Meme generator) within the tool and can upload the same on SFMC environment for future usage.
- User can add the various email-related settings like tracking pixels (**Return path**) with the email.
- User can preview the final template and can export the final generated HTML source code in the desired format i.e. HTML, text file, word and PDF for tracking the changes, can copy the code to the clipboard memory and also can download the email settings in the text file.
- User has to log in with their credentials every 24 hours for using the tool.

Technology Used-
Language: JavaScript, jQuery, AMP Script, ES6
IDE: Microsoft Visual Studio Code
Others: Salesforce, SFMC, Content builder API, JSON, HTML5, CSS, CSS3, SCSS, Google Material Icon packs, Bootstrap, Mutation Observer API, JavaScript Blob, and DOM Manipulation, **Content Builder**.

2. Project Title : Marketing Automation Support

Description: Worked closely with Marketing Automation team of a very well-known client. I helped them in their marketing Automation/migration process from IBM Silverpop to SFMC/Exact target. Below are some of the responsibilities/tasks which I did under this role:

- Building/migration of hosted pages
- Creation of queries, campaign attribution journeys, Localization **Data extensions** for forms and other areas.
- Creation of personalized hosted forms.
- Worked on **Content builder** to creating content

templates.

- Creation of Script Blocks for Analytics and other areas.
- Worked on **AMP scripts** while creating the Email templates.

- Applying mass updates to Content Blocks especially forms
- Building a custom banner for the email builder tool and uploading the same under content builder on SFMC.
- Re-branding existing templates, in-line with templates in the Email bank.
- Troubleshooting the forms, validating the submitted data/Leads in **SFDC**.
- Automated the import, extract and Query activity using **Automation Studio**.
- Created the various customer journeys like Welcome, Recommended products etc.
- Interacting with the client over the calls, emails for requirement gathering and involved in application design discussion and documentation.

3. Project Title : Sales Email Builder Tool

Description: A very much similar kind of tool as an Email template builder tool. This tool was developed for the sales team of a client. This tool helps them in creating the Email template from scratch and the final template can be exported in a PDF format. This app also fetches account information from Force.com. This tool uses OAuth from Salesforce.com for getting into it.

Technology Used-
Framework: React, JSX, Redux, Node JS, Express JS
IDE: Microsoft Visual Studio Code
Others: Force.com, OAuth 2.0, SFMC, NPM, Babel,
Connected Apps, Webpack, JSON, HTML5, CSS, CSS3,
Salesforce Lightning Design System (SLDS), Google Material
Icon packs, GIT, **Heroku** & its CLI, Bootstrap, JavaScript, ES6

4. Project Title : Form Builder tool
Description: A drag and drop form creation tool for SFMC (Salesforce Marketing Cloud) content blocks. Tool has an editor which consists of predefined list of fields (frequently used) and other controls (Fields used on SFMC) from where user can drag any field and drop to the editor. Further User

can edit the attributes of the field like class, required, name, max length, etc. After making changes in attributes user can save the form and can see the rendered form. At the end user can generate the HTML source from it and use the same for the creation of forms on the Salesforce environment. I have also created various **AMP Script code blocks** which are used as a part of form builder code to be later replaced by actual data on marketing cloud environment during code execution/Parsing.

2015-06 - **Software Engineer**

2015-08 *Keysight Technologies, Gurugram, Haryana*

- Worked on Oracle Tools for updating the company Website.
- Development of new Internal tools/software using ASP.net/C#
- Prepare Monthly reports using various Reporting Tools
- To provide end to end support on customer queries over email.

2013-04 - **Software Developer**

2015-05 *N.D Microsystems Pvt. Ltd., Gurugram, Haryana*

- Developed web-based ERP .NET applications for the clients.
- Worked as a programmer and designer, to review the design done by junior developers.
- Designed Databases, Writing stored procedures and triggers.
- Involved in Code Review and Unit testing for the developed modules.
- Writing technical documents and preparing coding standard documents.
- To cooperate with the team members for technical issues.
- To understand the Business process from the client and implement in the Application.
- Technical consultant and to provide the Functional Application Support.

Education

2010-08 - 2013-05

- Master of Computer Applications (MCA) - 70%
  Maharshi Dayanand University

2007-08 - 2010-05

- Bachelor of Computer Applications (BCA) - 66%
  Punjab Technical University

2006-04 - 2007-03

- XII Commerce CBSE Board - 86%.