



**Vidhya Subramanian**

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**SUMMARY**

* Around **6+ Years** of experience in all phases of Software Development Life Cycle (**SDLC**) including requirements like analysis, design specification, coding, and testing enterprise applications with **5+ years**’ experience on **Salesforce CRM, Force.com Platform as Developer/Administrator,** and **2 years** of experience in **Java/J2EE** technologies.
* Strong implementation and rollout experience with Salesforce **CRM clouds** - Sales, Service, Marketing, and Communities on Force.com platform.
* Strong experience in designing, customizing using **Apex Classes**, **Triggers** and **Visualforce** pages using Custom, Extension controllers.
* Well experienced with apex query language using **SOQL**, **SOSL, Aggregate** queries and worked with large data sets and large data volume queries.
* Good experience in integrating enterprise applications with salesforce both **Inbound** and **Outbound** by writing **SOAP**, **REST** web service for inbound calls to salesforce.
* experience with salesforce1 Lightning component development and developing UI using **Lightning Web Components**, **aura, UI** framework components and **Lightning Design System**.
* Hands-on experience in writing apex **unit** test classes and methods for unit testing of apex classes, triggers, Batch and Web Services.
* Good experience in implementing salesforce best practices in writing triggers and apex controllers.
* Proficient with salesforce OOTB data model of **Sales, Service** and **Marketing** cloud SObjects and well versed with salesforcerelationships **Lookup, Master-Detail** and **Junction** Objects.
* Proficient with salesforce **administrative** activities: Managing Users, setting up Org Role hierarchy, Profiles, Permission Sets, Public Groups, Queues, Sharing Rules, Certificate & Key Management, Email Services.
* Experience in setting update data visibilities by configuring OWD, Criteria/Owner based Sharing rules and writing Apex **managed sharing rules**.
* Worked with salesforce **Process Builder** and consolidated existing workflow rules with process builder.
* Worked on building reports using standard/custom **report types**, **Reports**, **Dashboards** and **Analytic snapshots** across various objects for different business groups.
* Developed event-based integration solutions with Salesforce platform events, Apex Triggers, Apex classes, **REST API**, and made sure integrations solution can communicate with on premise system by creating listeners in the absence of API gateway.
* Having experience **on REST** methods such as Put (), Get (), Post () and Delete.
* Performed data analysis for data migration, integration to salesforce from other databases and performed Data migration using **Data Loader, Informatica, Demand tools**.
* Strong experience in **deploying** salesforce components across various sandbox and production instance using **Change sets, Force.com Migration tool** (Ant based script) and **Workbench**.
* Implemented salesforce1 rollout and build custom mobile apps using **Saelsforce1 lightning**.
* Experience in building front-end development using **HTML5/HTML, CSS3/CSS2, Java Script, jQuery,** and **jQuery UI**.
* Proficient with Oracle, MS SQL Server, **MySQL** databases SQL, PL/SQL Stored procedures, Functions, Triggers and Packages.

**EDUCATION**

* Bachelor of Technology in Communication and Computer Science 2007 SASTRA Deemed University, INDIA.
* Master of Human Resource MBA HR 2011 Alagappa University, INDIA
* **Certified Salesforce Platform Developer I**
* **Certified Salesforce Administrator**
* **Certified Salesforce Platform Developer II**
* **Certified Salesforce App Builder**

**TECHNICAL SKILLS**

**Salesforce.com :** Apex Classes/Controllers, SOQL, SOSL, Triggers, Batch classes, Visualforce (Pages, Components), Salesforce1 Lightning, Web services, SOAP API, REST API, S-Controls, Custom Objects, Communities

**Salesforce Tools :** Eclipse, Force.com IDE, Force.com Explorer, Offline Edition, App Exchange, Data Loader, Connect Offline, Salesforce-to-Salesforce, Chatter Desktop Client

**Prog. Languages** : Java, J2EE, SQL, PL/SQL, Apex

**Databases** : MySQL, Oracle 10g, SQL Server 2008, MS Access

**Web Technologies** : HTML, CSS, JavaScript, jQuery,AJAX, WSDL, SOAP, XML, and Visualforce

**J2EE Technologies** : Java/J2EE, JSP, Servlets, JDBC

**ETL Tools** : Informatica, Jitterbit

**Source Control** : Git, SVN, VSS

**Operating Systems** : Windows 10/8/7/XP, Linux

**Methodologies** : Agile, RAD

**EXPERIENCE:**

**Bright Horizons Inc, San Jose, CA**

**Aug 2019 – Present**

**Sr. Salesforce Developer**

**Responsibilities:**

* Interacted with various business users for analyzing user requirements and provided design document, developed POC as per business needs.
* Developed **Apex Classes** (Custom/Extension Controller Classes), **Batch, Schedule classes, Triggers** on standard/custom objects as per the user requirements.
* Written **SOQL** & **SOSL** queries with consideration of Governor Limits for data manipulation needs of the application against force.com platform database sObjects.
* Developed **Apex Custom/Extension** Classes to handle various Visualforce pages actions, implemented JavaScript remoting to handle client request in asynchronous fashion.
* Used **JavaScript, jQuery** for client-side validations, rendering/refreshing various blocks of the pages based on user selection.
* Developed salesforce1 **Lightning components development** for existing business groups and converted Visualforce pages with lighting experience.
* Worked on Eclipse IDE with Force.com Plug-in for writing Business logic in **Apex programming** language with **Lightning Experience**.
* Developed various **Visualforce Pages, Apex Triggers** to include extra functionality and wrote **Apex Classes and Controller** to provide functionality to the **visual pages in Lightning UI**.
* Created Custom Layout **Lightening** components to make the XMLHTTP call to private server.
* Build a custom **Lightning web component**, aura to add/ delete new records on click of a button.
* Extracted the FlexiPage Meta data using ANT migration tool and Added a VF component onto the flexipage layout using the **Lightning** App builder.
* Developed Apex **Restful** web services for inbound calls to salesforce for various standard and custom objects.
* Written utility classes to use across the org and Test Classes for Unit testing of Controllers, Triggers, Batch, Schedule classes for written for various business functionality.
* Written Lightning component and used it in visual force pages to compatible with Lightning experience.
* Used Eclipse with Force.com Plugin, Developer Console as in IDE for development.
* Used Salesforce.com developer toolkit including **Apex Classes**, **Controllers and Triggers, Force.com IDE**, **Migration Tool** , **Web Services API** .
* Worked on various salesforce Standard/Custom Objects, Lookup, Master-Detail, Junction Object relationships, Formula, Rollup Summary fields, Page layouts, Custom/Lightning Tabs, Record Types, Validation Rules, Reports and Dashboards.
* Performed administrative tasks - Creating Users, Public Groups, Queues, Permission Sets, Profiles, Roles and Sharing rules (Criteria/Owner based).
* Worked on customization of **Sales, Service** and **Marketing** cloud object Accounts, Contacts, Opportunities, Products, Pricebook, Campaigns, Campaign Members and Cases.
* Implemented **Web-to-Lead, Email-to-Case** for capturing Salesforce Leads and Emails created via web and emails received from customers.
* Created Assignment, Escalation rules on Case object to assign the Web-to-Cases automatically to Queues and users.
* Configured Process Builder, Workflow rules, Approval process and various associated actions on objects for business automation.
* Used Data Loader for data migration & integration from legacy system to Salesforce CRM.
* Deployed salesforce components across various sandbox and production instances using Force.com Migration tool, Change sets and Eclipse.
* Worked on configuring Single Sign On using SAML2.0 settings to enable user for seamless sign.
* Used Git as repository for code source control.

**Environment:** Salesforce CRM, Force.com Platform, Apex Language, Visualforce Pages, Components, Triggers, SOQL, SOSL, Batch, Schedule, Web Services, SOAP, WSDL, REST, JSON, Salesforce1 Lightning, Data Loader, Workflow & Approvals, Process Builder, Reports, Dashboards, Email Services, HTML, CSS, Java Script, jQuery, Git, Force.com Migration tool, Eclipse IDE, Developer Console.

**Owning, Orange, CA Jan 2019 – Aug 2019**

**Sr. Salesforce Developer**

**Responsibilities:**

* Involved in Discussions with Business Analyst and Project Managers to provide best solutions possible in Salesforce for the requirements collected.
* Responsible for writing **SOQL & SOSL** queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Developed various **Batch Apex** classes and scheduled those using Apex Schedulable classes.
* Using Salesforce **Workbench** timed SOQL queries to get the most optimized version of the query.
* Developed different Visualforce Pages to suit to the needs of the application using different **Visualforce components.**
* Implemented Salesforce **Lightning Components** for small set of users within the organization.
* Created multiple **Lightning Components**, 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.
* Enabled **Lightning web components**, **Aura Framework**, by adding **Aura Attributes**and**Aura Handlers for Events** to focus on Logic and Interactions in Lightning Applications.
* Minimized code in **JavaScript Controllers** by adding reusable functions in **Helper**Component.
* Developed Visualforce pages which rendered based on Salesforce1 App or Web.
* Developed publisher actions for salesforce1 app.
* Efficiently worked with standard salesforce objects like Accounts, Contacts, Leads, Cases and Opportunities.
* Created Custom objects, Page layouts, Custom tabs, and Components.
* Proactively created **Apex Triggers** and **Apex classes** and developed and managed complex workflows, approvals, validation rules, assignment rules and system triggers.
* Defined the **lookup relationship** and **master-detail relationship** on the objects that helps in associating the records and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Designed Salesforce **Service Cloud** console to boost productivity with the dashboard-like interface, reducing clicking & scrolling, making it easy to quickly find/update/create records.
* Effectively created the Picklists, dependent Picklists, and junction objects to establish the connectivity among objects.
* Set up **Marketing Campaigns**, Campaign Hierarchies, Lead Queries, Assignment rules, **Web-to-Lead**, Auto-Response rules.
* Used **Change Sets, Force.com Migration tool** to deploy components across various sandbox and production environments.
* Expertise in configuring, using, and administrating GIT version control system.
* Involved in daily production bug fixes raised by QA and business users in the Org.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** Salesforce CRM, Force.com platform, Apex Language, Visualforce Pages, Custom Component, Lightning Component, Service Cloud, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, Email Services, Security Controls, HTML, Web Services, Reports, Sandbox, Eclipse IDE Plug-in, Workbench.

**Staples – Atlanta, GA July 2017 – Dec 2018**

**Salesforce Developer**

**Responsibilities:**

* Followed Agile Scrum methodology that included iterative application development, weekly Sprints, and stand-up meetings.
* The existing .net application was moved into salesforce as separate application.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Built Apex Classes implementing **SOSL & SOQL** statements within Eclipse to manage interaction with the database.
* Develop and execute multiple Inbound Marketing strategies and used exact target for marketing execution.
* Created **Dashboard reports** which are sent to users by email.
* Extensively involved in Data Migration from three legacy systems to Salesforce.
* Built **Visualforce pages** to implement features not included in the standard page layout.
* Developed BULK API calls (**REST**) and SOAP to interact with the 3rd party tools.
* Used XML serialization for interacting with the database.
* Debug Apex scripts using **Debug Logs** and System Log Console to catch Exceptions and execute **Governors Limits**.
* Created Visualforce pages which identified a region to be updated to enforce partial page refreshes and display the status of Ajax requests to display different values depending on whether it is in progress or completed.
* Inserting, updating, and querying Salesforce IDs for Account, Opportunity and custom objects using salesforce connect to Microsoft excel and Macros for excel.
* Generated Reports using MS-excel, Pivot tables, summary tables into PDF format.
* Performed administrative tasks like configuring Profiles, Permission Sets, Roles, Users, sharing rules, Record Types, Public groups, and Queues for the organization and setting up Field-level, Object-level security rules for each profile.
* Performed administrative tasks like running and generation of production reports on daily, weekly basis and monthly basis and sending them to clients, customers and other teams under scheduled times using IBM data studio and web gateway tools.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
* Developed custom UI using **CSS**, **HTML**, **Visualforce** **components** and used **jQuery**, **Java** **Script** for front-end validation.
* Developed the test plan, test conditions and test cases to be used in testing for this project.
* Did code deployment using Eclipse and Deployment Change set

**Environment**: salesforce Platform, Apex Language, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, .Net, Windows XP.

**United Capital Financial Services (South Plain Field, NJ)** **Nov 2015 – June 2017**

**Salesforce Developer**

**Responsibilities:**

* Interacted with various Business User Groups to gather the document requirements.
* Designed and deployed Custom tabs, Custom Objects, Components, Visual Force Pages, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Worked with standard Salesforce.com objects like Accounts, Contacts, Leads, Cases and Opportunities.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Created several Record Types, page layouts.
* Used SOQL & SOSL with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Designed, and developed Apex Classes, Controller Classes, extensions, and Apex Triggers for various functional needs in the application.
* Created Batch Apex classes and scheduled Batch jobs.
* Created Triggers like sending emails to the portal users whenever they update their account information comparing their new information with their old information.
* Developed Visual force pages, Visual force custom components.
* Used Visual force in development mode to change the behavior and appearance of Visual force components.
* Written Test Classes to meet Unit testing before migrating from Sandbox to Production environment.
* Deployed the changes from Sandbox to Production.

**Environment:** APEX, Force.com IDE, Import Wizard, Java Script, Visual Force Pages, Workflows and Approvals, Data Loader, Eclipse Force, Excel Connector.

**Enrich Private Limited, Chennai, India Dec 2011 – Feb 2013**

**Java Developer**

**Responsibilities:**

* Application developed on **agile** methodologies scrum and iterative method process.
* Generated the Class diagrams, Sequence diagrams extensity for all the entire process flow using RAD.
* Implemented **Struts MVC** to integrate business logic for model and DAO classes using Hibernate.
* Worked on marshalling and un-marshalling the XML using the JAXB Parser.
* Interpreted and manipulated struts and hibernate configure files.
* Designed and developed GUI Screens for user interfaces using **JSP, JavaScript, XSLT, AJAX, XML, HTML, CSS, JSON.**
* Worked on **SOAP** based Web services and tested Web Services using SOAP UI.
* Extensively worked for deployment, configurations of application on WebLogic server for integration of all modules.
* Synchronized create, Update, and delete of records between Legacy Database (Oracle v10) and Cassandra.
* Created **stored procedures, SQL Statements and triggers** for the effective retrieval and storage of data into database.
* Used Apache Log4j logging API to log errors and messages.
* Involved in 24x7 support, Maintenance, and enhancement of the application.

**Environment:** JDK, Struts, JSP, AngularJS, Hibernate, ANT, Java Script, XSLT, CSS, AJAX, SOAP, Web Services, WebLogic Application Server, Tomcat, PL/SQL, jUnit, Log4j, Shell scripting, Unix.