

**Geetha V.**

**Salesforce Developer & Admin**

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Force.com Platform Developer & Administrator (ADM 201) IT Professional with 7+ years Software Development Experience with strong Object-Oriented Analysis, designing and programming technical skills including 5+ years of extensive experience in Salesforce.com CRM and Force.com platform with proficiency as a Developer and Administrator.

**Professional Summary:**

* Experience working with Force.com IDE in design and development of Custom Application for Complex Business Processes in both Sales and Service Cloud Modules.
* Strong experience in Salesforce.com and Force.com platform as Administrator and developer.
* Extensively exposed to creating Objects, Fields, Page Layouts Record Types, Workflows, Approval Processes, Escalation Rules, Assignment Rules, Validation Rules, Email Services, Data Migration activities, Roles, Profiles and other standard functionalities.
* Extensive knowledge
* e about Salesforce Setup menu, Configuration, Custom Application Development, Administration, Data Migration and Deployment of applications to Force.com platform.
* Experienced in managing the data, Forecasting, Campaign Management, Contacts, Leads, Opportunities, Reports and Dashboards.
* Experience in creating custom objects and custom fields in Lightning experience. Expertise in Lightning app builder and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Experienced in Testing the Salesforce application with writing test scripts and conducting various kinds of testing as per the requirement.
* Proficient in data migration and integration using tools like Informatica on Demand, Data Loader, Force.com migration Tool and using SOAP API, REST API.
* Experience in Data Conversion along with Data Mapping, Data Repair, Data Quality, Data Exercisers and Data Testing.
* Familiarity with security concepts authentication, authorization, encryption, digital signature, SSL, web service proxies, firewall, SAML 2.0, OpenID Connect, OAuth 2.0.
* Experience in Object Oriented Analysis / Design / Development / Testing and Implementation, Client/Server Architecture and Enterprise platform.
* Experience in working with Databases like Oracle 8i, SQL Server 2000/2005 and Access.
* Experience In CloudCraze delivers seamless interactions across Commerce, Sales, Marketing and Service for a 360-degree view of data that’s 100% connected to the customer.
* Deployed Customization from Sandbox to another Environment by Eclipse IDE and Change Set.
* Expertise in using Eclipse IDE, Force.com and site.com, communities. Implementation of Salesforce.com Sales Cloud, Service Cloud, Marketing Cloud, Collaboration and Community Cloud.
* Used Force.com Web Services API and outbound messaging for implementing web services through WSDL in application for access to data from External systems and websites.
* Experience in customizing Salesforce CRM for generating web-to- leads and web-to-cases.
* Experience in CloudCraze delivers robust B2B commerce native on Salesforce.
* Worked on implementing sales enablement tools supporting Salesforce (CRM), Configure-Price-Quote (CPQ) solution for sales growth.
* Experienced in implementing Apex Triggers, Visualforce pages, Apex class, Web Service, JavaScript, XML, HTML, Visio, share point, Pivot Table to achieve complex business functionalities.
* Implemented Test Driven Development (TDD) and Test First Development (TFD) techniques for improving the speed, reliability, and accuracy of production code development
* Experience in doing the code deployment using Change Set, ANT script, Jenkin, GitHub.
* Expertise in working on Apex Web Services API, Scheduled jobs and Apex Batch jobs and executed approval processes, e-mail services and workflows via customization
* Involved in End User Training for every time there is a new release to the salesforce.
* Experience in Object Oriented Languages like Java, J2EE, JSP, and Servlets.
* Flexible, Enthusiastic team player with excellent analytical skills to develop creative solutions for challenging client needs.

**Certification:**

* **Salesforce.com Certified Force.com Administrator (ADM 201)**
* **Salesforce.com Certified Platform Developer 1**

**Technical Expertise:**

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| SalesForce.com | Configurations, Apex Classes, Triggers and Visual force (Pages, Component & Controllers), Eclipse Force.com IDE, Custom Objects, Data migration, Record Types, Workflows, Email Templates, Data loader, SOQL, SOSL, Force.com Excel connector, Desktop Integration, Chatter |
| Operating Systems | Windows 98/2000/2003/XP/Vista/7/8, UNIX, Mac |
| Programming Languages | C, C++, JAVA, PL/SQL, SQL, APEX, AJEX |
| Web Technologies | HTML, XML. CSS |
| J2EE Technologies | JavaScript, XML, HTML, XHTML, CSS, AJAX, Bootstrap, JQuery, AngularJS. |
| Scripting Languages | VBScript, JavaScript |
| Databases | MS Excel, SQL Server 2005/2000, Oracle 10g/9i |
| Tools | Microsoft Visual Studio2008, Microsoft Visio, Visual Studio 6.0, Apex Data Loader , Jitter bit Data Loader for Salesforce |

**Project Experience:**

***Wayfair Boston, MA Feb’2019 – Till date 2 years***

Role: Salesforce lighting Developer

***Responsibilities:***

* Interacted with various business team members to gather the requirements and documented the requirements.
* Performed detailed analysis of business and technical requirements and designed the solution by following best practices. Provided first line support to Salesforce users where the learner needs training and coaching on existing functionality without any technical change.
* Coordinated with business to resolve the issues raised by them when testing out the modules.
* Experience in creating Lightning Components and used Lightning Design System to convert existing Visualforce pages to lightning components.
* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in using Lightning, Process Builder and Workflows. Worked on customization of visual force to have Lightning Experience for desktop and mobile applications.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Strong Experience in Salesforce Lightning components design & designing compact layouts using Apex triggers, Page layouts, Visual force pages, workflows for Mobile platform.
* Created Custom Apps, Custom Objects, Custom Tabs, Custom fields, Page Layouts, Search Layouts, Custom Links, Related Lists, and other components on record pages.
* Implemented Picklists, Dependent Picklists, Lookup Relationships, Master Detail Relationships, Formula Fields to the Custom Objects.
* Worked effectively to ensure that the data is protected and is made available to the authorized Portal Community users by customizing the user Roles, Profiles, Permission Sets, Field Accessibility and Sharing Rules.
* Worked on creating Validation Rules, Process Builder, Approval Process, Flows and Workflows for different standard and custom objects to validate business data and logic respectively.
* Worked on the Partner Portal Community implementation from scratch to provide access to Agents who are working for the client.
* Worked on creating Reports and Dashboards to provide required information available to the External and Internal users.
* Implemented Lead Management, Case Management following Salesforce best practices and used Assignment Rules for the transfer of the Lead, Case between External Agents and Internal Users to have better closure of the Lead and for resolution of the Cases through the Portal Community.
* Customized application to extend Salesforce functionality and wrote Apex Classes, Apex Triggers for various functional needs in the application. Created Apex Sharing classes for Custom and Standard objects and invoked through Process Builder.
* Customized logging screens and landing screens of the community by creating Visualforce pages, Custom Controllers.
* Utilized JavaScript do design Custom Buttons and used HTML to build Custom Email Templates.
* Used Data Loader, Workbench to insert, update, and bulk import or export of data from Salesforce Objects.
* Developed and scheduled Batch Classes, Batch Jobs to provide Data Migration to Salesforce for the daily, weekly data feeds.
* Migrated data between multiple Salesforce environments like Sandbox to Sandbox and Sandbox to Production using Change Sets.
* Familiar working with onshore and offshore model and coordinated with them to achieve the deliverables to be delivered timely manner.

**Environment:** Salesforce.com CRM Application Platform, Salesforce Lightning, Portal Community, Roles, Profiles, Permission Sets, Sharing Rules, Apex Sharing, Reports, Dashboards, Workflows, Approval Processes, Process Builder, Flows, Communities, Lead Management, Case Management, Apex Classes, Triggers, Visualforce, Custom Controllers, Batch Classes, Batch Jobs, Workbench, Data Loader

***Info works, CA june’2018 – jan’2019***

***Role: Salesforce lighting Developer***

***Responsibilities:***

* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in the application.
* Implemented SFDC Integration using REST/SOAP Web Service API'S for extracting the data from external systems.
* Migrated some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Built unique Lightning pages as per business needs with the Lightning Community Builder.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Worked on salesforce Wave analytics for optimizing the mobile access and data visualization.
* Created custom Report types and Dashboards so that users can generate reports and visualize data on dashboards.
* Used SOQL and SOSL for querying the objects.
* Worked with various salesforce.com objects Account, Contact, Leads, Opportunity, Cases, Order standard objects.
* Implemented Email to lead, Web to lead functionalities and Data Loader to bulk load leads data into salesforce.com from other databases and CSV files.
* Used Force.com IDE for development of Visual Force Pages, Apex classes, Triggers and debugging and analyzing logs.
* Performed Apex Callouts from salesforce to the same external system to get tracking information of an order.
* Deployed application from Sandbox to Production environments using Change Set, Eclipse and Force.com Migration tool.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data.

**Environment:** salesforce.com, Apex, Visualforce (Pages, Component & Controllers), Lightning (components and controllers), Communities, Pages, HTML, Java Script, Workflow & Approvals, Reports, jQuery, Custom Objects, Custom Tabs, Data Migration, SOQL, SOSL.

***Walgreens, Deerfield IL july’2017 – Dec’2017***

***Role: Salesforce Developer***

***Responsibilities:***

* Developed and delivered training that is tailored to functional groups and that relates directly to their day-to-day lives.
* Implemented SFDC CRM to deliver various reports in departments of Administration, Development and Marketing.
* Created process flows utilizing the software development life cycle and agile development methodology.
* Created various Summary Reports, Matrix Reports, Pie Charts, Dashboards and setup Report Folders to authenticate users based on their profiles with permissions and Configured Salesforce.
* Created data validation rules and formulas as per business requirement. Created workflow rules to automate tasks, email alerts, field updates and time-dependent actions.
* Created Lightning Apps by 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 Salesforce Lightning UI by working on Visualforce Components, Visualforce Pages in Salesforce using Lightning Design System.
* Customized Salesforce by creating Apex Classes, Triggers, and Custom Controllers implementing complex code for retrieval from Salesforce to Visualforce pages.
* Customized Marketing Cloud Objects, Scheduled and managed marketing email sending with Salesforce Marketing Cloud.
* Used Data loader for the upload of large volumes of data.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Handled administration, maintenance and support of Salesforce modules for users through JIRA ticketing tool.
* Worked on Salesforce.com integration with External JAVA Applications to capture Accounts, Contacts and using REST API by configuring Connected App.
* Used GitHub, Jenkins for code migration from Personal Sandbox to Dev and used ANT tool to migrate from Dev to QA.
* Employed Data Loader to read, extract, and load data from CSV files.
* Achieved comprehensive analysis of business practices and guided on ways to boost up the processes.
* Designed Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Responsible for the daily operation of sales offices within various Sales communities
* Gathered necessary information needed to complete quarterly Competitive cloudAnalysis.
* Skilled on Case Management, captured cases from the company's website and customer emails.
* Managed Auto response rules if customers approached beyond the business hours.
* Toiled on Record Types, Validation Rules, Triggers and Page Layouts.
* Designed workflow rules and specify related tasks, time triggered tasks, email alerts, filed updates to enable business logic.
* Generated sync of contacts, email alerts, events and tasks amidst Salesforce to Outlook and Outlook to Salesforce strongly.
* Organized Email Templates and Mail Merge Templates and was committed in doing the mail merge for various standard and custom objects.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Developing a lightening App with Lightening Design System.
* Described organization hierarchy and built profiles, roles accordingly in Salesforce; managed on visibility and security settings around them as required by the business.
* Implicated in mapping the fields amidst the current reporting system and Salesforce using data loader.
* Achieved import and export operations to load customer data and other master data adopting data loader.
* Interpret business requirements into SFDC system functionality. Identify, evaluate, test and deploy solutions that are cost-effective and meet business requirements.
* Generated several Reports and Report folders to support managers to better utilize Salesforce as a sales tool and organized various Reports for different user profiles based on the needs of the organization.
* Deliver continuing support in the areas of SFDC configuration, administration, reporting, data migration, solution design and project co-ordination.
* Worked on ETL tools to migrate the information from other database. Built APIs with Salesforce.com Apex SOAP/REST Services.
* Examined distinct business reports and governed the team on deployment and customization of those reports in Salesforce.

**Environment:** Salesforce.com CRM Application Platform, Workbench, Reports, Dashboards, Workflows, Approval Processes, Salesforce Lightning, Marketing Cloud, Communities, Visualforce, Apex Classes, Triggers, JIRA, Data Loader, SOQL, SOSL, Integration, Web Services, REST API, GitHub, Jenkins, Force.com IDE, Apex Triggers, Visual force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Soap, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

***Petco, Sandiego Jan’2016 – June’2017***

***Role: Salesforce Developer/Administrator***

***Responsibilities:***

* Working as enhancement team member and performing the roles of Salesforce.com Developer and Administrator in the organization
* Implemented data migration and integration between legacy system and Salesforce CRM using Informatica on Cloud.
* Maintained CPQ tool updated with latest functionality by Installing Apttus CPQ releases.
* Using a variety of systems, such as Salesforce, Apptus configure price quote (CPQ), iPartner, Docu Sign and a number of ERP systems
* Implemented Sales cloud and incorporated the enhanced features as required to streamline the business process.
* Configure Salesforce and marketing cloud integration user along with configuration in Salesforce.
* Analyzed visual force pages and made changes to work efficiently in both classic and lightening mode.
* Implemented Lightening components
* Interacted with various business team members to gather the requirements and provided technical inputs for the user stories.
* Managed strategies and functions of triggered email campaign including design, HTML coding, AmpScript, email scheduling and deployment.
* Experience In CloudCraze delivers seamless interactions across Commerce, Sales, Marketing and Service for a 360-degree view of data that’s 100% connected to the customer.
* Consistently learns the ins and outs of Salesforce ExactTarget and its capabilities to stay competitive in the email marketing space, including but not limited to: Automation Studio, Journey Builder, AmpScript, SQL, and SaaS.
* Designed and created Custom objects, Relationships (Lookup, Mater-Detail), Junction objects, Fields (Formula and Rollup summary), Custom tabs, custom apps, Validation rules, Record Types, Page layouts, Search Layouts, Compact Layouts, List views on various objects and Connected apps for Integration.
* Created HTML, Text based Email Templates and Folders for different business groups.
* Configured Apttus CPQ for Auto-renewals, Amendments of an existing contract.
* Built Workflow rules, Approval process and created related actions Field update, Email alert, Creating a Task and outbound messaging.
* Experience in CloudCraze delivers robust B2B commerce native on Salesforce.
* Used Process Builder to migrate existing Workflow rules into the process builder and performed additions actions like Create child records, auto submission for approval process on field value changes.
* Customized Apttus CPQ tool based on Business Requirement for Quoting.
* Performed administrative activities by Creating Users, Profiles, Permission Set, setting up Organization role hierarchy, security settings.
* Strong knowledge of developing AMPSCRIPT code to implement business requirements by creating Dynamic content.
* Configured data sharing by setting up Organization-Wide Defaults (OWD), Owner-based & Criteria- based sharing rules on various objects.
* Implemented Salesforce Service cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visual force sites) for business support and technical support for its channel customers.
* Upgraded from Salesforce Classic to Salesforce Lightning.
* Created various charts using Lightning component.
* Worked on cross platform usage of the project functionality using Lightning.
* Created Lightning Components, added CSS and Design Parameters, which improves performance.
* Configured Salesforce Outlook connector for a couple of business users for synchronization of Salesforce Contacts, Activities from Salesforce to Outlook and vice-versa.
* Created Visualforce pages that uses the lightning components.
* Work with different business groups to get new Veeva enhancement requirements.
* Coordinate with Veeva and Salesforce for any issues in current platform and new releases.
* Perform smoke testing during new product version release from Salesforce/Veeva.
* Worked on customization of Sales cloud objects Accounts, Contacts, Opportunities, Price books, Products and configured Account Teams for team selling.
* Configured Web-to-Lead, field mapping for conversion and created Lead assignment rules.
* Developed rich UI using Visual force page components, Bootstrap CSS and performed client-side validation using JQuery and JavaScript.
* Used Developer Console, Force.com Explorer, and Eclipse with Force.com Plug-ins for development and Data Loader, CLI for data migration.
* Developed various Custom Report types, Tabular, Summary and Joined reports, Dashboards and Analytic snapshot and created Report/Dashboard folders and provide access to a different user based on the Roles.
* Analyzed data from the source system, performed data cleansing using Oracle as staging database and performed ETL operation based on Salesforce data model.
* Migrated bulk data from external data source to Salesforce using Data Loader bulk API.
* Deployed components using Force.com Migration tool (prepared package.xml), Change Sets, Workbench and Eclipse to deploy across dev, QA and UAT Sandboxes and Production instances.
* Unit tested all customizations and configurations for the developments performed by the dev team.

**Environment:** Salesforce.com CRM, Apex language, RTC ,Salesforce lightning, AmpScript,Visual force pages, Marketing Cloud, Triggers, SOQL, SOSL, Sales Cloud, Service cloud, Web services, Custom Objects, Fields, Sharing rules, SFDC sales, Vf, Profiles, CI/CD, Cloud Craze, Queues, CPQ, Validation, Sites, Communities, Eclipse, Veeva, Developer Console, Workbench, Force.com Migration tool (ant based), Data Loader, Reports, Dashboards, web services, Git.

***Knoah Soft - Hyderabad, India Aug’2014 – Dec’2016***

***Salesforce Consultant***

***Responsibilities:***

* Attending daily AGILE SCRUM meetings, and update the status on day-day basis with what is done and what has to be done.
* Played the role of Salesforce.com Administrator, Analyst, and Developer and involved in maintaining salesforce.com application user profiles, roles, permissions, generating security tokens, validation rules.
* Closely worked with SalesForce.com consultants while implementing the solutions for the needs of organization.
* Developed workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Created profiles and implemented object level, field-level and record-level security and managed roles, visibility settings.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application using Force.com IDE.
* Created email templates in HTML and I nbound emails using Visual force for the clients and customers
* Designed, developed, deployed page layouts, components, custom objects, custom tabs, apex classes, visual force pages to reach the needs of organization.
* Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.com.
* Worked on Eclipse IDE to build the application.
* Created various reports (summary reports, matrix reports, pie charts and dashboards) and Report Folders to assist managers to better utilize salesforce.
* Having worked on salesforce.com sandbox and production environments for development and testing and then to production environments.
* Worked extensively with the QA team for designing Test Plan and Test Cases for the User Acceptance testing (UAT).
* Created and managed users, roles, public groups and implemented additional role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Implemented minor enhancements on standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
* Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Created and deployed several reports for different user profiles based on the need in the organization.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Configured Profiled-based IP address restrictions, Organization-wide IP address restrictions and Profile-based login hour restrictions.
* Designed various HTML Email templates.
* Developed and deployed Apex Classes and Apex Triggers in the Force.com IDE, to accomplish different business needs not supported by the Declarative Framework.
* Provided user support and bug fixing activities as per the SLA
* Developed customized Reports, Dashboards for business users and managers, developed custom report using visual force pages.

**Environment:** Saleforce.com platform, Apex, Visual Force, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sales cloud, Data Migration, Security Controls, Sandbox data loading, Data Loader, SQL, Oracle SF Explorer and Eclipse IDE Plug-in , SOQL/SOSL, Reports, Custom Objects, Sandbox, Force.com IDE, MS Excel and PowerPoint..

***Capital IQ Ltd. India May’2013– july’2014***

***Java Developer***

***Responsibilities:***

* Designing and web development of User Interfaces using JSP, HTML, and CSS.
* Worked on Eclipse as the development environment CVS as version controller.
* Called Stored procedures in Oracle using callable statements in JDBC.
* Part of team in designing and developing application in n-tier fashion as per struts based MVC architecture.
* Developed the application using Servlets, Action Forms, JSP and Session Beans.
* Utilized various J2EE design patterns to develop the business modules based on the required functionality.
* Developed Shell Scripts for automating the closing doc process. Used JavaScript front end Validations.
* Developed session beans and entity Beans representing business logic abstractions.
* Used the Java Collections API extensively in the application.
* Designed prototypes for user web pages using Adobe Photoshop & Dreamweaver and provided backend functionality to the same using HTML & CSS
* Implemented Enterprise Java Beans (EJB) to interact with the database to insert, update, delete and retrieve values efficiently.
* Converted reusable services into Web-Services using which can be accessed across the enterprise.
* Responsible for Testing - unit testing and integration testing using JUNIT.
* Used Ant tool to build and deploy application on Tomcat Server.
* Tested application on various levels like integration and system testing by utilizing various methodologies.

**Environment:** Java, JSP, Oracle, Servlets, Apache Tomcat, Java Beans, JDBC, Java Script, HTML, CSS, API, EJB, JUNIT, Struts, Java Beans.