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**Priya**

**Sales Force Developer**

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**Summary:**

* Over **6+ years** of professional experience in Salesforce CRM platform as a **developer with lightning experience**.
* Experience working across various SFDC implementations covering **Sales Cloud**, **Service Cloud**, **Marketing Cloud,** **Call Center, Chatter App-exchange** applications.
* Designed various **Custom Objects, Custom Fields, Page Layouts, Custom Tabs** and **Record Types** as per the requirements.
* Experience in analyzing business requirements, entity relationships and converting to Salesforce custom objects, **Lookup Relationships, Master-Detail Relationships**.
* Proficient in designing **Custom Formula Fields, Roll up summary, Field Dependencies, Field Updates, and Email generation** according to application requirements.
* Knowledge of **Apex Trigger, Apex Class, Apex Test Methods, Visualforce Pages, SOQL, SOSL, Web Services**.
* Developed **Salesforce Lightning applications** using **Lightning components, controllers**, and **events** and used **custom CSS** in the components
* Worked on **designing** and **developing Lightning Community Builder** and developed Lightning Components using **aura framework**.
* Involved in **data-mapping** and **migration** of data to SalesForce.com Objects and fields.
* Experienced in **Marketing Cloud** and **events** that trigger data updates in the customer contact record.
* Created customer journey maps to visualize touchpoints and build interactions across every part of the company so that **sales and service teams** are pushing the same message as **marketers** across your **website, ads, social media, email, mobile, and apps**.
* Used **templated** for welcome emails for new subscribers and abandoned cart emails for customers.
* Ability to effectively **communicate technical issues** and **resolve problems** at all levels of the organization both internally and externally.
* An effective **team player** with excellent **problem solving and interpersonal** skills.
* **Strong leadership** abilities and a **quick learner** to new concepts and applications.
* Strong **written and verbal** communication skills.

**Education details:**

**B.E (CSE)**

**Kings College of Engineering, Tamil Nadu May 2010**

**Technical Skills:**

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| **Salesforce Technologies** | Workflow & Approvals, Reports, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex, SOSL, SOQL, Visual force Pages, Lightning Development, Aura framework, Lightning Design System, Lightning App Builder and Lightning Component features, ApttusCPQ, Oracle CPQ, UAT, Functional Testing |
| **Cloud** | Sales, Service, Marketing, Call Center and Chatter App-exchange applications |
| **Languages/Scripting Languages** | Transact SQL, C, C+, Java, HTML, VB Script |
| **Databases** | Oracle 10g, SQL Server 2000/2005/2008, MS Access |
| **Version Control Systems** | CVS |
| **Web Technologies** | HTML, JavaScript, jQuery, CSS, XML. |
| **Tools** | SQL Server management Studio, SQL Profiler, Performance monitor, Microsoft visual studio2005 / 2008, Microsoft Office Suite |

**Professional Experience:**

**Sales Force Developer with Lightning Experience**

**ADP, Roseland, NJ Aug 2018 to Present**

**Responsibilities:**

* Involved in **identifying, planning and implementing** new salesforce.com features and functions (**new screens, workflow, force.com objects, and reports, apex code**) to meet business requirements.
* Setup maintained and optimized Email marketing campaign utilizing **Exact Target/Salesforce Marketing Cloud**.
* Created, built and executed campaigns from **Exact target 1.0 to Salesforce Marketing 2.0**.
* Consistently learn the ins and outs of Salesforce Exact Target and its capabilities to stay competitive in the email marketing space, including but not limited to: **Automation Studio, Journey Builder, Amp Script, SQL, and SaaS**.
* Created custom **Landing pages and Approval pages**.
* Worked on **Automation studios also created related Activities**.
* Worked on **tracking to track the email clicks**.
* Worked on **AMP scripts** while creating the **Email templates**.
* Worked on Lead creating process in Salesforce from landing pages.
* Created custom **Visualforce pages** using **HTML, CSS, JavaScript, jQuery**
* 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.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Developed responsive Visual force pages by using native components and HTML5 tags in the Visual force pages. Written Visual force pages to have look and feel same as Lightning.
* Developed **Cascading Style Sheets (CSS) for creating effects in VF pages**. Created Workflow rules and defined related tasks, email alerts and field updates.
* Retrieved some data and its functionality from **Third-Party API’s** and displayed within the **lightning component**.
* 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 **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**.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from **Sandbox to Production**.
* Used Salesforce Automation Process, created workflow rules and defined related tasks, **time-triggered tasks, email alerts, and field updates to implement business logic.**
* Used **refined global search in Lightning** by developing **Apex classes and Controllers**.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using **Data Migration** tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for **Java Script Codes**, **Sharing Visualforce pages** between **Classic and Lightning**.
* Worked on **Lightning Process builder flows**, **Connect API, Chatter and quick Action**.
* Built **Lightning Component Tab** for **Salesforce 1 Navigation** and **Custom Applications** in **Lightning Experience**.
* Used **field level security** along with **page layouts** in **Lightning** to manage access to certain fields.
* Implemented the Web Services through **WSDL** in the Salesforce.com for **outbound messaging**.
* Worked on **Integrating SAP** and Salesforce systems using **SOAP and REST API's**. Configured APTTUS Quote-To-Cash and Contract Lifecycle Management
* Developed several **custom reports** to better assist managers and report folders to provide report accessibility to appropriate personnel

**Environment**: Saleforce.com platform, Force.com, Apex Language, CSS, JIRA, HTML, Visual force Lightning Design System, Aura Framework, Lightning App Builder and Lightning Components, Data Loader, Apex Triggers, Reports, Sales cloud, Service Cloud, Marketing cloud, Automation Studio, Journey Builder, Amp Script, SQL, SaaS, Email Services, Security Controls, Eclipse IDE Plug-in, Apttus CPQ, SOQL, SOSL, SOAP, REST, jQuery, Lightning Process builder flows, Lightning Experience, Lightning Application.

**Sales force Developer**

**CVS Health, Woonsocket, RI Sep 2017 to Jul 2018**

**Responsibilities:**

* Created **custom objects**, **Visual Force pages**, **triggers, validation rules** by using **Apex** as per Customer requirement.
* Understand existing business model and customer requirements.
* Involved in creating **UI using Lightning Component Framework**.
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Opportunities, Quotes, Cases, Orders, Products, Price books, Territories, Chatter, Reports** and **Dashboards**.
* Created custom application for **Service Contract Management**
* Refracted the Work Item Logic in **Consulting Application** and wrote **test classes** for **functional testing** and **code coverage**.
* Worked on **Maintenance for the Client connect Application** (Lead Management) and in converting **Notes Application** to force.com applications.
* Developed and deployed complex workflows and approval processes relating to all recruiting activities - Record status alerts, Email alerts, High priority approvals, Task delegation, time-based workflow triggers, workload queues.
* Simulating and debugging possible data migration and integration issues;
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Enhanced Apex Class and Visualforce Page to create a custom Related List, showing activities for selected contacts or clients.
* Active Involvement in **UAT**, production deployment and hyper care support.
* Designed, and developed the **Record Types, Report Types, Formula fields, Page layouts, workflow rules, tasks, Field Updates, emails** and **alerts** to track customer related tasks and activities.
* Created **custom controllers** implementing complex code for **Sales Force, VF pages**.
* Built catalog, created options groups and associated the options, product attribute groups in Apttus implementation.
* Experience writing **SOQL** and **SOSL** statements within **custom controllers, extensions and triggers**.
* Used the **Debug Log** and **System Log** Console to catch exceptions.
* Worked with **exceptional handling and displaying custom error message** for effective end user interactive experience using **visual force pages**.
* Wrote **Test Classes** for every written code using Assertions which helps for code coverage and **Functional Testing**.
* Created **Ajax Components** for building custom animations required in Visual force pages using different scripting codes like CSS etc.
* Worked on **Bulk Triggers, Nested Queries** and **Future methods** by calling it from triggers.
* Wrote **batch classes**, which can be invoked programmatically at runtime using APEX.
* Integrated with third party applications using **sales force web service callouts** and **Tested the web services** using **SOAP UI**.
* Worked on **SOAP** based web services for integrating backend third party applications using normal callouts and callouts using continuation framework (**Apex Asynchronous callout framework**).
* **Integrated using SOAP based web services** by generating the stubs from the **WSDL files** for extracting the data from the homegrown applications by using the homegrown web services.

**Environment**: Saleforce.com platform, Apex Language, Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Windows XP.

**Sales Force Developer**

**ACT, Iowa City, IA May 2016 to Aug 2017**

**Responsibilities:**

* Developed **Apex Classes**, **Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Migrated data from external sources and performed **Insert, Delete, Upsert & Export** operations on millions of records. Designed and developed **Service cloud and Integration**.
* Designed and developed **SFA based Application** on Force.com platform in Salesforce.com environment with Apex programming language as backend and **Visualforce Pages** as user interface.
* Implemented ways to utilize SFDC to improve processes and productivity and make recommendations to support an organization scaling at a rapid pace.
* Generated invoices and collected one-time and recurring payments, and easily recognize revenue with Salesforce Billing by Salesforce CPQ.
* Designed the product model to create “offerings” specifically designed to address buyer needs.
* Granted sales reps the ability to determine “what” the customer wants and uniquely combine products/services that cater to specific consumer needs.
* Designed CPQ that adopts smart workflow approvals that automatically scale or escalate to minimize process inefficiencies.
* Experience working across various **SFDC implementations** that are covering **Sales cloud, Service Cloud and Apttus CPQ.**
* Experienced with **Oracle CPQ** (Configure-Price-Quote), for creating Quote proposals.
* Implemented **CPQ System** to improve user experience in the **Quoting process using Salesforce**.
* Configured business rules and implemented complex business rules in Sales force for complex workflows.
* Implemented custom Visualforce page and controller extension for Contact open activities filter based on activity type Location records.
* Created **Templates, Approval Processes, and Approval Page Layouts** and defined **Approval Actions** on them to automate the processes. Created **Workflow Rules and defined Related Tasks, Email Alerts and Field Updates**.
* Worked with **SOQL, SOSL** queries with Governor Limitations to store and download the data from Salesforce.com platform database. Configured Chatter for the Users in the Organization for collaboration.
* Implemented **Sales cloud and incorporated enhanced features** as required to streamline Business Process.
* Worked with Business on Design and Implementation of **Product catalog and product attributes** to expose on **CPQ application**.
* Worked on **Apttus Advanced Workflow approvals, Apttus order management, created agreement wizards, validation rules, contract templates**
* **Implemented Data Loader** through the **Command Line Interface** to **extract the data from database**.
* Extensively involved in **Data Migration** from three legacy systems to Salesforce.
* Worked on **Apttus support project** to solve ongoing bugs/issues/enhancement on another project.

**Environment:** Salesforce.com, Force.com, Apex Classes, Apex Triggers, Apex Controllers, Visualforce Pages, Eclipse, SOQL, SOSL, Service Cloud, Sales Cloud, Apttus CPQ, Rest API, Soap API, Chatter, Data Loader, Data Migration, Page layouts, Roles, Custom Objects, Pick lists, Email alerts

**Salesforce Developer**

**HSBC Bank, Hyderabad, India. Nov 2012 to July 2015**

**Responsibilities:**

* The overall road-map looks to merge and integration of all business functions from marketing to sales to customer service and support
* Due to the phased approach of the project, different parts of the business will realize the full benefits of the new application at varying times
* Used **Force.com developer** toolkit including **Apex Classes, Apex Triggers** and **Visual force Pages** to develop custom business logic
* **Developed** and configured **Dashboards, Reports and Report Folders** for different user profiles based on the need in the organization
* Designed & Deployed the **Custom objects, Custom tabs, Validation rules, Auto-Response Rules, Page layouts**, to suit to the needs of the application
* Used Workflows to govern data flow across various objects
* Configured **Workflows and Approval processes** to enhance business logic
* Created new **sandboxes and deployed Components** and Data from one environment to another and managed sandbox refreshes
* Extensively involved in **Unit Testing using Test Methods** using Force.Com utilities.
* Participated in the **training sessions** provided by the Salesforce team and support end users.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, Workflows, Data loader