**Anthony Susheel Steven Neelam**

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## SUMMARY

* Experienced in web development using Salesforce, Visual Force, Apex, C, ASP.NET, Oracle, MS-SQL Server 6.5 to 2012, Salesforce, Force.com, Cast Iron Studio, Cast Iron Cloud Visual Force, Apex, Dashboard, ASP.NET 4.0/3.5/2.0/1.1/1.0, C .NET Framework, Infragistics, **HTML 5, JavaScript and jQuery, HTML5, Force IDE, CSS/CSS3 and SOAP Web Service APIs**, App Dashboards, Chatter integration, Salesforce Reporting, Custom Fields, Workflows, triggers, VB.NET. Extensively worked on Lightning, Apex code (Triggers, Apex Classes, Batch Classes, Schedulable Classes, Web Services, and Test Classes) and Visualforce (Pages, Components, and Controllers), HTML & JavaScript.
* Implementation of Salesforce Health Cloud including Field Service Lightning, ServiceCloud.
* Experiencedeveloping**CustomUIwithAJAXfunctionality**using**VisualforcePages,ControllersandControllerExtensions**

and Experience working on **data model, SOQL, SOSL** and maintained code according to **Governor Limits.**

* Proficiency working with **standard objects** and developed **Custom Objects** as per businessfunctionality.
* Successfully implemented **Sales Cloud**, **Service Cloud**, **Analytics Cloud**, **Financial Services Cloud**, **Community Cloud**, **Commerce Cloud** and **Pardot** in sync with **Marketing Cloud** while implementing digital marketingstrategies.
* Experience in development, administration, configuration, Implementation, and Support of sales forceCRM.
* Involved in gathering high level **business requirements, functional specifications** and preparing **usecases**.
* Used **Force.com IDE, ANT and Change set** for moving components and used**Force.com IDE** for codedevelopment.
* Good Experience in **Journey builder** and also integrated with salesforce **sales cloud and servicecloud.**
* Project experience developing **AMP Script** code to implement complex businessrequirements
* Exposure to Salesforce and **Lightening Components** and working experience on the **salesforce App cloud** in designing the enterprise apps with the **new Lightening experience** which combines the **new Lightening Design system, Lightening App Builder and LighteningComponents.**
* Executed technical requirements for a **Salesforce Implementation and lightening UIrollout**
* Worked with **CTI** toolkit to build adapters that **Integrate Salesforce** with 3rd partysystems.
* Experience in **SFDC Integration** using **Web service and Apex ProgrammingSalesforce.**
* Experience implementing Service Cloud which includes **Omni-Channels**, **Routing Configurations, Entitlement Management**, Knowledge Basics, Knowledge search Basics, Call center integration and Salesforce forOutlook.
* ExperienceinusingForce.com **WebservicesAPI**forimplementingwebservicesintheapplicationforaccesstodatafromdifferent users.
* **Integration** of **Sales Cloud** with external information systems using SOAP API webservices
* Involved in Trouble Shooting, Performance tuning of reports and resolving issues within **Tableau Server and Tableau desktop report.**
* Integration using **web sphere cast Iron** and **Informatica** cloud for data migration in to thecloud.
* Experience in modifying **Visualforce pages** to be supported in **Lightning Experience** and good understanding of **lightningmode**

and its features.

* Experience in working with **Einstein Analytics** with someapplications.
* **Integration** of **Sales Cloud** with external information systems using SOAP API webservices
* Developed **Quote** Documents, also developed Customized login screen for community user and functionality to redirect user from Salesforce to **APTTUS CPQ** Quote creation using **APTTUS API's, APEX, Visual Force andTrigger.**
* Experience in working on large/ small teams in agile developmentenvironment.
* Strong Implementation and Integration experience using **custom objects, Triggers, workflows/Workflow rules, Approvals, Process Builder Visual Force Pages, S-Controls and Apex Classes**.
* Experienced with **Apex Test Class** for **SFDC Testing**, **and continuousintegration(CI)process.**
* Experience in **Tibco configuration** and **debugging** and carry out **solutions testing and validationpost-deployment.**
* Experienced in integration of salesforce.com with external applications by using **Web Services API, Metadata API, SOAP, REST and IBM web sphere** and Experience in web technologies like **HTML, XML, CSS, JSP, Java Script** and web services like **SOAP WSDL**.
* Worked on the designing of **custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders, report extractions** to various formats, design of **Visual Force Pages**, and various other components as per the client and applicationrequirements
* Experienceworkingacrossvarious**SFDC**implementations**coveringSalesCloud,ServiceCloud,CommunityCloud,Marketing cloud, Call center, Chatter & App-exchangeapplications.**
* Worked on **Salesforce Lightning Components** for building customized components replacing the existingones.
* Expertisein**SalesforceAdministrative**taskslikecreating**Profiles,Roles,Users,PageLayouts,Reports,Dashboards,Actions, Tasks andEvents.**
* Experienceinworkingon**LightningComponents**tobuildcustomuserinterfaceswithoutcodeandalsoCreated**Visualforcepages** thatusesthe**LightningComponents**andWorkedindevelopingvarious**Lightningcomponents**,**eventsanditsapplications**and also Worked with **Salesforce1 sandbox simulator** to run and test the **LightningApplications**
* Workedon**ValidationRules,Workflow,E-mailservicesandApprovalProcesses**usingcustomization&**Apex**andManagedand C**onfigured Outlook to Salesforce, chatter, SalesforceMobile**.
* Experience working with Deployment Tools like **Force.com IDE** based on **salesforce.com Sandbox environments and Experience working with Eclipse IDE with Force.com Plug-in and Web ServicesAPI.**
* Proficient in **Data Migration** from Traditional Applications to Salesforce using **Import Wizard and Data LoaderUtility.**
* Possessgoodknowledgein**UnitTesting,TestCoverage,andCodeReview**andGoodunderstandingof**SoftwareDevelopment Life Cycle (SDLC), Agile and ScrumMethodologies.**
* Good understanding of **CRM business process** like **Campaign Management, Lead Management, Account Management and CaseManagement.**
* Experience in **Database** Programming and Development using **MS SQL Server, Oracle and good experience in SQL, PL/SQL, Triggers, Views, Cursors, Functions and StoredProcedures.**

## CERTIFICATIONS:

Salesforce Certified Administrator Salesforce Certified Platform Developer I

## TECHNICAL SKILLS:

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| --- | --- |
| **SALESFORCE.COM** | Salesforce CRM, Apex, Visual Force, SOQL, SOSL, Custom Objects, S-Controls,  Apex Triggers, Workflows, Approvals, Email-Templates, Web Services, Formulas, Validation Rules, AppExchange, Record Types, Mobile, Web service Integration, Custom Visualforce Pages. |
| **SALESFORCE TOOLS** | Force.com IDE, Excel Connector, Salesforce to Salesforce, Sales Cloud, Marketing Cloud, Commerce Cloud, Service Cloud, Health Cloud, Analytics Cloud, Force.com Migration Tool, Eclipse, Force.com Eclipse IDE Plug-in, Change sets, ANT. |
| **INTEGRATION TOOLS** | Jitter bit, ANT |
| **LANGUAGES** | Apex, C, C++, Java, SQL, PL/SQL, JUNIT, SOQL, SOSL |
| **WEB DEVELOPMENT** | HTML, XML, CSS3, AJAX, JavaScript, Servlets, JQuery, Angular JS, **Handle bars,**  **Cloud craze** |
| **DATABASE** | SQL server, Oracle 10g, 11g, DB2, **Zuora** |
| **OPERATING SYSTEMS** | UNIX, LINUX, Windows 10/XP/vista/2003/2000. |
| **APP/WEB SERVERS** | APACHE TOMCAT |
| **VISUALIZATION TOOLS** | Tableau |

**PROFESSIONAL EXPERIENCE:**

Matterport**,CA Jun 18 –Present**

**Salesforce Architect**

**Responsibilities:**

* ArchitectanddesignSalesforcesolutionsfortheODTMunicipalityPortal.ProvidesolutionsforcomplexSalesforcerequirements.
* Enhance and support Salesforce Service Cloud implementation by adding advancednotifications.
* Design and develop a solution for generating mass hard copy letters for customers with data stored inSalesforce.
* Customized several **Validation Rules, tasks, Workflow rules, Triggers, Apex classes** to achieve the complex business functionality.
* Designed, developed and deployed **Apex Classes, Controller Classes, Extensions and Apex Triggers** for various functional needs in the application using the **EclipseIDE.**
* Ensurescurrentandaccuratecustomer/prospectinformation,activities,contacts,correspondence,andcallingandcampaignstatus in**CRM**.

## Developed Visual Force Pages, Visual Force Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags andComponents.

* Developed **Apex Triggers, Apex Classes and Test Methods** and worked with**GitHub.**
* Experience on Marketing Cloud with Exact TargetImplementation.
* Configure salesforce and marketing cloud integration user along with configuration insalesforce.
* Demonstrated expertise in **Sales cloud, Service cloud,** Marketing cloud, **Partner portal** and Customerportal.
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder** and **Lightning Componentfeatures**
* Expertise in **Service Cloud** console with exposure to CTI adapters and mobile application**integrations.**
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Triggered interface events by user interactions, which includes **Lightning Component** framework and involved in **building Lightning Components using the auraframework**.
* Used**SOQL&SOSL**withconsiderationto**GovernorLimits**fordatamanipulationneedsoftheapplicationusingplatformdatabase objects.
* Implemented Configuration, Customization and Development with **Salesforce.com on Service Cloud, Sales Cloud, Marketing Cloud.**
* Extensively used **Salesforce Lightning Design Systems (SLDS) components** in the LightningApplication
* Experience in creating Case Management**Workflows**.
* Worked with **CTI** toolkit to build adapters that **Integrate Salesforce** with 3rd partysystems.
* Experience working with **Standard Service Analytics application** and **Marketing Analytics Application** in **EinsteinAnalytics.**
* Experience in **SFDC Integration** using **Web service and Apex ProgrammingSalesforce.**
* Written **Apex batch** and **Scheduled classes** to process large volume of data on a periodicbasis
* Extensive knowledge in various reporting objects like Facts, Attributes, Hierarchies, filters, Sets, Groups, Parameters etc., in **Tableau**.
* Used **Force.com** web service **API** for implementing **WSDL** in the application for access to data from external systems and web sites.
* Created various profiles and configured the permissions based on the organizational hierarchyrequirements.
* Created **Custom Objects** and defined **lookup and master-detail relationships on the objects**. Also created **junction objects** to establish connectivity amongobjects.

## Createdworkflowrulesanddefinedrelatedtasks,time-triggeredtasks,emailalertsandfieldupdatestoimplementbusiness logic.

* Integrated the **SOAP** and **Rest** based **Web Services** for extracting the data from external systems to display in the pages of**salesforce.com**
* Performed **Data Migration** from **legacy system to Force.com** with knowledge of **DataMapping.**
* Worked on migration from Salesforce Classic to Salesforce**Lightning**.
* Used **Force.com IDE Plug-in** for Development and deployment changes/application onproduction
* Configured and Maintained the **Sandbox Environment** for easy collaboration ofDevelopment.
* Proficient in MS Office (**Word, PowerPoint, Excel,Access**)
* Experiencedin**UnitTesting**,forthecustomizationsanddevelopmentsdoneduringtheprojectandalsowasinvolvedinthe

## Integration Testing

* Developed and configured various **Reports** for different user **profiles** based on the need in theorganization.
* DesignedandDevelopedcomplexintegrationsusing**BULKAPI,SOAP**and**RESTAPI**-BothWebServiceCalloutsandPublishing custom web Services and Apex DataLoader.
* Created **email templates** and **inbound emails** using **Visual force** for the clients andcustomers.
* Maintained **data cleanliness** and accuracy by adding **custom validation rules, custom formulas, reports anddashboards.**
* **Environment:** Salesforce.com platform, Salesforce CRM, Salesforce Lightning, Apex Language, Workflow and Approvals, Visual force,Reports,CustomObjects,Tabs,EmailServicesApex,DataLoader,Force.com,ImportWizard,EclipseIDE,Controllers,Visual Force Pages, Triggers, Security Controls, API.

**Environment:**Saleforce.com platform, Apex, Visualforce, Eclipse IDE, Workflow & Approvals, Reports, Dashboards, Custom Objects, Data Loader, S-Controls, AppExchange, Custom Tabs, Windows XP

## Thrivent Financial - Wisconsin and Upper Michigan Region, WI Sep 15 – Jun18

**Salesforce Architect /Developer**

**Responsibilities:**

* Customized Sales Cloud and Service Cloud modules as per the businessrequirements.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions,etc.
* Used Sales Cloud in Preparing and getting approval of design, functional and technical specifications frombusiness
* Designing and enhancing the existing Claims Coding, testing, modifying, debugging, documenting, implementation and deployment of software using the Informatica toolReview
* Experience on working with **Cloud craze** and **Commerce cloud**
* Worked on Multilanguage features of SalesForce **Commercecloud**
* Worked on Customer Service Center on **CommerceCloud**
* Developed **Visualforce pages** to prepopulate certain fields and embedded it in theapplication.
* Understanding **Marketing cloud** application, **web services** and requirements for automating webservices
* Created different **Data extensions** and associated them to differentcampaigns.
* Integrate **Commerce Cloud** with SalesForce with SalesForcecommunity
* Strong knowledge of developing **AMPSCRIPT** code to implement business requirements by creating Dynamiccontent.
* Used **automation studio** for performing actions such as imports, extracts and SQL queryactivities.
* Designedandconfigured**journeys**usingactivitieswithintheJourneyBuilderandlaunchedintheproductionafterthoroughtesting
* Experience in creating visual **work flows** to automate certain businessflows.
* Enabled and configured **E-mail Relay feature for the e-mail administration** for the entireorganization.
* Worked extensively in customization of **Service Cloud Console** by embedding **Visualforce pages in custom console components, highlight panel and interactionlog.**
* ImplementingWebServices(**RESTAPI**)betweenthreesalesforceorganizationstosendandretrieveinformationbasedoncriteria.
* Performed application **configuration, testing and evaluation to ensure quality andconsistency.**
* Hands on experience on **salesforce lightening** for customizing **reports** and **dashboards** for businessuse
* Worked with various **salesforce.com standard objects like Cases, Accounts,Contacts**

## Designed and developed workflow rules, validation rules, approval processes and customizations withinSalesforce.

* Created **Use Case Diagrams, Activity Diagrams, Sequence Diagrams in MSVisio.**
* Experience in **Apex Classes, Controllers & Triggers** considering **governor limits** and various other components as per the client and application requirements. Wrote **triggers** to route the escalations to different queues and levels, assigned it to different users according to the businesslogic.
* Implementation of Salesforce including Field Service Lightning, ServiceCloud.
* Created templates, page **layouts, and record types** according to the business processrequirements.
* Created **custom reports** to track the **cases, asset** to be available to different levels in the organization based on their**profiles.**
* Used the **sandbox** for testing and deployed the code to the different instances aftertesting.
* Created **Change Sets** and deployed it in Productionorganizations.
* Experience with **Agile** software developmentmethodologies

**Environment:**Saleforce.com platform, Apex, Visualforce, Eclipse IDE, Workflow & Approvals, Reports, Dashboards, Custom Objects, Data Loader, S-Controls, AppExchange, Custom Tabs, Windows XP

## HYUNDAI AUTOEVER AMERICA, Fountain Valley, CA Aug 13 – Jun15

**Salesforce Solution Architect /Developer**

**Responsibilities:**

* Performed the roles of **Salesforce Administrator/Developer** in the organization
* Customized **sales cloud** and **service cloud** modules as per the businessrequirements.
* Designed, developed and deployed **Apex Classes, Controller Classes, Extensions and Apex Triggers** for various functional needs in the application using the **EclipseIDE**
* Involved **in Design, development, planning, testing** and **integration** of salesforce cloudservices.
* Used**SOQL&SOSL**withconsiderationto**GovernorLimits**fordatamanipulationneedsoftheapplicationusingplatformdatabase objects
* Experiencedin**UnitTesting**,forthecustomizationsanddevelopmentsdoneduringtheprojectandalsowasinvolvedinthe

## Integration Testing

* Worked extensively in customization of **Service Cloud Console** by embedding **Visualforce pages in custom console components, highlight panel and interactionlog.**
* Implementing Web Services (**REST API**) between three salesforce organizations to send and retrieve information based oncriteria
* Experience on **Marketing Cloud** with **Exact Target** Implementation.
* Developed **Einstein Analytics** Apps,Dashboards
* ImplementedConfiguration,CustomizationandDevelopmentwith**Salesforce.comonCommerceCloud,SalesCloud,Marketing Cloud.**
* Experience on working with **Cloud craze** and **Commerce cloud**.
* Good experience in working on **Eclipse IDE** with **Force.com** Plug-in for writing business logic in **Apex programming**language
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Understanding **Commerce cloud** application, **web services** and requirements for automating webservices
* Triggered interface events by user interactions, which includes **Lightning Component** framework and involved in **building Lightning Components using the auraframework**.
* Also embed **Lightning Components** in **Visual force page** by using new **Lightning Out feature by event-drivenprogramming.**
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder** and **Lightning Componentfeatures**
* Good experience in working on **Eclipse IDE** with **Force.com** Plug-in for writing business logic in **Apex programming**language.
* Integration of Applications with Salesforce.com using **SOAP, REST** web servicesAPI.
* Performed **Data Migration** from **legacy system to Force.com** with knowledge of **DataMapping.**

**Environment:**Salesforce.com platform, Salesforce CRM, Salesforce Lightning, Apex Language, Workflow and Approvals, Visual force, Reports, Custom Objects, Tabs, Email Services Apex, Data Loader.