|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Amuthan K.M**  **Salesforce Specialist** | | |  |  | | --- | --- | | [amuthanster@gmail.com](mailto:amuthanster@gmail.com) |  | | +91 99944 40094 |  | | Chennai, India |  | | amuthanster |  | |
| |  | | --- | |  **Brief**  Strategically minded Salesforce specialist capable of working independently and as part of diverse team to customize Salesforce.com environments. Organized and logical professional able to quickly yet concisely understand departmental and organizational objectives towards development of data provision solutions. | |  **Personal Data**   |  |  | | --- | --- | | Focus | Architecture  Integrations  Migrations | | Qualification | Bachelor of Information Technology | | Year of Birth | 1987 | | Employed since | 2009 | | IT Experience since | 2009 | | Business Unit | Salesforce Team | | |  **Work Experience**   |  |  | | --- | --- | | OPTANIUM IT Services, India,  Salesforce Platform Architect | 05/2018 - Today | | OPTANIUM GmbH, Germany,  Technical Architect | 03/2016 – 04/2018 | | OPTANIUM IT Services, India,  Salesforce Consultant | 03/2014 - 02/2016 | | Polaris FT, India  Associate Consultant | 09/2010 - 03/2014 | | Sarmalsoft, India  Software Engineer | 12/2008 - 08/2010 | | |  **Education**   |  | | --- | | Bachelor of Information Technology 2004-08 | | Anna University, Chennai, India |    **Languages**  English  Deutsch (Level A1.1)  Tamil | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  **Skills & Competences**   |  |  | | --- | --- | | Technology & Design |  | | Architecture |  | | Specifications |  | | Data Modelling |  | | Development |  | | Technical Problem Resolution |  | | Continuous Integration |  | | Web Services |  | | CTI Integration |  | | Data Migration |  | | Single Sign-On(SAML) |  | | |  **Salesforce Competences**   |  |  | | --- | --- | | Service Cloud |  | | Sales Cloud |  | | MC Studios & Builders |  | | Commerce Cloud(B2B) |  | | Lightning Web Components |  | | Platform Events |  | | Live Agent Configuration |  | | Salesforce Identity Connect |  | | Config & Apex Coding |  | | |  **Certifications**   |  |  | | --- | --- | | Force.com Developer 401 | 06/2010 | | Salesforce.com Certified Administrator 201 | 03/2014 | | Salesforce Certified Sales Cloud Consultant | 07/2015 | | Salesforce Certified Platform Developer I | 04/2017 | | |  | | |

|  |  |
| --- | --- |
| As Salesforce Specialist  **As Presales Consultant** | * Actively participated Design workshops with stakeholders from business and sales teams for gathering requirements. * Translate business requirements into well architected solutions that best leverage the platform. * Worked closely with various tracks to ensure consistency of requirements and setting right expectations for the design. * Prepared High-Level design and technical design documents to meet business rules. * Developed Proof of Concepts and design prototypes for requirement and design validation with the stakeholders. * Worked on fitment analysis for categorization of all requirements according to complexity and implementation feasibility in Salesforce platform. * Worked on gap analysis of requirements with upstream and downstream teams to ensure accuracy in designs. * Conducted breakout sessions with other teams to resolve design conflicts and address concerns. * Demonstrated out of the box Salesforce capabilities and proposed business process changes to take full advantage of Salesforce capabilities. * Development of functionalities using point and click capabilities and Force.com features. * Assist and facilitate Salesforce trainings and how-to demos for Sales Reps and other Salesforce users as needed * Work within Agile development structure to translate monthly and quarterly releases into Field impact assessment, and coordinate with sales training and * communications teams to facilitate successful adoption of new functionality * Worked closely with Management to determine cost effective innovative solutions. two of my favorites are Lead capturing and Service cloud functionalities * Involved in Designing and Presenting Solutions to the intended Stake holders and Clients * Advocated the product to customers at marketing events such as industry conferences & seminars * Responded to functional and technical component of RFIs/RFPs * Conveyed customer requirements to Product Management/Development teams and help validate functionality * Offer preparation, technical solutioning/designing & Costing * Prepared Train the trainer sessions and Documents   Provided effort estimation and implementation timeline |
| **Project Portfolio**  **01/2018 – Today**  **Project**  **Function**  **Technology**  **Industry** | OPTANIUM CRM – Sales Tool  GDPR Compliance – Marketing Cloud  Developer   * Configure Double Opt-In for a Classic List * Use Content Builder to create email templates by using HTML * Created Journeys using Journey Builder and sync data between Salesforce CRM and Marketing Cloud * Import Subscribers into Marketing Cloud from a File   Salesforce Marketing Cloud  GDPR Compliance | |
| **01/2018 – Today**  **Project**  **Function**  **Technology**  **Industry** | OPTANIUM Product  2Click App – Appexchange app  Consultant \ Developer   * Design and develop the project management app using Lightning Web Components * Managed to create environment hub for maintaining different partner orgs, which is used for development. Testing and demo of the product being developed * Installing LMA and checkout apps for maintaining post sales activities such as partners installed the app, service information, trial information, expiry date, maintaining and other checkout related information’s   Salesforce.com – Lightning Web Component  Project Mangement | |
| **01/2015 – Today** | OPTANIUM for Deutsche Leasing AG | |
| **Project** | Global Salesforce Template (GST) rollout | |
| **Function** | Solution Architect \ Administrator \ Developer   * Rollout of Template to US, Canada, Iberica, Hungary, France, Poland, UK & Romania * Support of 250+ users to an agreed SLA * Implementation of additional functionality and interfaces * Integration of Charisma ERP & Oracle DWH, Siebel * Design of architecture for establishing real time integration between Salesforce and Charisma ERP * Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API, and Web Services. * Defined Lookup and master-detail relationships on the standard and custom objects * Created Page layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages. * Worked on Validation Rules, Workflows and Approval Processes. * Designed Custom Objects and developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. * Participated in the bug review meetings, updated requirements document as per business user feedback and change in functionality of the application * Used Sandbox for testing to ensure minimum code coverage for the application to be migrated to production. | |
| **Technology** | Salesforce.com Sales Cloud, Data Loader & Webservices | |
| **Industry** | Finance\Leasing | |
| **09/2016 – 10/2016** | Deutsche Leasing | |
| **Project** | DL Lead Management Module | |
| **Function** | Architect   * Designing Lead module according to business requirements * Perform Data load of lead data in to Salesforce * Supported the Business users during UAT phase | |
| **Technology** | Salesforce.com | |
| **Industry** | Finance\Leasing | |
| **07/2015 – 12/2015** | Deutsche Leasing | |
| **Project** | DL Siebel Salesforce interface | |
| **Function** | Architect \ Administrator \ Developer   * Interacted with Client for requirement gathering and analysis at onsite * Design of architecture for establishing real time integration between Salesforce and Siebel CRM * Designed the Salesforce data model and drafted HLDD * Developed web service classes for communicating with Siebel via ESB * SPOC for the Offshore Salesforce developments * Reviewed the delivery documents and ensured that the Salesforce Quality is met * Conducted the SCRUM meetings | |
| **Technology** | Salesforce.com, Webservices, Siebel, ESB | |
| **Industry** | Finance\Leasing | |
| **01/2013 – 12/2014** | Deutsche Leasing | |
| **Project** | DL – International Salesforce CRM | |
| **Function** | BA \ Administrator \ Developer   * Development of GST concept for 22 countries * Combined Onsite- and Offshore model to minimize cost * Focus on staying to the SF standard as much as possible * Implementation using Sales Cloud * Migration from various existing CRM solutions * Involved in group for requirement gathering throughout the planning and implementation. * Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization. * Worked with various salesforce.com objects like Accounts, Contacts, Opportunities, Reports, and Dashboards. * Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization. * Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards. * Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. * Designed and developed VisualForce pages based on the business requirements * Used the sandbox for testing and migrated the code to the deployment instance after testing. * Provided ongoing SalesForce.com maintenance and administration services including periodic data cleansing, custom objects, workflow. * Interacted with the SalesForce.com premium tech support team on a regular basis. | |
| **Technology** | Salesforce.com | |
| **Industry** | Finance\Leasing | |
| **06/2012 – 12/2012** | Thomson Reuters | |
| **Project** | Contact Synch(TRUST) | |
| **Function** | * Administrator \ Developer * Used Apex classes, triggers, web services to integrate Salesforce Contact object with Siebel and EAI. * Configured Profiles, Roles, Layouts for the User * Created Visual Force Pages and Apex Classes. * Worked on Apex Classes, Triggers, Visual force Pages & Test Classes. * Involved in solving Production support Issues and enhancements | |
| **Technology** | Salesforce.com, Webservices | |
| **Industry** | Finance | |
| **02/2012 – 05/2012** | Thomson Reuters | |
| **Project** | CTI Integration(TRUST) | |
| **Function** | Developer   * Integrated AVAYA CTI adapter with Salesforce * Modified Softphone layouts for CTI telephony inside Salesforce CRM * Customized VF pages accordingly to auto popup the contact details page once the particular contact calls the support agent * Developed Test class and ensured quality of the delivery | |
| **Technology** | Salesforce.com, Avaya CTI adapater | |
| **Industry** | Finance | |
| 05/2011 – 01/2012 | Thomson Reuters | |
| **Project** | Thomson Reuters Unified Sales Tool(TRUST) | |
| **Function** | Administrator \ Developer   * Used Apex classes, triggers and web services to integrate with Siebel and EAI. * Customized standard sales force objects like opportunity, contact, accounts, products, price books, case management, solutions * Created Picklist, dependent Picklist, lookup relationships, record types, formula fields, junction objects * Created page layouts, links, custom buttons, s-controls for complex business requirements * Used complex validation rules, cross object formulae, lookup rules, workflows and dynamic approval processes to implement business logic * Used data loader and scheduling tools to automate bulk data loading to keep systems in synch with legacy systems. * Involved in solving Production support Issues and enhancements | |
| **Technology** | Salesforce.com, EAI, Siebel, Data Loader | |
| **Industry** | Finance | |
| **09/2010 – 04/2011** | CITI Bank, US | |
| **Project** | CITI CPB CRM | |
| **Function** | Administrator \ Developer   * Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects and tabs, Components and Custom links. * Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages. * Worked on Salesforce.com Application to Setup activities and customized the apps to match the functional needs of the organization * Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Sales force as a sales tool and configured various Reports and for different user profiles based on the need in the organization. * Developed workflow rules, time triggered workflows for various business requirements | |
| **Technology** | Salesforce.com, Webservices | |
| **Industry** | Banking | |
| **07/2009 – 08/2010** | Sarmalsoft | |
| **Project** | Ecommerce(Internal) | |
| **Function** | Salesforce Administrator and Developer   * Identified the requirements and documented the business process as well as responsible for finding the system requirements. * Actively participated in business modeling and data modeling. * Studied and Analyzed the functionality of the application * Configured Profiles, Roles, Layouts for the User * Created Workflows and Approval process for the whole application * Wrote validation rules and Triggers | |
| **Technology** | Salesforce.com, HTML, Javascript | |
| **Industry** | Sales\Marketing | |