**Priya**

**Senior Certified Salesforce Developer/Admin**

**Phone No:- 210-399-9132**

**Professional Summary:**

* Over 6 years of software development experience with 4+ years as a senior Salesforce Platform Developer & Administrator and also having experience as Java/J2EE developer.
* Well versed with CRM processes like Sales, Marketing, Customer service, Customer support, Business processes and recommended solutions to improve using SFDC.
* Having good experience in all phases of SDLC like Requirement gathering, Analysis, Designing, Development and Testing.
* Proficient in designing the components using Objects and Fields, Page Layouts, Visualforce pages, Apex classes, Controllers & Triggers.
* Well experienced with Approvals & Workflows for automating different business processes and other components as per the client requirements.
* Experience in SFDC development in implementing Apex classes, Apex triggers, Visualforce and working on Force.com IDE, Change Sets and ANT Migration Tool.
* Worked on salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, and Reports.
* Worked on different CRM modules like sales cloud, and service cloud; working knowledge on Apttus CPQ, Apttus CLM, ERP applications.
* Expertise in working with SOAP and REST API’s.
* Experience in Sales cloud, Service cloud, Custom cloud, Chatter and App Exchange applications.
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Experience in building re-usable Lightning components and using Lightning Framework.
* Experience in using client side and server-side controllers in Lightning Design.
* Salesforce product suite, including Sales, Service, Community, Marketing, and Community Clouds.
* Worked on designing and developed Lightning Components using Lightning Design System.
* Worked on creating Lightening pages inside Lightning Community Builder.
* Effective hands-on experience in using Salesforce Lightning Framework to drive the client server management and Lightning APP builder to using Visualforce pages for Lightning experience
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Experienced in Object Oriented Analysis and Design and Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture.
* Well versed with marketing technology concepts like AMP personalization scripts, automation techniques, IP whitelisting and SSO enablement
* Performing day-to-day marketing operations including campaign set-up, segmentation, scheduling, testing, tagging, and deployment
* Analyzing data from digital marketing programs to develop internal best practices by proactively researching email and mobile engagement statistics
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects in lightning experience.
* Hands on experience in Java, JSP, Servlets, REST Web services, Struts for design, coding, performance tuning, testing and maintenance of software applications.
* Familiarity with SQL language for writing queries for data in Exact Confidential.
* Track campaign metrics including, sends, click through rates, and other measures using both exact Confidential and google analytics along with Excel; building dashboards to present analytics to company stakeholders.
* Work experience on various languages like SQL, Oracle, XML, and JSON.
* Hands-on experience in designing the front-end pages using scripting languages like HTML, CSS, jQuery, JavaScript and AJAX.
* Experienced in Java&J2EE Design patterns like MVC.
* Expert in using version control systems like GIT and SVN.
* Excellent written and verbal communication skills to keep executive staff and team members apprised of goals, project status, and resolving issues and conflicts.
* Expert in customizing and implementing with Validation Rules, Workflows Rules, Process Builder, Approval process, Record Types, Assignment/Sharing Rules, Reports and Dashboards.
* Experience in Salesforce.com Apex Classes, Apex triggers, Visual force, Force.com API, complex SOQL & SOSL queries, DML statements and S objects.
* Self-motivated and capable of rapidly learning new technologies and processes and applying them to projects and operations.
* Working as a part of UAT team to test the Apttus implementation Project before going live.
* Executed Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Responsible for the data maintenance and data integrity within the Force.com platform.

**Technical Skills:**

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| **Salesforce Technologies** | Salesforce.com CRM, Apex Language, Apex Classes& Controllers, Apex Triggers, Apex Scheduler, Salesforce1, Lightning (components, apps and system designs), Aura (Framework Handlers, Attributes), Service cloud, Visualforce (Pages, Components & Controllers), Apex Web Services, Sales cloud, Batch & Schedule classes, SOAP API, REST API, Bulk API, Metadata API, AJAX. |
| **Custom Integration** | Outbound messages, Workflow & Approvals, Field updates, Reports & Dashboards, Custom objects, Standard objects, Integration, Migration, Email Services, Security controls, Force.com Sandbox, Force.com IDE, SOQL, SOSL, WSDL. |
| **Salesforce Tools** | Force.com platform, Force.com DataLoader, Force.com Workbench, Eclipse IDE, Developer Console, AppExchange. |
| **Languages** | C, C++, Java/J2EE, Servlets, Struts, JSP, Shell. |
| **Web Technologies** | XML, HTML, CSS, JavaScript, jQuery, GIT, SVN, Jenkins, SOAP/dataREST. |
| **Database** | SQL, PL/SQL, Oracle 9i/10g |
| **Operating Systems** | LINUX, UNIX, Windows XP/7/10 |

**Professional Experience:**

# Enterprise– St. Louis, IL Jul 20 - Present

**Role: Salesforce Developer**

**Responsibilities:**

* Designed, developed and deployed Apex classes, Controller classes and Apex Trigger for various functional needs in the application.
* Schedule’s retrieval of report data with analytic snapshots to dump the data on a daily basis.
* Designed Tabular, Summary and Matrix reports on Opportunity, Pipeline, Cases generated, Sales cycles and Accounts.
* Maintained and developed Custom objects, Custom fields, Custom Tabs, Validation Rules and S-controls HTML & JavaScript.
* Built Lightning components using Controllers, Handlers and using these components in Visual force pages and integration using Lightning Out.
* Used Salesforce Lightning Components for building customized components replacing the existing one.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of page.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Customized tab worked with various standard objects like Accounts, Contacts, Leads, Campaigns, Cases and Solutions.
* Created various Batch jobs and time-based workflows to update the data regularly.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Developed workflow rules for various tasks and Email alerts as per the requirement.
* Developed Approval process for the application by implementing custom formulas in various stages of approval.
* Deployed many applications on sales cloud, service cloud which includes the call center and marketing applications.
* Skilled Salesforce Marketing Cloud developer with experience in Email Studio, Mobile Studio, Journey Builder, Automation Studio, data extensions, SQL, API development, AmpScript, HTML, Marketing Cloud Connect, SFDC, CSS, Technical documentation and QA best practices.
* Build out Marketing Confidential in Journey Builder and Email & SMS campaigns
* Working on HTML, CSS, Amp Script to update HTML based emails and landing pages.
* Constructing engaging user interfaces to ensure the highest success with email promotions.
* Implemented Case Management Automation to track and solve Customer's Issues. Implemented Email-to-Case, Web-to-Case to enter generated cases to Case Object.
* Developed Apex classes and Apex Triggers for various functional needs in the application.
* Developed Visual Force Pages to customize the view and functionality of the page that were required by the Organization.
* Extracted the data from Salesforce.com application into the external databases (Oracle 10g) for generating large data reports using the Informatica on Demand.
* Integrated Salesforce CRM and the legacy system using Cast Iron Integration Systems.
* Used the Sandbox for testing and migrated the code to the deployment instance after testing.
* Implemented various advanced fields like Picklist Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom picklist fields.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of page.
* Provided the training to the internal business users to use the application and develop their own custom report.

**Environment:** Saleforce.com platform, Lightning, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Java, Web Services, Apttus CPQ, Apttus CLM, WSDL, SOAP, Sandbox, Eclipse IDE Plug-in, RHEL 6.0, Windows 2003, Oracle10g

# Smile direct club- Nashville, TN Sept 19 – July 20

**Role: Salesforce Developer**

# Responsibilities:

* Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality.
* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions and Apex triggers, API integration for various functional needs in the application using the Eclipse IDE.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Created Executive and other Dashboards using wave Analytics.
* Developed apex REST web services classes for external applications accessing salesforce.com data with restricted access.
* Worked on clone functionality on lightning. Copy an existing Sales Illustration and load a new SI with all arrays (related lists).
* Developed Quote Documents using X-AUTHOR for Word, 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 and Trigger.
* Responsible for technical coordination including email QA in html, writing SQL query and AmpScript logic and leveraging assets to build and deploy email campaigns
* Used Journey builder in running more than 10 different campaigns along with Automation Studio and Contact Builder.
* Used HTML, CSS, AMPScript, SSJS, and other technologies to build customized solutions that support critical business functions.
* Collaborating with members of the project team and business owners to design, develop, unit test, and provide post-release support.
* Worked on Custom Setting and Test Case and Experience in Salesforce Lightning - upgrade, migration, setup, and development. Worked on Lightning Experience, Lightning Connect and Lightning Component.
* Experience in working with Apttus core objects like Agreements, Line Items, Price lists, Templates, Categories, Orders, and Quote/Proposal.
* Interacted with various business team members (JAD Sessions) to gather the requirements and documented the requirements.
* Developed batch interfaces and processes to integrate Salesforce.com with external systems.
* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules, Components and Visualforce Pages.
* Created workflow rules and defined related tasks, Time-triggered tasks, email alerts, field updates to implement business logic.
* Worked on Service cloud console application to create a new VF view of different cases at a time inform of tabs.
* Configured Service Cloud features and done service automated.
* Used Sales Cloud integration solution between in force ERP applications and the Sales Cloud of force.com.
* Authored System Requirement Specification (SRS), use case, system requirement changes request and data dictionary to SFDC implementations such as sales cloud, marketing cloud and Salesforce chatter.
* Worked with the custom Customer Community and managed the membership of the community along with Service cloud functionalities to deal with the various cases filed by the customers.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on Implementation and post-production support on CRM applications. Worked on various AppExchange products according to the needs of the organization.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Delivered ACV targets consistently every quarter, to hit annual targets and to grow Analytics Cloud.
* Created Email Templates and Mail Merging Templates and was involved in doing the mail merge for different standard and custom objects.
* Provided functionality to create sales illustrations/cases by uploading JSON within Lightning page.
* Creating a sync of contacts, email alerts, events and tasks between Salesforce to Outlook and Outlook to Salesforce successfully.
* Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Proactively created Apex Triggers and Apex classes and also developed and managed complex workflows, approvals, validation rules, assignment rules and system triggers.
* Deployed the code developed in the Dev Sandbox to the Test Sandbox and the Production sandbox.
* Involved in Unit Testing, for the customizations and developments done during the project.
* Gathered user and functional system requirements via workshops, interviews and workflow storyboards and Working with stakeholders and project teams to prioritize collected requirements.
* Developed Java Script methods for doing two actions on a single button click, to overcome the Salesforce limitations.

**Environment:** Saleforce.com platform, Lightning, Apex Language, Visual Force Pages, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, Email Services, sales cloud, service cloud, Security Controls, HTML, Web Services, WSDL, SOAP, Reports, Sandbox, ETL tools, Eclipse IDE Plug-in, sandbox.

**ATT – India Oct 17 – Jun 19**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Creating application to maintain the details of the product from demand phase to production phase.
* Developed Apex Triggers, Apex Classes, Controllers and Test Classes within Governor Limits.
* Developed various Batch Apex Classes and scheduled those using Apex Schedulable Classes.
* Designed Visualforce pages using Visualforce Components, Style Sheets, JavaScript and JQuery.
* Created SFDC sites to provide public access to Visual Force pages. Created the email templates to be used in Workflows, Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Experience working in service cloud, supporting cases, developed workflows and triggers for automated case resolution
* Used Custom Settings to store frequently used data and Field Sets to avoid code changes when new fields are added.
* Deployed many applications on sales cloud, service cloud which includes the call center and marketing applications.
* Worked on Service cloud console application to create a new VF view of different cases at a time inform of tabs.
* Implemented Mass Edit functionality for various functional needs using Visual Force page and apex.
* Used SOQL and SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database object.
* Developed many applications using service max to automate operational planning.
* Worked on custom email notification using trigger and email templates.
* Implemented Inventory process using trigger, approval process and visual force page.
* Defined look up and master-detail relationships on the objects and created junction objects.
* Handled administrator functions including user account maintenance, reports, dashboards and other routine tasks.
* Using Workflow rule implemented email alert, field update, changing record type and also created with time dependent workflow action.
* Implemented Web to Case, Email to Case functionalities to provide a better customer support to the customers.
* Created Workflow Rules and defined related tasks, Time- triggered tasks, email alerts, filed updates to implement business logic.
* Used Data loader for data migration and integration.
* Used Picklists, Dependent Picklists and Record types to enforce data quality.
* Used Tabular, Summary and Matrix reports to customize Standard reports and create Custom reports.
* Developed project in agile environment and played role of Scrum Master.
* Implemented several optimizations techniques to make the code more efficient.
* Interacted with business user for gathering the requirements for Salesforce implementation.

**Environment:** Saleforce.com platform, Apex Language, Triggers, Visual Force (Pages, Component & Controllers), Chatter, Data loader, Salesforce .com Data Loader, Force.com API.

**Omics International - India Apr 15 – Oct 17**

**Role: Java Developer**

**Responsibilities:**

* Developed the User Interactive web pages professionally with using web technologies like HTML, and CSS as per company’s standards.
* Extensively involved in redesigning the entire site with CSS styles for the consistent look and feel across all browsers and all pages.
* Worked on Web/User Interface development using HTML, CSS, and Java Script.
* Created and developed the web-page layout and positioned/developed design elements, using Dreamweaver, HTML and Adobe Photoshop.
* Designed and developed Session Beans for implementing Business logic.
* Designed and developed technical specifications using design patterns and OO methodology.
* Designing solutions using angular JS, HTML
* Involved in development of the server-side business logic using Action Classes, Action Forms, Helper classes and DAO access layer classes.
* Involved in writing ANT script for application deployment.
* Involved in all phases (Unit/Integration/System) of testing.

**Environment**: Java Server Pages (JSP), Struts 2.0, JSF, JavaScript, Java 1.4, Struts 2.0, Web Services, EJB, Servlets, SOAP, XML, ANT Build Scripts.