**Name: Shirisha M**

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**Professional Summary:**

* Around 7+ year of experience in Salesforce.com CRM, Apex Technologies, and Salesforcelightning**.**
* Actively worked among the business stakeholder to empower the organization and help them to achieve their goals and objective.
* Experience in Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts and Actions and Approval Workflow.
* Extensive experience in developing Apex Classes, Triggers, Visual force pages and Force.com API.
* Good experience in working on Eclipse IDE for writing business logic in Apex programming language.
* Integrated many 3rd party systems withSalesforce.comusing SOAP and REST API's**.**
* Good knowledge on SOQL and SOSL queries inApex.
* Hands-on on all SDLC'**s** phases like Requirements study, Design, Development and Implementation and Maintenance stages of various projects.
* Experience in aura framework, LightningComponents and Salesforce Lightning Design System (SLDS).
* Experience in Creating Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Designed junction objects and implemented various advanced fields like Pick list**,** Custom Formula Fields, Field Dependencies, Validation Rules and Workflows, sharing rules and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.
* Strong Knowledge in Salesforce.com Customization, Workflow Approvals, Data Validation, Sales, Marketing, Customer Service and Support Administration.
* Good experience with SQL, HTML, XML**,** CSS, and JavaScript.
* Ability to independently perform implementation, documentation, testing and updating as it relates to the SalesForce.com business requirements.
* Experienced in analyzing business requirements and implementing them to Salesforcecustom objects, master-detail relationships, lookup relationships.
* Ability to effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally.

**Technical Skills:**

**Salesforce Technologies:** Salesforce CRM, Lightning Experience, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, Visual force Pages/ Components, Apex Web Services, Workflow & Approvals, Dashboards, Analytic Snapshots, Custom Objects.

**Custom Integration:** Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Role Hierarchy, Dashboards, Security Controls & Custom Application and Sandbox data loading.

**Salesforce tools:** Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force.com Platform (Sandbox, and Production), and Sand box testing.

**Languages:** Apex, Java, C++

**Web Technologies**: Java Script, XML, XML Schema, HTML and Web service.

**Lightning Experience:** Salesforce Lightning Design System and Lightning Components, Lightning web components, Aura Framework, JavaScript Controllers, Server-side Controllers.

**Education:**

Bachelor of Technology in Electrical & Electronics Engineering from Jawaharlal Nehru Technological University, INDIA.

**Professional Experience:**

**Principal Financial Group, Des Moines, IA July 2019 – Till Date**

**Salesforce Developer**

* Provide global day-to-day end-user support (including system configuration, complex formulas and system maintenance) and assist users with proactive best practices to enhance and increase their knowledge of Salesforce.com
* Maintain user roles and profiles, security settings, access settings etc. (User Profiles, Role Hierarchy, Sharing Rules and Security)
* Hands-on experience in Mass Data Migrations using different data migration tools
* Experience in working on partner Community cloud and Field Service Lightning(FSL)
* Experience in production deployment using Flosum, Force.com IDE.
* Experience to respond to production support requests and troubleshoot issues and also integrating the 3rd party Apps with Salesforce
* Perform data integrity and manipulation tasks such as merging duplicate records and establishing proper ownership of existing accounts and contacts in accordance with sales territories
* Establish and implement best practices with regards to system maintenance, configuration, development, testing, data integrity.
* Design, document, build, test and deploy enhancements to Salesforce custom objects, page layouts, workflows, alerts, reports, and complex dashboards within Salesforce
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Worked on developing various lightning components and Lightning Web Components events and lightning applications.
* Worked on Integrating Salesforce systems using SOAP and REST API's.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Tested apps by appending multiple components to Lightning application thereby deployed Applications from Sandbox to Production.
* Experienced using VS Code IDE for creating, modifying, testing, and deploying Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

**Environment:**Salesforce.com Platform, Vs Code, Lightning Experience, Lightning Web Components, Apex classes and Controllers, HTML, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP, REST.

**Ameriprise Financial - New York, NY Oct 2018 to June 2019**

**Sr. Salesforce developer**

**Description:** Ameriprise Financial, Inc. is an American diversified financial services company to help people feel confident about their financial future. It provides financial planning, products and services, including wealth management, asset management, insurance, annuities and estate planning.

**Responsibilities:**

* Developed and Customizing salesforce**.**com application based on the user needs.
* Created Users, Roles, Profiles, Customized Page Layouts, implemented Security etc.
* Configured various standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Reports, Products, and Cases.
* Worked on developing various lightningcomponents**,** events and lightning applications.
* Hands-on experience with development tools like Force.com IDE, Force.com Explorer and Data Loader.
* Created a user interface in lightning using AURAcomponents.
* Designed, maintainedSalesforce standard objects, custom objects and junction objects
* Implemented data security using OWD and sharing rules as per business needs.
* Created multiple profiles, roles, page layouts, record types and configured permissions and permission sets based on the Organization requirements.
* Created profiles and implemented Object level, field-level and record-level security.
* Worked on Record Types, Validation Rules, Triggers, DML Events and Page Layouts.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationship among objects.
* Created custom Reports based on business need and associated them to Dashboard.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Customized tabs for different business user's groups and business centers.
* Implemented minor enhancements on standard objects including campaigns, leads, accounts, contacts, opportunities, cases etc.
* Used data loader and import wizard for migrating data intosalesforce from external files**.**
* Used data loader for insert, update, and bulk import /export of data from salesforce.com objects.
* Customized page layouts for opportunity, contacts, accounts depending upon user roles, and groups.
* Created validation rules, approval processes and auto-response for automating business logic.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Provided ongoing support to internal users helping them getting used to the application
* Customized tabs for different business user's groups and business centers.
* Designed, developed apex classes**,** controller classes and apex triggers, for various functional needs in the application.

**Environment:** Salesforce.com Platform, Data Security, Custom Objects, Custom Tabs, Sharing Rules, Apex Classes, Apex Triggers, Visual force pages, Validation Rules, Reports and Dashboards, Workflow Approvals etc.

**Anthem Inc- Atlanta, GA Jan 2018 to Sep 2018**

**Salesforce Developer**

**Description:** Anthem Inc. is an American largest for-profit managed health care insurance company in the Blue Cross and Blue Shield Association. The project was an Internal Application, Customer Insurance Catalog. The employees can access Customer information and update the customer information on various types of insurance policies provided by the company. Employees can process claims and authorize payments for the customers, provides various functionalities such as generating different types of quotes based on medical history of customers.

**Responsibilities:**

* Involved in gathering business requirements with other team members from various business teams spread over Sales**,** Marketing and Customer service.
* Interacted with various business team members to gather the requirements and documented them.
* Worked extensively on Accounts, Contacts, Opportunities, Leads, Campaigns, Activities and Customized Objects for Layouts based on Role hierarchy, record types and validation rules.
* Designed & Developed Apex Classes, Apex Triggers, Visualforce pages, SOAP & Rest APIs.
* Created data validation rules and formulas as per business requirement.
* Used Salesforce1simulator during the development to test the lightning functionality on thelightning component.
* Created integration with Apttus CPQ and CLM applications and automating processes on salesforce1 platform.
* Consolidate multiple Lead sources for easy tracking by marketing/Sales department throughout the process.
* Worked and maintained the front-end functionality of the Website from scratch Using HTML, CSS and JavaScript.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Co-ordinate and helped tester and users to complete testing and UAT.
* Worked on integration team for the Salesforce.com based Veeva CRM implementation project.
* Responsible for Unit testing and performance testing of SFDC API/Web Service.
* Managing Sandboxes and moving metadata between sandboxes using Change Sets.
* Perform mass update to update the data in SFDC using Demand Excel spreadsheets using Apex Data Loader.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Worked in all phases of Software Development Life Cycle, quality management systems and Agile (Scrum) project life cycle processes.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, S-Controls, HTML, JavaScript, Jitterbit, Service cloud, Informatica, Veeva, GitHub, MuleSoft, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in.

**MetLife Insurance - Tampa, FL Jan 2016 to Dec2017**

**Salesforce Admin/ Developer**

**Description:** MetLife is one of the largest insurances and financial services companies in the world, focusing on domestic property and casualty insurance, life insurance and retirement savings, asset management, and strategic investments.

**Responsibilities:**

* Maintain and enhance workflows and functionality within Salesforce Lightning.
* Excellent practice in working with administrative tasks like, creating Users, Profiles, Roles, Permission Sets, Page Layouts, Record Types and configured sharing rules based on Organization role hierarchy.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Developed Apex Triggers, Apex Classes and Test Methods.
* Configured & developed the triggers, workflows, validation rules & having hands on the deployment process from one sandbox to other.
* Advanced some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* 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.
* Cooperated with organization users for requirements gathering, analysis and development.
* Created relationships among objects using Lookup, Master-detail and Junction Object relationships.
* Worked on Sales Cloud and Service Cloud with functionalities like Opportunity Management and Case Management.
* Designed custom formulae fields, field dependencies, validation rules, workflows, and approval process for automated alert, field updates and email generation according to application requirements.
* Implemented customizations using Apex Custom controller classes, Extension, Triggers and Visual force pages.
* Written SOQL, SOSL, Aggregate, Relationship queries in apex classes, triggers to retrieve optimized data from objects.
* Developed custom Objects, Fields, Dependent pick list values, and validation rules, Page Layouts, Search Layouts and Tabs.
* Deployed applications from sandbox to sandbox/production using migration tool Eclipse and Change set.

**Environment:** Salesforce.com CRM, Apex Classes, Controllers, Triggers, Visual force pages, Custom Objects, Tabs, Email Templates, Workflow Approvals, Sharing rules, Reports, Dashboards, Eclipse, Force.com IDE, Sales force outlook connector, Web service, SOAP, REST, HTML, CSS, Java script, Windows 10.

**Bank of America - Charlotte, NC Nov 2014 to Dec 2015**

**Salesforce Administrator/ Developer**

The Bank of America Corporation is an American multinational investment bank and financial services company based in Charlotte, North Carolina with central hubs in New York City. Bank of America was formed through NationsBank's acquisition of BankAmerica in 1998.

**Responsibilities:**

* Involved in identifying, planning, and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code to meet business requirements.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Use of data-loader, data exporter and migrated the attachments from legacy CRM to Salesforce and worked on salesforce to salesforce.
* Involved in End to End testing and gathering requirements to feedback from business users.
* Worked on designing and developing Lightning Community Builder and developed Lightning Components.
* Assisting in migrating existing functionalities from Sales force classic interface to lightning interface.
* Implemented SFDC based products, including contract management, revenue and rebate management, and other related solutions.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs and implemented the business logic as per the requirements.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Developed Unit test class for Apex class and worked for improving code coverage.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Tuned SQL queries, PL/SQL procedures to improve the system performance.

Environment: Saleforce.com, Apex Classes, Controller Classes, Triggers, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Page layouts, Email Services, SOQL, SOSL, Sandbox, Force.com IDE.

**ICICI Bank, India July 2012 to Oct 2014**

**Salesforce Developer**

**Responsibilities:**

* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Interacted with various business team members (JAD Sessions) to gather the requirements and documented the requirements.
* Developed various Custom Objects, Tabs, Components and Visualforce Pages.
* Create and Customize Custom Objects, Formula Fields, Cross Object Formulas, Roll up summary fields, validation rules, dependent Picklists, and complex page layouts.
* Create complex workflows and Approval processes.
* Developed and maintained validation rules and custom workflow.
* Used eclipse Force.com toolkit for creating Apex Classes and Apex Triggers to develop custom logic and objects.
* Audited, uncovered, and resolved data integrity issues with legacy systems.
* Complete bulk imports of data using Apex Data Loader.
* Developed and maintained custom reports.
* Batch reassignment of accounts and opportunities based on organizational changes.
* Prepared training materials for business use.

**Environment:** Saleforce.com platform, Apex Language, Visualforce Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows.