Joshua Bruce

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Salesforce Architect

# Professional Experience

* Over 10+ years of experience in in Salesforce.com CRM platform using Visual force, Apex classes with substantial experience in Salesforce.com administration, project management, operational analytics, and quality assurance with emphasis on process improvement.
* Experience in scope, design, testing, training, deployment and follow up on a multitude of strategic projects within Salesforce.com as the Salesforce.com Developer and administrator.
* Having good knowledge of all phases of SDLC with expertise in Requirement gathering, Analysis, Designing, Development and Testing.
* Strong experience in designing of Data Migration strategy into Salesforce from external legacy systems using Data loader, Import Wizard and ETL tools.
* Expertise in SFDC administrative Configuration of profiles, Roles, Users, Email services, Page Layouts, workflows, Approvals, Reports and Dashboard tasks.
* Experienced in development, administration, configuration, and Implementation of Salesforce CRM, and SFA applications based on Apex Language and leveraging Force.com Platform.
* Encountered Customization and Customer Service & Support in salesforce Administration.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Capable of writing and debugging efficient SOQL queries of standard and custom objects, and able to understand and develop for complex data models.
* Experienced with integration using Salesforce.com Web Services API’s – Force.com SOAP and REST based API’s, Metadata API and ETL tools.
* Experienced in SalesForce.com Apex classes, Visual force pages, Apex triggers, Apex Scheduler.
* Experience in Sales cloud, Service cloud, Chatter and App Exchange applications.
* Experienced in building Custom Controllers, Advanced Search Functionality, Bulk triggers.
* Strong experience in defining and managing Custom Objects, Data Validations and Workflow rules.
* Experienced in working with Eclipse IDE with Force.com Plug-in environment for writing Business logic in Apex Programming Language.
* Experience working with salesforce.com Sandbox and Production environments.
* Used Force.com Web services API and outbound messaging for implementing web services through WSDL in the application for access to data from External systems and websites.
* Installed Salesforce AppExchange Apps, configured and maintained user security permissions in compliance with organizational needs.
* Effective employment of Apex Data Loader, Import Wizard for data migration and management in bulk.
* Experience in reviewing Test Procedures, defining Test cases, analysing bugs, interacting with team members in fixing errors and User Acceptance Testing (UAT).
* Experience in Object Oriented Languages like Java, J2EE, JSP, and Servlets
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
* Proven ability to lead seamless implementations and deliver next-generation technical solutions improving revenues, margins and workplace productivity.

# Certifications

Salesforce Certified Community Cloud Consultant.

# Education

Massachusetts Institute of Technology, Master's in Computers, Cambridge, MA.

# Technical skills

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| CRM Tools | Salesforce.com  |
| Salesforce Technologies | Salesforce CRM, Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers), ETL, S-Controls, triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing |
| Salesforce API Tools | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Force.com Connect for Outlook, Force.com Platform (Sandbox, and Production), Communities. |
| Cloud | Sales Cloud, Service Cloud, Financial Cloud, Marketing Cloud |
| Web Technologies | Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, jQuery, OOD |
| Web Services | SOAP, Cast Iron, WSDL, XML, JSON, RESTFUL |
| Operating Systems | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Linux, Unix |
| Database | Oracle, MS Access, SQL Server 2008, SQL Server 2007 |
| IDE  | Eclipse, Force.com Eclipse IDE plug-in, Force.com IDE |

# Professional Experience

Salesforce Administrator / Developer Architect - Beyond Finance, Houston, TX Feb 2021 – Present

Responsibilities:

* Performed the roles of Salesforce.com Sr. Salesforce Administrator/Salesforce Developer in the organization.
* Delivered support for continuing salesforce.com maintenance and additional administration services including customizing Nu debt manage package per business request.
* Customize and configure all out of the box functionality features such as, creating
* Objects, fields, formula fields, validation rules, workflows, Process Builder.
* Complex Flows, page layouts, creating apps, report types, sharing rules, permission sets, profiles, roles, etc.
* Extensive Experience in customization of Reports based on user and
* Implemented various advanced fields like Custom Formula Fields, Field.
* Dependencies, Validation rules, Work Flows and Approval Processes for automated alerts, field updates and Email alerts.
* In-depth understanding of SFDC CRM business processes.
* Experienced in SFDC implementation and customization gathered business requirement, entity relationships and implemented sales force custom objects and junction objects with lookup relationship and master detail relationship, as per business needs.
* Hands-on experience in analysis, design, development, and testing of the SFDC application
* Implemented complete application design and development process in Salesforce.
* Experience in data migration using Salesforce data loader and import wizard.
* Extensive experience in business CRM process like Lead management, Account Management and Case management.
* Excellent communication and inter-personal skills, experienced working with both large and small teams.

**Environment:** - Force.com platform, Visual Force Pages, Triggers, Reports, Custom Objects, Email Services, Security Controls, Enabler4Excel, Eclipse Force.com IDE, Jira. Force.com platform, Visual Force Pages, Triggers, Heroku (Cloud Application Platform), Reports, Custom Objects, Email Services,

Security Controls, Enabler4Excel, Eclipse Force.com IDE, Jira, Bamboo, AppExchange.

Sr. Salesforce Administrator/Developer – Moody’s Analytics, Omaha, NE Jan 2019 – Feb 2021

Responsibilities:

* Interacted with various business user groups to identify gaps between business needs and standard application functionality, design and documented solutions that fill the gaps.
* Created modern Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Develop various re-useable lightning web component (LWC) and aura components for Salesforce and Salesforce Community.
* Expertise in Dell Boomi integration technology for the proposed architecture of integration processes.
* Integrate features developed using Visualforce pages, Lightning Aura Components, and lightning web component (LWC).
* Worked on Integrating SAP and Salesforce systems using SOAP and REST API's.
* Develop the UI component architecture for developer framework using Angular 8, Typescript, HTML5, CSS3 and Bootstrap.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions, Apex triggers and API integration for various functional needs in the application using the Eclipse IDE.
* Designed and developed the Custom objects, Custom tabs, Validation rules, Page layouts, Components, Visualforce Pages on Lightning Platform.
* Customized the Omni-Channel widget using the necessary objects by making agents available to receive work based upon skill level and created custom user presence statuses for Supervisors to monitor those using Omni-channel Supervisor configuration.
* Worked on Dell Boomi Connectors like FTP, Mail, Database, Salesforce, Web Services Listener, HTTP Client, Web Services SOAP Client, Success Factors, Trading Partner.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Research and develop workaround solutions for Lightning Web Component (LWC) limitations.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Created and maintained the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Developed and implemented managed file transfer (MFT) partner communities, routing ruleset, route provisioning using Sterling File gateway (SFG).
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.
* Experience implementing Service Cloud which includes Omni-Channels, Routing Configurations, Entitlement Management, Knowledge Basics, Knowledge search Basics, Call center integration and Salesforce for Outlook.
* Worked on Jira to track daily progress and followed Agile methodology for best practices.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Created Field Level Security along with Page Layout to manage the visibility and accessibility of fields for different Profiles.
* Created email templates and inbound emails using Visual force for the clients and customers.
* Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.com.
* Worked with SOQL & SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Implemented Web to Case, Email to Case functionalities to provide a better customer support to the customers.
* Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Also worked as a team lead, we successfully submitted all the changes and deployed zero (0) post deployment defects, Managed Project for Partner Relationship Management (PRM), and Chatter rollout and adoption. Facilitated and owned Salesforce technical design documents for complex integrations.
* Developed Assignment rules, Escalation rules to enable proper routing of cases to the case team members.
* Developed Workflow Rules, Tasks, Emails and Alerts to track customer related tasks and activities.
* Designed several types of Email templates for auto response to customers.
* Develop mock ups using Visual force pages, Boot strap, Java script for feedback.
* Develop complex functionality using Apex – Triggers, Classes, Controllers, Web Services.
* Application framework design with respect to convenience of the end user.

**Environment:** Salesforce.com Setup Builder, Data Loader, JSON, Apex Language, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, force.com IDE, Microsoft Office.

Sr. Salesforce Administrator/Developer – Bank of America, Charlotte, NC July 2015 - Dec 2018

Responsibilities:

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Implemented and maintained Salesforce Service Cloud and Sales Cloud. Built custom solutions with Apex and Visual Force, which support most critical processes and workflows at NPSS.
* Created modern Lightning Enterprise App combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Involved in analysing the implementation gap between Salesforce Classic and Salesforce Lightning.
* Developed Lightning Components and Lightning Apps to provide better and more interactive interfaces to help with the enhancement of Sales to End users.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Deployed the project into Hurok using GIT version control system.
* Designed and developed Lightning Community website for Sales team using Lightning Community Builder, Lightning Components, Lightning Events, HTML, CSS and Lightning Controllers.
* Salesforce.com Configuration and Design of Service Cloud and Force.com solutions, with an emphasis on Service Cloud solutions.
* Integrated the application with an order management system using Lightning Aura component programming model for the sales representatives to book in their orders.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Managed and developed apps on the lightning platform using SFDX to enable source-driven development for custom app development.
* Configured the Scratch orgs using SFDX for developing and automating the environments to make it easier for the organization to build the apps.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Experience build and release management, build and migration tools like Eclipse, Ant, Jenkins, GitHub and other relevant tools for continuous Integration
* Defined lookup and master-detail relationships on the objects and created junction objects to establish many to many relationships among objects. Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Developed Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Communicating with executive management on project status and overall project progress against target.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Developed and deployed workflows and approval processes for opportunities and products / assets management.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, and Reports and deployed the Custom objects, Page layouts, Custom tabs, Components.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure).
* Implemented communities and built external pages. Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Reduced cost via implementation of Source control tools as well as CI/CD tools (Jenkins) and productivity tools.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Worked with JIRA ticket tracking as change management and bug tracking tool.
* Worked on Data Migration and updates through the tool App Exchange Data Loader, Data Loader in Salesforce.com.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, QUIP, ETL tools, Eclipse IDE Plug-in, Windows XP.

Salesforce Developer – Kaiser Permanente – Oakland, CA Oct 2013 – May 2015

Responsibilities:

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked on customization, implementation and update focusing on Marketing, Sales and Service Cloud.
* Implemented Service Cloud including Service Console, Customer Portal Communities, Case Feed, Knowledge Base & Entitlements.
* Created and maintained the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Worked on customization of Sales Cloud Schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products.
* Worked on Data cleanliness & accuracy by adding custom validation rules, custom formulas, reports, and dashboards.
* Created Visual Force Pages using Standard Controllers, Custom Controllers, Extension Controllers & Web Services API. Created new User Interface using JavaScript, HTML, and CSS in Visual Force Pages.
* Used SAML to give SSO authentication to user for the access of enterprise authentication server and client applications.
* Performed data cleansing for imports, data integrity and data manipulation.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles and groups.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules. And, also monitor standard analysis and reporting for marketing campaigns.
* Worked closely with the SOA integration team to define and map system objects, data elements and transformation logic between systems.
* Implemented various Batch Apex, Queue able, Schedulable classes and the Future method for handling huge data transactions.
* Worked on CPQ solution using APTTUS CPQ and Contract Lifecycle Management (CLM) for various customers in industries. Managed configuration of pricing, quoting, discounts, incentives, & proposals by using APTTUS.
* Good experience in APTTUS Product Configuration and Pricing Configuration with some advanced functionality of SFDC. Quote/Proposal and Agreement document generation using APTTUS.
* Migrated data using Data-loader to centralize data and processes across different divisions that were previously using decentralized systems/databases.
* Integrated external applications with Salesforce.com both Inbound and Outbound by writing Apex SOAP and REST Web Services and Apex Callouts.
* Developed various Aura components in the process of migrating Application from Classic to Lightning.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors Limits.
* Oversaw release management activities including deployment between multiple sandbox orgs using Force.com IDE and managing version control using GitHub.
* Involved in Testing and debugging to check the functionality and for documenting the module.

**Environment**: Salesforce.com, Apex, XML, Controllers, Sharing Rules, Workflows, Email Updates, Eclipse IDE, JavaScript, Web Services API.

Salesforce Administrator – Eaton Corporation, Cleveland June 2010 – Sep 2013

Responsibilities:

* Interacted with Business users for requirements gathering, analysis and preparing documentation.
* Configuration and administration of Salesforce.com enterprise editions
* Configured and customized sales cloud, service cloud, marketing cloud Standard objects like Accounts, Contacts, Opportunities, Products, Opportunity Line Items, Leads, Campaign, Events, Tasks, Cases.
* Created Custom Objects, Tabs, validation rules, Components with respect to business requirements.
* Created and maintained users list, groups, sharing rules, multiple Profiles, Roles, Page Layouts, Record Types and configured the Permissions/Permission sets based on the Organization hierarchy requirements.
* Developed Approval Processes, Case Management, Email-To-Case, Web-To-Case and Auto-Response emails for automating business logic.
* Created workflow rules and defined associated Tasks, time triggered tasks, Email alerts, Field Updates to implement business logic.
* Developed several Custom Reports & Dashboards which are used by Business user and Management for reporting and setup analytic snapshot to dump data on regular basis.
* Developed Email templates in Text, HTML and Visualforce for setting up email alerts for auto response and data updates.
* Designed Sales Process to be used by all team members in each service line and division based on sales requirements
* Troubleshoot common user access and visibility issues on a regular basis.
* Installed multiple app exchange apps like assignment groups for round robin case assignment, Fieldtrip etc.
* As an Administrator, implemented various advanced fields like Picklist Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom picklist fields.

**Environment:** Apex, Visual Force, Apex Classes, SOQL, Lightning Components, Apex triggers, Visual Force Pages, Workflows and Approvals, Data Loader, HTML, Java Script, Eclipse IDE.