**Shilpa D**

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**Professional Experience**

* Highly skilled and results oriented professional with 8+ Years of experience in IT Industry with 5+ years as a Salesforce developer and 2+ years as Business System Analyst.
* Certified Salesforce Administrator with experience into **configuring business process** using Sales Cloud.
* Good knowledge on Apex development in creating **Objects, Triggers, Apex Classes, Standard Controllers, Custom Controllers and Controller Extensions and lightning components**.
* Build Lightening controllers with the **AURA framework**.
* Customized existing **Visualforce** to align with salesforce new **Lightning UI** experience.
* Technical Knowledge about **Salesforce lightning schema builder, process builder, app builder, components and lightning** connect.
* Experience in using client side and server-side controllers in **Lightning Design**.
* Creating **lightning pages** using **Web Component, controller, helper, style, documentation, render, design, SVG**.
* Experience in building re-usable **Lightning web components** and using Lightning Framework.
* Involved in developing salesforce **Lightening Apps, Lightning Web Components, Controllers and Events**.
* Good experience in developing salesforce Lightning Apps, Lightning Web Components, Controllers and Events.
* Implemented Salesforce Lightning Web Components for small set of users within the organization.
* Worked on both lightning frameworks **Aura and LWC**.
* Experience with **Salesforce.com Sales Cloud, Service cloud, Community, and Force.com** platform.
* Experience with the **integrating SFDC and AppExchange** partners such as MARKETO, CPQ (Config, Price & Quote)
* Having good experience on CPQ tools, integrating salesforce and CPQ using **SOAP API and Rest API**
* Having experience on **Sales and Service Cloud** implementation.
* Experience in implementations using Salesforce and CPQ and **SteelBrick** CPQ.
* Experience in automation of fulfillment process in CPQ.
* Experience in **SteelBrick CPQ** Configuration and involved in quoting and pricing, order management, product configuration.
* Created Custom objects for Quote and Quote lines and captured quote information for CPQ
* Worked with client-side developers and business analysts in developing configuration models in the CPQ workflow.
* Experience with **SteelBrick CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with **SteelBrick CPQ**.
* Experience on Salesforce CRM platform Worked on different environment of SFDC such as Sales Cloud, Marketing Cloud and Service Cloud.
* Involved in **end-to-end QA and UAT testing** and validation of CPQ including Products, Pricing, and Quoting etc.
* Strong experience in defining and managing **custom Objects, creating page layouts, developing field validations, campaign Management, formulas and workflow rules** **using Salesforce.com and Eclipse IDE for Salesforce**.
* Experienced in creating and activating the Marketing Campaigns in Salesforce.com.
* Salesforce Marketing Cloud Administration, Configuration & Setup.
* Customized Marketing Cloud Objects and Scheduled and managed marketing **email sends** with Salesforce Marketing Cloud.
* Created journeys and implemented marketing campaigns using marketing cloud tools like **Journey Builder, Email Studio and Automation Studio.**
* Altered existing **Visualforce** to adjust to salesforce new Lightning UI encounter.
* Implemented best practices for **Apex triggers, Apex classes** to avoid governor limits.

**Technical Skills**

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

**Salesforce.com**: Apex Classes, Visualforce Pages, SOQL, SOSL, Apex Triggers, REST and SOAP Web Services.

**Administration**: Workflow Rules, Validation Rules, Approval Process, Reports and Dashboards, Sandbox Refreshments, Apex Data Loader, Import Wizards, Communication Templates, Sharing Settings, Custom Labels.

**Development**: VS code.

**Languages**: Java, Apex, SQL.

**Web Technologies**: HTML, CSS, XML, JSP, JavaScript.

**Documentations & MS Office**: Word, PowerPoint, Access, Excel, Outlook.

Source Control Git, SVN

**Work Experience**

**Ericsson** Nov 2022 - Present

*Salesforce Administrator/Developer*

* Experience with Design of **Service Cloud, Sales Cloud with web-to-lead, Web-to case, Email-to-case**.
* Created **Custom Objects** and fields for transactional and contractual information.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response Rules** for automating business logic
* Created user **Roles and Profiles, security controls and sharing settings**.
* Dealing with Customer Acquisition and customer retention and worked with various SFDC implementations covering Sales cloud, Service cloud, Marketing Cloud and Communities.
* As a part of the marketing cloud implementation worked with **email studio and Social Studio**.
* Marketing cloud implementation, automation of lead process.
* Involved in data migration from Excel to Salesforce using **Apex Data Loader**.
* Developed several **Visualforce pages** to support data collection from practices.
* Worked on SFDC standard objects like **Accounts, Contacts, Leads, Reports and Dashboards**.
* Created **workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates**.
* Upgraded some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.

**Affirm Logic Corporation** May 2021 – Nov 2022

*Salesforce Administrator/Developer*

* Experience with Design of **Service Cloud, Sales Cloud with web-to-lead, Web-to case, Email-to-case**.
* Created **Custom Objects** and fields for transactional and contractual information.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response Rules** for automating business logic
* Experience with custom application development in Force.com, utilizing **Visualforce and Lightning Components/Framework.**
* Performed the role of **SFDC Developer, Lightning Developer** and interacted with various business user groups for gathering the requirements for salesforce.com, Lightning and CRM implementation.
* Upgraded some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Developed component using **Lightning Aura Framework**.
* Designed and customized visual force pages using **controller extensions, custom controllers, and standard controllers.**
* Worked on Service Console Lightning application which contains multiple number of Lightning web components (LWC).
* Developed multiple number of **Lightning web components** (LWC) regarding service case console page.
* Created multiple **Lightning Web Components, added CSS and Design Parameters from LDS (Lightning Design System)** that makes the Lightning component look and feel better.
* Experience in Force.com **Apex Classes, Apex triggers Integration, Visual force, and Force.com API. Development using custom lightning web components** (Aura and LWC).
* Created Lightning web components (LWC) and apps **combining Lightning Design system, Lightning App Builder and Lightning Component features.**
* Implemented Salesforce Lightning web components (LWC) for small set of users within the organization, developed Lightning components and server-side controllers to meet the business requirements.
* Migrating existing **Aura Components and Visual force page to lightning web components (LWC)** to improve application performance by following web standards.
* Developed applications visually using **custom-built Lightning web components**.
* Leveraging the rich features and flexibility of Salesforce Files from **standard Salesforce objects and custom objects using the lightning framework**.
* Utilized Salesforce Aura Lightning Experience Process Flows to automate Business process.
* Developed **Lightning web components and Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Executed **workbench and data loader** to verify Product/Pricing staging data in SFDC/CPQ.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements, using **Steel Brick CPQ** within the exclusively developed framework.
* Developed and executed marketing campaigns using **Marketing Cloud's Email Studio**.
* Customized Marketing Cloud Objects and Scheduled and managed marketing email sends with Salesforce Marketing Cloud.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Used **field level security** along with page layouts to manage access to certain fields. Created Custom Objects and fields for transactional and contractual information.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response Rules** for automating business logic.
* Created journeys and implemented marketing campaigns using marketing cloud tools like **Journey Builder, Email Studio and Automation Studio.**

**Environment**: Force.com platform, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, Triggers, Test Methods, Debugging, Web Services, JavaScript Remoting, Escalation Rules, Assignment Rules, Record Types, Service Cloud, CRM

**Palni Inc., (Interstate Batteries)** Nov 2020 – April 2021

*Salesforce Administrator/Developer*

* Create and develop **customized reports and dashboards** for users at all levels of the organization.
* Worked on **Salesforce Lightning Components** for building customized components replacing the existing ones.
* Also embed **Lightning Components in Visual force page** by using new Lightning Out feature by event-driven programming.
* Experience in modifying **Visualforce pages** to be supported in Lightning Experience and good understanding of lightning mode and its features.
* Responsible for setting up web service integrations.
* Worked on **Salesforce.com Sales Cloud** functionality, including Account Planning, Sales Forecasting, Opportunity Management, Lead Management, and the Configure/Price/Quote (CPQ) processes.
* Triggered interface events by user interactions, which includes **Lightning Component framework** and involved in building **Lightning Components using the aura framework**.
* Developing **SOAP and REST** web services classes to enable integration between Salesforce and other external systems.
* Involved in rewriting the existing triggers using a trigger framework to have more control on the sequence and to reduce the total number of SOQL queries as part of Get Healthy initiative.
* Interface with users, project manager, Architects to ensure that implemented solutions satisfy business requirements and are delivered in a timely manner.
* Created modern Lightning Apps combining **Lightning Design System**, **Lightning App Builder and Lightning Component features**.
* Set up new users by configuring **custom profiles, permission sets, and object settings.**
* Upgraded some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Retrieved some data and its functionality from Third-Party API's and displayed within the **lightning component.**
* Developed **workflows and approval processes** for automating business logic.
* Created multiple **Lightning Components, added CSS** **and Design Parameters** that makes the Lightning component look and feel better.
* Designed and **developed Apex classes, controller classes, extension, and Apex Triggers** for various functional needs in the application.
* Added and **configured workflow rules, time triggered workflows, email templates** resulting in effective communication with customers and partner firms.
* Strong salesforce administrative skills with **creating/customizing Profiles, Roles, Users, sharing rules, Lookup filters, Page Layouts, Search layouts, Validation rules, Email Services, Workflows, Approval process, Assignment, Escalation rules, Reports and Dashboards**.

**Environment**: Salesforce.com Enterprise Edition, Apex, Visualforce, CSS, JavaScript, Eclipse, Partner Portal, Force.com Sites, SOQL, SOSL, SOAP and REST Web Services API, Pivotal tracker, GitHub

**Cognizant, Hyderabad, India**  May 2017– Dec 2018

*Salesforce Developer*

* Performed the roles of Salesforce.com Admin and Developer in the organization.
* Analyzed the business requirements and mapped to Salesforce.
* Created user **Roles and Profiles, security controls and sharing settings**.
* Dealing with Customer Acquisition and customer retention and worked with various SFDC implementations covering Sales cloud, Service cloud, Marketing Cloud and Communities.
* As a part of the marketing cloud implementation worked with **email studio and Social Studio**.
* Marketing cloud implementation, automation of lead process.
* Involved in data migration from Excel to Salesforce using **Apex Data Loader**.
* Developed several **Visualforce pages** to support data collection from practices.
* Worked on SFDC standard objects like **Accounts, Contacts, Leads, Reports and Dashboards**.
* Created **workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates**.
* Implemented Salesforce Development Cycle **covering Sales Cloud, Service Cloud, Marketing Cloud,** App-exchange applications.
* Experience supporting **Service Cloud** features like **Cases, Entitlements and Creating Escalation rules for different customer support group.**
* Developed **Apex Classes, Visualforce pages and Apex Triggers** to develop the custom functionality as per the requirements.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Configured and customized **Service Cloud Cases, Assignment rules, Escalation & Auto response rules and Email-to-case in the exchange server.**
* Worked on various Salesforce.com standard objects like **Campaigns, leads, Accounts, Contacts, Opportunities, Products, Cases, Solutions, Reports and Dashboards.**
* Responsible for all the activities related to configuring **Data Loader, uploading data in CSV files into Salesforce.com,** checking for the accuracy of the data.
* Worked on **Apex classes, controllers, controller extensions**.
* Implemented marketing cloud integration with service cloud to manage cases.
* Implement **Service Cloud to handle internal & external support**.
* Customized page layouts for Accounts, Contacts, Campaigns, Leads, Opportunity depending upon user roles and groups.
* Worked on migrating Meta data from **one Sandbox to another sandbox by using Change Sets and Force.com IDE tool.**
* Created **Visualforce pages and Visualforce components** to achieve custom functionality.
* Used Force.com **web service API for implementing WSDL** in the application for access to data from external systems and web sites.
* Used **Apex data loader to Insert, Update, and Import data** from Microsoft Excel into Salesforce.com.
* Implemented **SOAP API using Outbound Messaging** to integrate with the legacy system.
* Consumed and implemented the Web Services through WSDL in the Salesforce.com for outbound messaging.
* Developed **Assignment rules, Escalation rules** to enable proper routing of cases to the case team members.

**Environment**: Agile, Salesforce.com platform, Service Cloud, Marketing Cloud, Apex Language, Visual Force Pages, Data Loader, Custom Settings, Email Services, Web Services API, Workflow & Approvals, Custom Objects, Sandbox data loading, Apex data loader, Microsoft Excel, Eclipse IDE Plug-in, Java Script, CSS, Test Classes, Test Scripts, DML Queries.

**Cognizant, Hyderabad, India**  July 2015 – May 2017

*Salesforce Administrator*

* Implemented the **business process using Sales Cloud** which utilizes standard objects like Account, Campaign, Products, Contracts, etc.
* Configured the Salesforce.com as per the business requirement using **Workflow Rules, Process Builder and Validation Rules.**
* Created business and functional requirement documents using the tools **like JIRA and Confluence**.
* Followed **Agile Scrum methodology** that included weekly Sprints and stand-up meetings.
* Written **SOQL, SOSL** query language necessary for the application in Apex Classes and Triggers.
* Created **Formula Fields, Validation Rules, Workflow and approvals** for the flexibility and functionality of force platform application.
* Responsible for activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Experience in implementing various advanced fields like **Pick lists, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules for automated alerts, field updates & Email generation according to application requirements.**
* Experience in implementing **Field Level Security, Object Level Security and Record Level Securities – OWD, Sharing Setting and Manual Sharing**.
* Configured key features of Salesforce.com Sales cloud like **Lead Assignment, Sales Process**, etc.
* Configured sales process for banking organization using Salesforce.**com Process Builder, Workflow Rules, Validation Rules, Page Layout, Record Types, etc.**
* Experience in administrative tasks like creating **Profiles, Permission Sets, Role Hierarchy, Users, Page Layouts, Approvals, Workflows, Validation Rules, Reports and Dashboard**.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level Security and configured their Sharing Settings.
* Experience in designing the components using **Objects and Fields, Roles, Page layouts, Visual force Pages, Apex Classes & Triggers, Workflows** for automating different business process and various other components as per the client and application requirements.
* Performed unit testing for every written code and always wrote test methods with **code coverage of 75% minimum.**
* Worked on generating reports**- Tabular format- matrix format**, creating new report types, custom labels
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Started Implementing Lightning for which I was involved in creating **and customizing Apps, Objects, Tabs, Workflows, Reports, and Dashboards using lightning experience**. Created Visual Force Pages using Lightning experience.
* Developed Visualforce page using the extension controller according to the clients’ requirement.
* Developed **Apex Classes & Triggers** to implement the business logic as per the requirements.
* Developed **SOQL and SOSL** queries to get data from different related objects.

**Environment**: Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Service Cloud, Data Migration, HTML, SOQL, SOSL, Workflow & Approvals, Custom Reports, Dashboards.

**Icube IT Services, Hyderabad, India**  April 2012 – May 2015

*Business System Analyst*

Responsibilities:

* Gathered and analyzed **client’s business requirements** and processes through document analysis, interviews, and workflow analysis.
* Developing **maps and flowcharts of current and future business processes**.
* Developing a clear **understanding of existing business** functions and processes.
* Provide input into developing and modifying systems to meet client needs and develop business specifications to support these modifications.
* Worked closely with QA team to review the test cases.
* Delivered the projects which have many uncertainties using **agile methodology**.
* Handled the cross functional team comprises developers, QA and designers.
* Executed Test Cases and updated the Test Results in Excel.
* Utilized internal defect tracking tool to log and track application defects and feature requests in the current release under test.
* Performed **System Testing, UAT Testing, Production Testing, and Regression Testing**.
* Preparation of Project Documentation (i.e., Proposal, POC, WBS, GAP Doc, Trainee Presentation, Video Presentation, MOM etc.)
* Co-coordinating with Project Manager and end users to define business, financial, and Operations requirements and systems goals, and identify and resolve application issues.

**Education**

**Southern Arkansas University, Magnolia, AR, USA** GPA: 4.00 Nov 2020

Master’s in Computers and Information Science

**Certifications**

* SALESFORCE CERTIFIED ADMINISTRATOR (ADM 201): Credential Id – 21357840
* SALESFORCE CERTIFIED ADVANCED ADMINISTRATOR (ADM 211): Credential Id - 21795294
* SALESFORCE CERTIFIED PLATFORM DEVELOPER (DEV 401): Credential Id – 21435122
* SALESFORCE CERTIFIED PLATFORM APP BUILDER: Credential Id – 21442539
* SALESFORCE CERTIFIED SERVICE CLOUD CONSULTANT: Credential Id - 2721712