**Nag M**

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**SUMMARY**

* 8+ years of professional experience in Software Development with strong Object Oriented Analysis, designing specification and programming technical skills including 5 years of extensive experience in Salesforce.com CRM and Force.com platform with proficiency as a developer and administrator.
* Experienced in all phases of Software Development Life Cycle (SDLC) and project life cycle processes. Highly skilled in salesforce.com (SFDC) development and implementation.
* Experience in design of **Apex Classes, Custom Controllers, Controller extension** data binding and various other components as per the client and application requirements and awareness of the governor limits for a multi-tenant environment.
* Experience in SFDC development using **Visual Force Pages, Components, SOQL, and SOSL**, MVC architecture, DML statements.
* Design of various custom objects, custom fields, role based page layouts, custom tabs as per the requirements.
* Experience in performing **CRUD** (Create, Read, Update, Upsert, Delete) operations of data using **Data loader**, and **Import/Export** wizards from legacy CRM database into **salesforce.com** using apex scheduler on timely basis.
* Execution knowledge of Custom Formula Fields, Picklists, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for outbound API messages, field updates, assignments and Email notifications according to application requirements.
* Extensive experience in creating **dash boards**, custom **reports** and analytic snapshots based on user and organizational requirement.
* Understanding of the SFDC data model, customizing schema using custom objects, fields.
* Good experience in establishing relationships based on business use cases using salesforce relationships **Master-Detail, Lookup** and **Many-to-Many** (Junction Object) between objects.
* Good in understanding Salesforce.com **Governor limits, best practices** and implemented while writing apex triggers, classes and visual force pages.
* Understanding of campaigns, opportunity, territory and lead management, person account and contacts.
* Hands on experience on working with **custom profiles**.
* Familiarity with partner relationship management, and customer portal, debug logs, documents tab, forecasting.
* Update on SFDC pricing and editions and their features, **chatter** option, security and sharing models, delegated admin features.
* Experience working with Salesforce.com Sandbox environments.
* Excellent communication and inter-personal skills, well organized, goal oriented.

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Classes, Apex Triggers, Apex Scheduler, Visualforce Pages, Visualforce Component and Controllers, Salesforce Communities, **Chatter**. |
| **Force.com Tools** | Apex Data Loader, Force.com Apex Explorer, Force.com Migration Tool. |
| **Integration Tools** | Workflows and Approvals, Custom Objects, Custom Settings, Custom Labels and Tabs, Dashboards, Roles, Security, Field updates, reports |
| **Languages** | Apex, C, Java ,VB |
| **Web Technologies** | HTML, XHTML, CSS, XML, Java Script, PHP |
| **Platforms** | UNIX/Linux, Windows NT / 2000 / XP Pro / Vista / 2003 / 2008 |
| **Office Tools** | Microsoft Project, MS Visual Source Safe, MS Visio, MS Office |
| **IDE and Editors** | Eclipse, My Eclipse |
| **Database** | Oracle, SQL Server and MYSQL |

**CERTIFICATION**

Salesforce.com Certified Platform Developer 1, 2 , Salesforce Administrator.

**PROFESSIONAL EXPERIENCE**

**Southern California Edison, Rosemead, CA *Dec 2019 – Present***

**Role: Salesforce Developer and Administrator, SME**

**Description:** Southern California Edison, the largest subsidiary of Edison International, is the primary electricity supply company for much of Southern California. It provides 14 million people with electricity across a service territory of approximately 50,000 square miles.

**Responsibilities:**

* Multiple discussions on the requirements, issues and suggestions on solutions in relation to the SFDC environment for Proof of Concept demo and for customer endorsement.
* Involvement in the preparation of the requirements of low level and high level design of the application.
* Prepared the data modal design document which includes standard and custom object relationships.
* Customization of standard objects like Account and Contact.
* Perform day to day User Management on SFDC Org by configuring Sharing Rules, Permission Sets, Roles and Profiles.
* Worked on Apttus CPQ configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of [access control](https://www.hireitpeople.com/) and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Creation and maintenance of the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules.
* Supporting teams on complex data migration projects using **Cast Iron**.
* Development of **Visualforce pages, Visualforce custom components** with JavaScript for validation.
* Designing and development of **APEX classes**, **APEX triggers**.
* Worked on creating the relationships between the objects like Lookup relationship and Master-Detail Relationship.
* Working closely with the Integration team with external information systems using web services.
* Thorough understanding and working through Software Development Life Cycle (**SDLC**).
* Deploy changes from SFDC sandbox environment to Pre-Production to Production environment using **Change sets**.
* Conduct knowledge transfer sessions for associate resources working in SFDC technology.

**Environment**:

Saleforce.com platform, Apex Language, Visual Force Pages, Visual Force Components & Controllers, App Exchange, Cast Iron, Data Loader, HTML, Java Script, Workflow & Approvals, Custom Objects & Tabs, Email Services, Sandbox, Force.com, Windows 10.

**WELLSFARGO, Eagan, MN *Dec 2018 – Dec 2019***

**Role: Salesforce Developer and Administrator, Sales Cloud**

**Description:**

Wells Fargo and Company is an American based International banking and financial services holding company. Wells Fargo supports consumer banking, corporate banking, credit cards, financial services, foreign currency exchange, investment banking, mortgage loans, private banking, private equity and wealth management. All the customer information is stored in a well-defined CRM called SFDC which supports the company’s business efficiently.

**Responsibilities:**

* Develop prototypes on SFDC environment for Proof of Concept demo and for customer endorsement.
* Customization of standard objects like Lead, Account, Contact and Opportunity.
* Perform day to day User Management on SFDC Org by configuring Sharing Rules, Permission Sets, Roles and Profiles.
* Creation of custom report types, custom reports and dashboards to meet the requirements of the decision makers in an organization.
* Creation and maintenance of the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Work on complex data migration projects using **Data Loader** tool and **Cast Iron**.
* Development of **Visualforce pages, Visualforce custom components**, portal pages with JavaScript for validation.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Designing and development of **APEX classes**, **APEX triggers**, Custom Controllers, Controller extensions.
* Deploy changes from SFDC sandbox environment to Production environment using change sets.
* Conduct knowledge transfer sessions for associate resources working in SFDC technology.

**Environment**:

Saleforce.com platform, Apex Language, Visual Force Pages, Visual Force Components & Controllers, App Exchange, Cast Iron(5.6), Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Dashboards, Custom Objects & Tabs, Email Services, Sandbox, Windows 7.

**Entergy, Frisco, TX *Oct 2017 – Nov 2018***

**Role: Salesforce Developer**

**Description:**

Entergy Corporation (NYSE: ETR) is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, including 8,000 megawatts of nuclear power.

**Responsibilities:**

* Designed **Technical design document** for the integration between Oracle DB to Salesforce.com.
* Worked closely with project manager to define the scope, timeline, effort and resources necessary to complete business requirements and process work on project initiative
* Designed **Functional Design Document** for the integration module with test cases
* Worked on **Dealer Detail page** modifications where the requirement is to modify dealer detail page
* Developed User Interface by using **Visualforce** and controller by using **Apex language.**
* Import and export o**f large volumes** of data using th**e Data Loader**
* Worked on various **Salesforce.com standard objects** like Accounts, Contacts, Opportunities, Opportunity products, and products
* Designed, developed and deployed various data integration interfaces, **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application
* Used the sandbox for testing and migrated the code to the deployment **instance** after testing.

**Environment:** Salesforce.com platform, Apex Script, Visualforce Pages, Controllers, CSS, Encryption Fields, Custom Objects, Custom Tabs, Security Controls, Page Layouts, HTML, Java Script, Reports, Dashboards.

**Comcast, West Chester, PA *Sep 2015 – Sep 2017***

**Role: Salesforce.com Developer**

**Description:**

Comcast Corporation is an American multinational mass media company and is the largest broadcasting and largest cable television company in the world by revenue. COMCAST is the largest cable TV company and largest home Internet service provider in the United States. COMCAST provides services for the US residential and commercial customers in 40 states and also in the District of Columbia. In maintaining all the customer and business related information SFDC plays a major role.

**Responsibilities:**

* Developed **VF pages** and associated **Apex classes** to allow the customers to register, login and submit their service requests which are resolved by CSS people.
* Worked with various salesforce.com objects **Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions** Standard objects & Custom Objects.
* Created Custom objects, fields according to the requirements of business which are useful in the **validation** of **entitlements**.
* Created custom **Profiles**, **Roles**, and **Public groups** to restrict the data access to the unwanted internal users depending on their job responsibilities.
* Developed UI using **CSS, HTML tags, Visual Force components** and used **JavaScript** for front-end validation.
* Created **Page Layouts** for various profiles to make the CSS people comfortable for inputting data into the CRM from customers.
* Implemented **Formula fields**, **Validation Rules, Workflow Rules**, and **Workflow Approvals**.
* Created **custom reports** to evaluate the performance of CSS people and the usage of the customer portal as well.
* Developed **Reports** and **Dashboards**, **validation rules**, **formula fields** for the application.
* Development and configuration of the Custom Reports regarding the monthly, quarterly and annual planning and for **forecasting**.
* Extensively implemented Visual Flows for automatic sales and service process in **Sales**, and **Service Cloud**. Scheduled Apex **Batch jobs** for processing large records.
* **Apex Classes, Controller**, **Extension Controllers** and **Triggers** in the application for various Business/functional requirements.
* **Test Classes** to meet Unit testing before migrating from **Sandbox** to **Production** environment.

* Creation of **VF Components** for repeated usage in the VF pages to reduce the redundancy when needed.
* Creation of Visual force and **HTML Email templates** according to the customer requirements.

**Environment:**Saleforce.com platform, Apex Language, Visual Force , Data Loader, Apex Triggers, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls.

**Caliber Technologies Inc, India *May 2012 – Aug 2015***

**Role: Salesforce.com Developer**

**Description:**

Caliber Technologies is a brand best known for LIMS and Quality Management solutions for Pharma. Over the past 17 years, Caliber has been a path-breaker, while passionately innovating products for pharma to make Quality and Compliance an achievable & get-it-right-the-first-time goal for laboratories across the world.

**Responsibilities:**

* Developed Apex classes and triggers on Force.com.
* Developed a **POC** to demonstrate the functioning of a MVC frontend framework
* Designed and developed Apex Triggers for various functional needs in the application and worked in improving existing Apex code.
* Worked in developing various **Apex classes, components, and Visual Force.**
* Usage of **Data Loader** to insert, update, and **bulk** import / export of data from Sales force Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Implementation of **Web to Lead** and **Web to Case** in an organization.
* Deployed Apex using Force.com **Change set**.
* Debug Apex scripts using **Debug Logs** to catch Exceptions**.**
* Usage of Informatica Cloud Data Loader for passing data, **Database to Flat files, Flat Files to Databases, Databases to Databases.**
* Usage of Data Loader to **insert**, **update**, and bulk **import** or **export** of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files. Defined **lookup** and **master-detail relationships** on the objects and created **junction objects**.

**Environment:**SalesForce.com CRM Application Platform, Force.com Apex Language, Apex Triggers and workflows, Backbone Js, Visual Force, Data Loader, Approval Processes, Email, Messaging, Dashboards, Reports.