**Pooja**

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**Professional Summary:**

* Having 7 years of IT Experience in Salesforce.com Administration.
* Hand on experience in implementation using **SOQL, SOSL, Tabs, Components, Custom Objects.**
* Experience in Object Oriented Analysis / Design / Development / Testing and Implementation, Client/Server Architecture.
* Expert Level understanding of **Salesforce.com CRM** and its Development Life Cycle.
* Experience in SFDC Configurations/Customizations - as Administrator and Developer.
* Standard objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads, Reports** and **Dashboards** & Experience **in Data Migration** using **Import wizard, Apex Data Loader**.
* Perform Salesforce.com configuration and administration, including definition and implementation of Org-wide defaults, Roles, User Profiles, Record Ownership rules, Sharing, Page Layouts, Record
* Worked with various Salesforce.com objects like **Accounts, Contacts, Leads, Opportunities, Reports, and created custom objects** based on business need.
* Involved on salesforce configuration, customization, integration, deployment, communities and **classic to lightning** **migration, lightning component,** **lightning design system**
* Good experience in working with offshore teams and coordinating with business and offshore to meet the requirements.
* Used **Data Loader** for insert, update and bulk import or export of data from Salesforce.com SObjects Used it to read, extract, and load data from **comma separated values (CSV)** files
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile team player with excellent analytical and presentation skills.
* Expertise at all phases of Software Development Life Cycle (SDLC) and Software Test Life Cycle (STLC) involving requirements gathering, analysis, functional design, testing and implementation in Salesforce.com
* Experienced in writing test cases, **performance tests,** and managing defects.
* Well versed with all phases of SDLC like requirements gathering, analysis, design, development, testing and deployment, and documenting.
* **Administration, Configuration, Implementation and support** experience on Salesforce.com platform.
* Experience in customizing the standard objects, creating the custom objects, **Interfaces, Relationships, Workflow rules, Data Validations, force.com Approval Processes Visualforce pages, and business logic** according to the business requirements.
* Experience in working with client specific solutions like Salesforce.com **Sandbox deployments, Force.com IDE, Eclipse IDE, SOQL, SOSL** and various production environments.
* Proficient in designing of custom objects, custom fields, **Picklist**, role-based page layouts, **Workflow** Alerts and Actions, and Approval Workflow, Validation Rules, Approval Processes, **custom Tabs**, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, **Snapshots**, **Dashboards**, and Email generation according to application requirements.
* Strong Knowledge in **Salesforce Customization**, **Workflow Approvals**, **Data Validation**, **Sales**, **Marketing**, **Customer Service** and **Support Administration**.
* Strong working knowledge in querying Salesforce.com database using **SOQL**&**SOSL** queries using Force.com Explorer.
* Extensive experience in gathering **Business/Functional** user requirements, creating Use Cases as per user requirements, and creating Business Requirement Documents.
* Experience in using **Salesforce**.**com** Creating Roles, Profiles, **Email Services**, Page Layouts, Workflow Alerts, Actions, and Approval Processes.
* Hands on experience implementing **Security/Sharing** rules, configured permission sets, Field level Security, Record level Security, Profiles, Roles and resource monitoring at different hierarchical level of Organization.

**Technical Skills:**

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| --- | --- |
| **CRM** | Salesforce  |
| **Salesforce.com** | SOQL, SOSL, Workflows, Approvals, Email Templates, Formulas, Validation Rules, AppExchange, Salesforce.com, Roles & Profiles |
| **Force.com Configuration** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management |
| **Languages/ Methodologies** | Apex, Visualforce |
| **Technologies** | Salesforce, Apex, SQL. |
| **Tools and Utilities** | Data Loader, Force Eclipse IDE, Ant, SaaS |
| **Web/Application Servers** | Tomcat Server, IBM Web Sphere |
| **Databases** | Oracle |

**Certifications:**

* **Salesforce.com Certified Platform Developer I.**
* **Saelsforce.com Certified Administrator (ADM 201)**

**Experience History:**

**Client: Comcast Cable, Philadelphia, PA March 2020 – Till Date**

**Role: Salesforce Developer/Admin**

**Responsibilities:**

* Worked with Business System Analyst to provided recommendation and designed the **Best Solutions** for implementing new business ideas.
* Provided development, implementation, and updating focusing on **Sales cloud** and **Service cloud**.
* Integrated Steelbrick and salesforce integration for automating quoting, contracting and billing process.
* Worked on Salesforce.com **Standard Objects** such as **Accounts**, **Contacts**, **Opportunities**, **Campaigns, Cases, and Solutions.**
* Created **Page Layouts** to organize **fields**, **custom links**, **related lists**, and other components on record pages.
* Integrated external systems using **SOAP API, Rest API.** Worked with call in and callouts API’s.
* Have good understanding and knowledge of the functionality of **Web Services** for **SOAP API**.
* As an Administrator, implemented various advanced fields like **Picklist Fields**, **Master-Detail Fields**, **Custom Formula Fields**, and defined **Field Dependencies** for custom picklist fields.
* Implemented **Case Assignment Rules** to direct the case to appropriate group such as Stories and PCS Central Support.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.
* Defined objects and **Field Level Security** for different profiles.
* Created modern Enterprise **Lightning** Apps combining **Lightning Design System, Lightning App Builder and Lightning Component** features. Upgraded some Apps from Salesforce Classic to lightningexperience to develop rich user interface and better interaction of pages.
* Worked on Salesforce1 Platform to build Mobile App by enabling**Lightning**Components for use in Salesforce1 mobile platform to make Lightning Application mobile. Retrieved some data and its functionality from Third-Party API's and displayed within the **lightning** component.
* Tested apps by appending multiple components to a**Lightning** Application thereby deployed Applications from Sandbox to Production.
* Worked on design the application data model and business process as a part of technical architect.
* Worked with integrating external systems using web services call outs.
* Wrote an **Apex Trigger** on **Contact** for cross object field update for reporting purposes.
* Enhanced **Apex Class** and **Visual Force Page** to create a custom **Related List**, showing activities for selected contacts or clients.
* Provided the migration strategy from **SAP CRM to Salesforce Cloud CRM** platform in phase wise model.
* Created orchestrations for bi-directional integration of Salesforce and SAP using Jenkins tool.
* Performed other administrative tasks such as managing **Accounts, Contacts** and **Cases**, setting **workflows** and **approval process** for approving new accounts and other business process.
* Created and maintained **Reports** and **Dashboards** to provide fast access to key business metrics.
* Provided **Case Management** by Configuring **Email-to-Case** for end user to submit a case through Outlook.
* Participated in **service now** to **salesforce migration** using **REST API’s**
* Customized Salesforce.com **User Profiles** by setting **Standard** and **Custom objects layouts**, **Custom App**, **Field-level Security**, **Permission Sets** for client services and marketing.
* Worked in different **sandboxes** for development and testing, and involved in migrating the code to production instance in installments using **Change Set**.
* Configured **Chatter** to track emails from Outlook to Salesforce by following a user.
* Responsible for weekly and monthly data export, updates, and backup for the organization.
* Used **Apex data loader** to Inset, Update, and Import data from **Microsoft Excel** into Salesforce.com.

**Environment:** SFDC, Apex, Data Loader, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, Lightning, Aura, Service Cloud, Sales Cloud, XML, Triggers, API.

**Client: Kroger, Cincinnati, OH April 2019 – Feb 2020**

**Role: Salesforce Administrator**

**Responsibilities:**

* + Worked closely with business and performed detailed analysis of business and technical requirements.
	+ Involved in **Salesforce.com Application Setup** activities and customized the apps to match the functional needs of the organization.
	+ Created multiple **Lightning Components,** added **CSS** and Design Parameters that makes the Lightning component look and feel better, created **Aura** based **Components, Attributes**, and **Controllers** which can be compatible to access through **Lightning App builder.**
	+ Worked closely with offshore development team to plan, design and develop a **CPQ- Salesforce** integrated application for the business.
	+ Designed, developed and deployed the **Custom objects,** **Page layouts,** **Custom tabs,** **Components**, **Visual Force Pages,** **Apex classes** & **Triggers** to suit to the needs of the application.
	+ Worked on **Sales Cloud**, **Service Cloud**, **Custom Cloud** & **Apex Programming** on **Force.com Platforms.**
	+ Involved in data migration & integration using **Data Loader.**
	+ Worked in Administration, Configuration, Implementation and Support of **sales force CRM** & **Sales force SFA** applications.
	+ Experience in using client side and server-side controllers in **Lightning Design.**
	+ Experience in building re-usable Lightning components and using Lightning Framework
	+ Investigated incidents touching all Sales-related applications, including: Salesforce.com, CPQ (IBM Sterling quoting tool), Mastermind (billing system), and DocuSign processes.
	+ Extensive experience in **lead case management** (Web-to-Lead, Email-to-Case)
	+ Experience working with Salesforce.com **sandbox** and production environments.
	+ Scheduling **Apex jobs** for processing large records.
	+ Unit and integration testing for new requirements and get the **UAT** from the business owner.
	+ Created Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security and configured their sharing settings.
	+ Created **Custom Objects,** **Tabs,** and Sharing Rules as per the business requirements.
	+ Worked on various Salesforce objects like **Accounts,** **Contacts**, **Leads** and **Opportunities.**
	+ Designed junction objects and implemented various advanced fields like **Pick list**, **Custom Formula Fields**, **Field Dependencies,** **Validation Rules**, **Workflows**, and Approval Processes for automated alerts, field updates, and Email generation leading to effective Web-to-Lead communication with customers and partner portals.
	+ Implemented **Chatter**, **Chatter desktop**, created public and private groups.
	+ Developed Apex Classes, Apex Triggers, Components, Visual force Pages and Controller classes for various functional needs in the application.
	+ Created Workflows, Approval processes, Validation rules and sharing rules.
	+ Set up **Marketing Campaigns**, **Campaign Hierarchies,** **Lead Queries**, **Assignment rules,** Web-to-Lead and Auto-Response rules.
	+ Debug **Apex scripts** using Debug Logs & System Log Console to catch Exceptions & execute**Governors** and **Limits.**
	+ Developed product capabilities using **Force.com**, **APEX,** and **Visualforce.**

**Environment:** Salesforce.com platform, IBM Sterling CPQ, Visualforce Pages, VBA, Data Loader, Workflow & Approvals, Email Services, Reports, Dashboards, Custom Objects, Custom Tabs, Security Controls, Eclipse IDE Plug-in, Salesforce Sandbox, HTML, Java Script.

**Client:** **Fiat Chrysler Automobiles, Auburn Hills, MI June 2017 - Dec 2018**

**Role: Salesforce Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce.com CRM** implementation.
* Developed **Salesforce** Applications for business requirements and extended the application to take into account critical business needs as well as make the system user friendly.
* Involved in identifying, planning and implementing new **Salesforce.com** features and functions (New Custom Pages, Workflows, Force.com Objects) to meet business requirements.
* Designed, and developed **Apex Classes**, **Controller Classes**, **extensions** and **Apex Triggers** for various functional needs in the application.
* Created **REST** based **webservice** classes in Salesforce for real time integrations
* Created **Batch** **Apex** and **Apex** **Scheduler** classes in Salesforce for bulk data processing requirements
* Designed various Web Pages in **Visualforce** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Developed **Lightning Components** and **Apex Classes** to support complex business requirements.
* Created multiple **Lightning Components**, added CSS and Design Parameters from LDS (Lightning Design System) that makes the **Lightning** component look and feel better.
* Involved in Data import and Export from Salesforce objects using **Data loader.**
* Developed **Visualforce pages** and associated **Apex classes** to allow customers login and submit their service requests.
* Designed, and deployed the **Custom Objects**, **Custom Tabs**, **Entity-Relationship Data Model**, **Validation Rules**, **Workflow Rules**, **Auto-Response Rules**, **Page layouts**, **Components**, **Visualforce Pages** to suit to the needs of the application.
* Involved in querying Salesforce tables using **SOQL and SOSL** queries using Force.com Explorer.
* Implemented **Sales Cloud** and incorporated the enhanced features as required to streamline the business process.
* Extensively used **REST APIs** for integration between Salesforce and on external systems.
* Used agile methodology to achieve high performance.

**Environment:** Salesforce.com, Salesforce Lightning Platform, Apex Classes, Triggers, Lightning Components, Lightning Design Systems, Visualforce Pages, SOQL, SOSL and Windows.

**Client: Fission Labs, India Feb 2016 – May 2017**

**Role: Salesforce Administrator**

**Responsibilities:**

* Worked with the user group for requirement gathering throughout the **planning** and **implementation**.
* Implemented the requirements on **Force.com platform** and **Force.com IDE Plug-in** using **Eclipse.**
* Created new **User Accounts** and assigned Profiles as per their role in role **hierarchy.**
* Defined Org wide default to restrict access from users.
* Customized **Page layouts** for **Standard/Custom objects** and assigned Record Types.
* Created **Data Validation rules** and **Formulas** as per business requirement.
* Worked with various Confidential Standard objects like **Accounts,** **Contacts, Leads, Cases, Campaigns, Reports**, and **Dashboards.**
* Created **Workflow Rules** to **automate Tasks**, **Email Alerts,** **Field Updates**, **time-dependent actions** and **Outbound API Messages.**
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Designed, and developed **Apex Classes**, **Controller Classes, extensions** and **Apex Triggers** for various functional needs in the application.
* Designed various Webpages in **Visual Force** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Created and used Email templates in **HTML** and **Visual Force.**
* Used **SOQL** & **SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Responsible for all the activities related to configuring **Data Loader,** uploading data in CSV files into Confidential, checking for the correctness of the data.
* Worked with Confidential team to make application certified.
* Packaged and Deployed customizations from **Sandbox** to other environments using **Force.com IDES.**
* Help users with Chatter teams/Groups and follow application as well.

**Environment:** SaleForce.com platform, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, HTML, Java Script, Eclipse IDE, Subversion.

**Client: Google LLC, Hyderabad, India March 2014 – Jan 2016**

**Role: Software Associate**

**Responsibilities:**

* Experience in working with Business Analyst, Business Owners to gather the requirements and develop the requirements.
* Using VSTS for Project management, Version Control and **CICD**.
* Experience in working on community portals.
* Experience in building **POC’s.**
* Experience working in **Agile projects.**
* Involved in writing **user stories** based on requirements gathered.
* Worked on **Jira** board by updating user stories.
* Story point user stories by conducting meetings among QA, Developer, business owners.
* Experience working closely with **Scrum masters, Project Managers, Tech leads, Developers and QA.**
* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs**, Components, Apex classes & Triggers to suit to the needs of the application.
* Used **SOSL** and **SOQL**, Workflows for validation of data
* Migration of all the Customizations including Custom Configurations, packages, and other objects from Sandbox to Production environment
* Extensive Experience working with **Data loader, Workbench, Eclipse**
* Customizations of Reports, Dashboards, Workflows, Process builder
* Experience working with **Salesforce.com sandbox and production environments**.
* Created Custom Objects, Tabs, and Sharing Rules as per the business requirements.
* Used Git Hub, Source Tree and Jenkins for deployments.
* Designed **junction objects** and implemented various advanced fields like **Picklist, Custom Formula Fields, Field Dependencies, Validation Rules and process builder for automated alerts, field updates, and Email** generation leading to effective Web-to-Lead communication with customers.
* Used **SOQL & SOSL** with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Provided support for ongoing Salesforce maintenance by reviewing trace logs, developing action plans and other administration services including **periodic data cleansing, workflows and approvals**.

**Environment:** Salesforce.com platform (Visual Force, Data Loader, Process builder and Approval process, Role Hierarchies, Sharing Rules, Email Templates, Reports, Dashboards, Custom Objects, Custom Tabs, Email Services, Excel enabler for Salesforce), MS Project, MS Excel, PowerPoint, VSTS.

**Client: Sky Bridge Global Pvt. Ltd, India May 2013 – Feb 2014**

**Role: Programmer Analyst**

**Responsibilities:**

* Interacted with users to gather requirements and developed the application as per the user requirement and business rules
* Developed application code using **Java** and **J2EE** using **Eclipse IDE** and **Apache Tomcat** as application server
* Developed Client request validations and processing using JavaScript and responsible for developing front-end form validations
* Developed **GUI web pages** using **HTML, JSP,** and **XML**
* Handled assignments in developing UI Pages using **JSP, HTML, DHTML, CSS** and **JavaScript** technologies
* Developed application in **MVC** architecture using Struts, JSP, **AJAX,** HTML, JavaScript, and **JMS**
* Created detail Design Documents using **UML**
* Developed Java classes for posting and processing emails using **EJB** and **Java Mail API**
* Developed and Deployed Various Entity EJBs and session EJBs
* Involved in integration, deployment, enhancements, code reviews and responsible for modifying the existing code
* Established connectivity to Oracle database using Servlets
* Successfully executed all the test cases and fixed any bugs/issues identified during the test cycles

**Environment:** Java, J2EE, JDBC, JSP, HTML, DHTML, JavaScript, Bootstrap, CSS, Eclipse, EJB, MVC, Struts, JMS, AJAX, Servlets, XML