Fedric Darla 

Salesforce Consultant

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* Highly skilled Salesforce Administrator/Developer professional bringing more than 5+years in directing development with creative and performance-oriented approach.
* Well-organized and customer-focused with proven skills in Analysis, Design and Development, Customization, Provar automation Testing, Implementation, production support and maintenance of various Applications using Salesforce CRM Technologies.
* Around 5+ years of experience in Salesforce CRM and worked as Administrator, Business Analyst and Developer.
* Experienced in Business Requirement Gathering, Gap Analysis, Business Process Modeling, Process Management, Change Management, and Application Development & Release Management
* Good experience with Administration, Configuration, Customization, Development and Salesforce support.
* Expert Level understanding of Salesforce.com CRM and its Development Life Cycle.
* Thorough understanding of the Salesforce ALM (Application Lifecycle Management) including Salesforce deployment effectively using Change Sets and Flosum.
* Software development experience with Salesforce Force.com platform/Sales Cloud/Service Cloud implementations/Salesforce Marketing Cloud.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configured salesforce and marketing cloud integration user along with configuration in salesforce.
* Support the Email Marketing Manager in the development of new business requirements.
* Hands on experience on Salesforce Lightening and Communities.
* Strong Hands on experience with LWC(Lightning Web Components), Aura Components. JavaScript, CSS and HTML.
* Experienced in implementation using Apex Controllers, Triggers, Web Services and Visual Force Pages, Components, Tabs, Custom Objects, Reports and Dashboards.
* Strong knowledge in App - Exchange Applications for integrating with Third Party Applications.
* Data Load for SDFC standard objects, custom objects.
* Experienced with Lightning UI development and working on Lightning Process Builder.
* Used different data tools like Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete etc.
* Administer and maintain Salesforce.com integrations such as Salesforce CPQ, Conga Contracts, and DocuSign.
* Experienced in administrating and developing projects on salesforce platform.
* Experience in developing applications on the Salesforce platform using Apex, controllers, triggers and Salesforce UI technologies like Lightning Web Components, Aura Components, and Visualforce.
* Expertise in development using Visual Force and Apex, SOQL, SOSL, WSDL, Web Services API and custom user interfaces using HTML and Apex tags.
* Extensive Knowledge in Design and Development of User Interfaces using HTML, DHTML, AJAX, XML, XSL.
* Extensively worked on CRM fusion to manage duplicates, mass edit and delete records, convert leads etc.
* Collaborate with business stakeholders to drive high levels of data integrity and operational reliability of our standardized business analytics, tools and processes.
* Experience in implementing Community Portal functionality.
* Good experience and knowledge of Database Modeling.
* Excellent team player and executes task under less supervision.
* Excellent analytical, communication and inter-personal skills.
* Developing applications in sprints, observing agile principles and following scrum methodologies

***Skills***

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| Sales Cloud |  |

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| Service Cloud |  |

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| Marketing cloud |  |

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| Configuration |  |

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| Automation |  |

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| VisualForce, Controllers, Extensions, Java , Ajax |  |

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| Classes, Triggers, Batch & Schedule Apex |  |

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| Integration |  |

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| Lightning Development |  |

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| Lightening web components |  |

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| Communities |  |

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| Provar automation testing |  |

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| Release Management(Flosum, change sets) |  |

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| JavaScript, CSS and HTML. |  |

***Certifications***

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|  | Salesforce Certified Platform Developer (ID:5360093) |

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|  | Salesforce Certified Administrator (ID:5313893) |

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|  | Provar Certified (ID: 18156609) |

***Education***

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| 2015-12 - 2017-01 | Master of Science: Information Systems  *Stratford University - Falls Church, VA* |

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| 2010-03 - 2014-03 | Bachelor of Technology: Electronics and Communication Engineering  *Bharath University - Chennai, TN, India* |

***Work History***

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| 2019-04 - Current | **Salesforce Administrator/Developer**  *ACT, Iowa City, IA*   * Configuring and customizing sales modules and service modules as per business requirement. * Creating and Configuring CPQ as per business requirement. * Creating and Managing Lead Cycle Management and Contract Life Cycle Management (CLM) as per Business Requirements. * Setting up KB Articles and Solution Management for better case resolution. * Creation of Custom sales and service Reports and Dashboards. * Creation and Managing of Users and granting Access to Salesforce through Profile , Permission set, Permission Set . * Creation and Managing Role Hierarchy for the organization and Assignments of Public Groups, Queues to Escalation rules. * Managing data(Legacy and Current) (Imports and Exports) with Data Loader. * Creating Custom report types on System and Custom object as per business requirement. * Creating custom Buckets in reports and Setting up Auto Schedule Report Run as per business requirements. * Creation of Email templates as per business requirements and Setting Exception Email , Enhanced Email, Email Footers and Email Attachments. * Creation and Setup of Company information like calendar and Business hrs. with Holiday and Setting up Multiple currency and Setting up Organization based Financial Year settings (FY). * Setting up Organization wide Default access settings. * Creating Sharing Rules with complex conditions as per business requirements and Managing organization attachment upload and download settings. * Maintaining Organization Setup Audit Trial and Tracking Health Checkups and managing Login Access Policies for better user management. * Creation of Custom Objects, Custom Fields, Page Layouts and Record Types for multiple Page Layout Assignment as per business requirements. * Creation of Relationships (Master Detailed, Lookup & Junction) with other objects as per project requirements. * Creation of Complex Formulas fields, Complex Auto Numbering, Data Validation Rules, Customization of Field sets, Compact Layouts , Search layouts as per business. * Creation of Flows, Multi Layered Complex process builders and Workflow rules foe Email Alert, Fields Update & Task Creation. * Used Data Loader to Insert, Update and Import data from Microsoft Excel files into Salesforce.com. * Responsible for weekly and monthly Data Export, updates and backup for the organization. * Creation of Lightning and Classic Apps and Setting of User Interface Tabs and Navigations using Setup customization. * Iterate and improve on the Lead to Quote process currently supported through SFDC and DocuSign. * Responsible for Salesforce administration, release management and deployment as well as management of Salesforce.com sandboxes, including their integrations. * Worked as a Business System Analyst to provide recommendation and designed the Best Solutions for implementing new business ideas. * Created many Lightning Components and server-side controllers to meet the business requirements. * Execute the day-to-day email operations to ensure all steps related to email campaigns have been completed with accuracy and timeliness using marketing cloud. * Experienced in migrating the standard and custom objects in standard experience to lightning experience. * Experienced using email studio in Marketing cloud and Creating and sending Email to the users. * Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS). * Created many Lightning Components and server-side controllers to meet the business requirements. * Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look better. * Used Lightning framework to integrate with legacy systems like SAP, Microsoft and oracle. * Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications. * Minimized code in JavaScript Controllers by adding reusable functions in Helper Component. * Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Upgraded some Apps from Salesforce Classic to Lightning Experience 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 * Strong hands on experience with the Apex programming language, building Salesforce Lightning UI, Salesforce Lightning Connect to call external API, and development of REST APIs * Hands-on lightning development experience with Salesforce configuration, Apex classes and triggers, SOQL/SOSL, Aura, and Lightning Web Component (LWC). * Code reuse and Supports unit testing framework for quality assurance using Lightning web components LWC. * Uses standard tools like CSS, HTML, and updated JavaScript (ECMAScript 7) in developing the LWC. * Lightning Components using the Lightning Design System framework, Apex, Apex data loader, and declarative platform tools. (Process Builder, Visual Workflow, Lightning App Builder, etc.) * Strong Experience in integrating Salesforce with external systems/application using REST/SOAP APIs, Batch & Async processes. * Developing of Visualforce Pages using Visual force components and Developing custom components. * Using custom JAVA Script and AJAX Tool Kit as client-side controllers for logic building the calculation and Validations. * Developing and building custom business logics with APEX Classes and Methods and Utilization of DML statements in Apex Classes and Triggers. * Developing Inherited and Polymorphic classes for custom business requirements * Creating Test Classes and execution of Test Class to test Classes and Triggers for logic authentication and code coverage. * Creating of string based SOQL query statements with execution in custom Classes and method. * Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. * Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages. * Managing Organization Data for quarterly purge, archiving using Batch Apex Interfaces. * Managing Email notification for both Schedule Apex and Batch Apex and Using Bulk Email Messaging Class & Methods for Campaign promotion with using email template. * Creating REST API for Serializing & De serializing of JSON data for Integrated system . * Creating REST API for POST of data from Salesforce to external system and Reading the response back with HTTP namespace and Integrating SMS Gate way for SMS alert with REST API. * Creating DOM XML bases SOAP API for Integrating custom external system as per business requirement. Integrating Currency Exchange Rate Convertor using SOAP/REST API for converting Opportunities to business default currency as per business requirement. * Using Chatter API for posting information on chatter as per business requirement. * High availability for Incidents resolution and technical support at tier 2 and tier 3 levels using service Now |

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| 2017-01 - 2019-03 | **Salesforce Administrator/Developer**  *Pcori, Washington DC*   * Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, development, enhancements, testing. * Responsible for Salesforce administration, release management and deployment as well as management of Salesforce.com sandboxes, including their integrations. * Worked on Salesforce Communities and Customer Portals. * Integrated with Salesforce by using Marketing cloud connector (V5). * Configured salesforce and marketing cloud integration user along with configuration in salesforce. * Research new and innovative technology and techniques to improve the automation of marketing cloud process. * Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. * Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages. * Iterate and improve on the Lead to Quote process currently supported through SFDC and DocuSign. * 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. * Hands on experience on Lightning and Communities. * Generated various reports and dashboards in lightning for Sales performance tracking. * Worked on translating several Visual Force pages to lightning framework. * Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects. * Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic. * Used different data tools like Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete etc. * Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes. * Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization. * Used SOQL&SOSL for data manipulation needs of the application using platform database objects. * Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people. * Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system using Informatics on Demand. * Developed new apps with the Lightning App Builder and Lightning Components for sales reps to help them sell faster and smarter (Sales Cloud). * Made new feature enhancements on Service cloud console view and developed some Visual force components. * Created many Lightning Components and server-side controllers to meet the business requirements. * Defining/designing SOAP web services to interact with CSP, CTP and Work Bench. * Used the sandbox for testing and migrated the code to the deployment instance after testing. * Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support. * Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS). * Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience. * Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look better. * Worked in Agile environment and provided status updates in daily stand up calls. * Designed, developed and implemented software applications for website based on analyzed requirements and understanding of industry technical standards. * Coordinated with project management staff on database development timelines and project scope. * Developing pages with Custom Controllers for implementing custom business specific logics and standard controllers and overwriting actions with custom Extensions. * Used SOQL & SOSL for data manipulation needs of the application using platform database objects. * Worked on different Sandboxes for development and Provar testing. * Involved in migrating the code to production instance in installments using Change Set and Flosum. * Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API. * VisualForce Pages using Standard Controllers, Custom Controllers, Extension Controllers & Web Services API. Creating new User Interface using JavaScript, HTML and CSS in Visual Force Pages. * Created Page Layouts to organize Fields, Custom Links, Related Lists & other Components on Record Pages. * 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. * High availability for Incidents resolution and technical support at tier 2 and tier 3 levels using service Now. * Used Apex Data Loader to Insert, Update and Import data from Microsoft Excel into Salesforce.com. |

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| 2017-06 - 2017-12 | **Salesforce Developer/Administrator**  *Verizon, Irving, TX*   * Created users, roles, public groups, sharing rules and record level permissions to manage sharing access among different users. * Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects. * Developed Custom Objects, Custom Reports and configured analytical snapshots to dump the data on a regular basis for sales performance and lead generation statics. * Customized Dashboards to track usage for productivity and performance of business centers and their sales teams. * Worked on setting up customer and partner Communities for establishing secure and maintaining good communication Between Customers, Partners and Company. * Used Data Loader for Insert, Update, and Bulk Import or Export of Data from Salesforce.com S-Objects. Used it to read, extract, and load data from Comma Separated Values (CSV) files. * Worked on Lightning component Process Builder to automate task for Salesforce1 users. * Developed Visualforce pages to meet the organization requirement for the new look and feel. * Developed Custom Controllers and used controller extensions to show data in the visual force pages. * Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis. * Developed Lightning pages for Salesforce1 mobile app * Developed Lightning app for agent with enhanced Lightning templates. * Implemented Flosum for the deployment of features from Sandboxes * Created the development policy for the whole team and moved from Change sets to Flosum patches. * Creating documentation for deployments and deploying all Salesforce.com changes in Developer Sandbox to test Sandbox to QA sandbox when once sanity check has been done. * Strong knowledge in Visual Force, APEX Database, APEX Triggers and APEX Testing. Designed Visual Force pages with custom controllers’ extensions to build custom user interfaces for mobile and web applications. * Involvement with APEX Programming by making Custom Triggers and perform Asynchronous calls to execute the business logic. * Productive in observing Apex asynchronous handling utilizing future methods, batch apex, controlling processes with queueable apex and scheduling jobs using apex scheduler. * Worked on integration of two instances using APEX REST API callouts. Configured Connected App to integrate Salesforce.com with two external JAVA applications to capture Accounts, Contacts, and Leads (Web-to-Lead implementation) using REST API. * Used SOQL&SOSL for data manipulation needs of the application by preprocessing records and generating Sets to avoid hitting the Governor limits. * Implemented Service Cloud for customer service, including configuration of email to case, case assignment rules, managed migration and release of Service Cloud. * Developed Apex triggers for avoiding duplication of leads from various resources. * Worked on Agile and Scrum methodology for salesforce custom app implementation. * Integrating Currency Exchange Rate Convertor using SOAP/REST API for converting Opportunities to business default currency as per business requirement. * Integrating Postal Code check from External END Point URL using REST API for delivery information Setup as per business requirement. * Integrating Currency Exchange Rate Convertor using SOAP/REST API for converting Opportunities to business default currency as per business requirement. * Used SOQL & SOSL for data manipulation needs of the application using platform database objects |

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| 2014-01 - 2015-11 | **Salesforce Administrator/Business Analyst**  *ByteAlpha Solutions, Hyderabad, Telangana*   * Responsible for Salesforce administration, release management and as well as management of Salesforce.com sandboxes. * Worked as a Business System Analyst to provide recommendation and designed the Best Solutions for implementing new business ideas. * Modified Business Requirement Document, identified process repetitions, bottlenecks and infrequent routes * Created Environment setup plan, Migration document and checklist * Maintained and populated configuration workbook * Interacted with various business team members to gather the requirements and documented the requirements. * Worked on Salesforce.com application to setup activities and customized it to match the functional needs of the organization. * Configuring and customizing sales modules and service modules as per business requirement. * Created user Roles and Profiles, security controls and shared settings. * Creating and Managing Lead Cycle Management and Contract Life Cycle Management (CLM) as per Business Requirements. * Setting up KB Articles and Solution Management for better case resolution. * Creation of Custom sales and service Reports and Dashboards. * Creation and Managing of Users and granting Access to Salesforce through Profile , Permission set, Permission Set . * Creation and Managing Role Hierarchy for the organization and Assignments of Public Groups, Queues to Escalation rules. * Managing data(Legacy and Current) (Imports and Exports) with Data Loader. * Creating Custom report types on System and Custom object as per business requirement. * Creating custom Buckets in reports and Setting up Auto Schedule Report Run as per business requirements. * Creation of Email templates as per business requirements and Setting Exception Email , Enhanced Email, Email Footers and Email Attachments. * Creation and Setup of Company information like calendar and Business hrs with Holiday and Setting up Multiple currency and Setting up Organization based Financial Year settings (FY). * Setting up Organization wide Default access settings. * Creating Sharing Rules with complex conditions as per business requirements and Managing organization attachment upload and download settings. * Maintaining Organization Setup Audit Trial and Tracking Health Checkups and managing Login Access Policies for better user management. * Creation of Custom Objects, Custom Fields, Page Layouts and Record Types for multiple Page Layout Assignment as per business requirements. * Creation of Relationships (Master Detailed, Lookup & Junction) with other objects as per project requirements. * Creation of Complex Formulas fields, Complex Auto Numbering, Data Validation Rules, Customization of Field sets, Compact Layouts , Search layouts as per business. * Creation of Flows, Multi Layered Complex process builders and Workflow rules foe Email Alert, Fields Update & Task Creation. * Used Data Loader to Insert, Update and Import data from Microsoft Excel files into Salesforce.com. * Responsible for weekly and monthly Data Export, updates and backup for the organization. * Creation of Classic Apps and Setting of User Interface Tabs and Navigations using Setup customization. * SFDC Configurations/Customizations – User Interface, Page Layouts, Tabs, Custom fields, Custom objects, Validation Rules. * Extensive experience over creating workflows, approval processes, validation rules and sharing & security rules. * Used Force.com platform for developing feature-rich and user-friendly Visual Force pages for enhancing SFDC UI. |