Sanu Amin

(Salesforce Certified Developer)

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Professional Summary

* Salesforce developer with around 7 Years of IT experience that includes experience in developing applications using Java/J2EE technologies.
* Experience in Development, Administration, Configuration, Implementation, Lightning and Support of Salesforce platform.
* Expertise in SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Experience in creating various Reports (summary reports, matric reports, pie charts, dashboards and graphics) and Report Folders.
* Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform. Coordinated with IT development teams to build user stories, business requirements, and monitor data quality for data feed process and Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.
* Experience in using Data Loader for insert, update and bulk import or export of data from Salesforce.com Objects.
* Experienced in all phases of Software Development Life Cycle (SDLC), quality management systems and project life cycle processes.
* Experienced in developing and implementing force.com (Service cloud/Sales cloud/ Community) Application.
* Good understanding of Salesforce.com Governor Limits with an ability to optimize code to respect those limits.
* Experienced in Apex Classes, Apex Triggers, Visual force, Connect API, Community Builder, Lighting components.
* Experienced in Configuration part with Approval Process, Workflow, Email Services, Outbound Messages and Validation Rules.
* Experience in case management Web-to case Email-to-case.
* Experienced in SQL, SOQL, Stored Procedures, Functions, Packages and Triggers.
* Experienced in Data Migration with help of Data Loader tool.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Creating Custom Apps, Custom fields, Profiles, Applying Sharing Rules, Handling Page Layouts, Search Layouts, and Related List and defining Field Dependencies, custom buttons, Validation Rules, workflows, approval processes.
* Extensive experience with various Salesforce deployment methodologies including Change sets, Force.com Plug-in environment, Ant Migration tool kit and Eclipse.
* Expertise in maintaining the functional areas of Data Management, Campaigns, Leads, Forecasting Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
* Experienced in scripting languages like HTML, XML, CSS, JSP, WSDL, SOAP, AJAX, APEX Web Services API development skills and Java Script, Web Services-Axis.
* Expertise in J2EE technologies Servlet, JSP, Struts, Spring Framework, Hibernate and JSF.
* Expert in Core Java with strong understanding of OOPS, Collections, Multithreading and Exception handling.
* Experience in using Design Patterns like MVC, Front Controller, Business Delegator, Service Locator, Singleton, Data Access Objects (DAO), Data Transfer Object etc.
* Experience in designing, developing and implementing applications like Sales, Partner Portal and Service\Support modules on force.com platform
* Experience in developing Apex Classes, Apex Triggers, Process Builder & SOAP\REST based Web services.
* Designed and developed REST based web services to integrate Salesforce with different external system inbound and outbound.
* Involved in Developing Lightning pages using Aura, implemented lightning Controllers, Components using Lightning Design system (LDS) for Lightning Community builder.
* Worked on enhancements related to SOAP based web services with Tibco.
* Expertise in building Visualforce Pages, Visualforce Custom Controllers, Components, making a rich UI using JavaScript, CSS and jQuery.
* Strong Salesforce development experience with Apex Classes, Triggers, Controller Classes, Visual force pages and Integrating with external sources by developing SOAP, RESTful Apex Web Services for inbound calls to Salesforce.
* Worked on Force.com Sites, Salesforce.com Communities with custom and standard visual force pages in them.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Reports and Dashboards.
* Designed custom formula fields, field dependencies, validation rules, workflow rules, Process Builder and approval processes for automated alerts, field updates and email generation as per application requirements
* Experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.
* Customized page layouts, search layouts, custom links, related lists and other components on a record detail and edit pages as per the business needs.
* Experience in large data migrations using SF Data Loader and Export\Import salesforce utilities.
* Worked on several deployments using Eclipse IDE, Mavens Mate, Ant Tool, change sets and made every deployment successful.
* Worked on Salesforce.com Lightening based development enhancements.

Technical Skill Set

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| **SFDC Technologies** | Standard objects, Workflow & Approvals, Apex Classes/Controllers, Apex Triggers,Visualforce Pages, Data Loader, Reports, Dashboards, Force.com IDE |
| **Lightning Experience Development** | Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers, Server-side Controllers, Lightning Web Components. |
| **Build/ Version Control Systems** | Ant, Maven, SVN, GIT, GIT HUB. |
| **Scripting Languages** | JavaScript, Shell, Python. |
| **J2EE Technologies** | Java Beans, Servlets, JSP, JDBC, JSF 2.x, REST Web-Services |
| **Frameworks** | Struts 2.x, Spring 4.x, Spring MVC, Spring IOC, Spring Boot, Hibernate 4.x, Junit, Tiles. |
| **DBMS/RDBMS** | Oracle 9i/10g, SAP, MySQL 5.x, Toad, SQL Developer, MongoDB, Cassandra. |
| **Design Patterns** | Singleton, MVC, Front Controller, Business Delegator, Session Factory, Data Access Objects (DAO), Data Transfer Objects (DTO). |
| **Web Technologies** | HTML, AJAX, JSON, JQuery, CSS, Bootstrap, XML, XSL, XPATH, Prime Faces. |
| **Servers** | JBOSS Application Server 4.0, Apache Tomcat 7. x. |
| **IDE’s** | Eclipse, Net-beans IDE. |
| **Operating System** | Window2000/XP/Vista/7, Ubuntu, CentOS. |
| **Tools& Technologies** | Force.com Data Loader, Force.com Platform (Sandbox and Production), Log4j, JIRA. |

Project Experience

**Starr Companies, NYC, NY Aug 2018 – Till Date**

**Role: Sr. SalesforceMarketing Cloud Developer**

Working with Force.com developer toolkit - Apex, Visual Force, Force.com IDE, Force.com Migration Tool, Web Services/SOA & Metadata APIs, Salesforce data modeling, ETL, integration, reporting, and dashboard best practices;

* Working with the Salesforce data loader for import, update, and export activities in Salesforce
* Creating custom objects, validation rules, workflows, process automation
* Evaluate business requirements and recommend sound solution between OOTB vs custom development approach.
* Judges the tradeoffs with technology and feasibility and makes choices that fit the constraints of the project.
* Drawing on technical flow and understanding CMS product knowledge in advanced configurations of the salesforce.com platform and Veeva applications.
* Serves as the technical expert on projects focused on Salesforce - Sales Cloud, Service Cloud, Marketing Cloud, Health Cloud, Analytics cloud, Commerce Cloud and the Force.com platform.
* Position Commerce Cloud product and services and improve Customer's impact
* Proven commercial success in working with executives, VP and 'C' level
* Direct involvement and/or oversight of developing application design, application configuration, and testing.
* Release and Environment Management including sandbox usage planning, metadata and data migration, environment comparisons and version control.
* Coordinate with IT development teams to build user stories, business requirements, and monitor data quality for data feed processes (batch & API).
* Develop end-to-end solutions for complex nurture campaigns (with potential optimization testing) to deliver personalized customer communications (social & email).
* Created different Data extensions and associated them to different campaigns.
* Strong knowledge of developing AMPSCRIPT code to implement business requirements by creating Dynamic content.
* Involved in sending email alerts every week for promotions and offers from the organization.
* Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
* Monitor customer communications to validate execution and deliver detailed campaign process documentation.
* Designed personalized email content using HTML and CSS3, AMP script in Content Builder.
* Worked as a marketing product expert and administrator of all SFMC processes (manage subscriber-level data).
* Employed Data Loader to read, extract, and load data from CSV files.
* Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.
* Expert with Salesforce orgs, environments (sandboxes) and 3rd party app exchange partners.
* Used automation studio for performing actions such as imports, extracts and SQL query activities.
* Designed and configured journeys using activities within the Journey Builder and launched in the production after thorough testing.

Environment: Saleforce.com platform, Service Cloud, , Apex Language, Lightning, Apex Scheduler, Visual Force (Pages, Component & Controllers), Journey builder, Automation Studio, Email studio, Salesforce Marketing cloud, HTML5, CSS3,Javascript, AMPSCRIPT, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Lookup and Maser Details Page, Email Services, Security Controls, SOAP, REST, WSDL, GIT, Jira, HTML, Java Script, Java, Web Services, Sandbox, Eclipse IDE Plug-in

**Accrete InfoSolutions (Project of Kellogg’s), Gandhinagar, India Sept 2016 – March 2018**

**Roles: Salesforce Developer and Admin**

**Responsibilities:**

* Worked on Salesforce.com sales and service cloud implementation on business process delivery framework consists of B2B, B2C Salesforce.com and Selects platform.
* Working Experience on a Salesforce Org having 3000+ users and campaign managers from 5 different regions US, Canada, EMEA, JAPA and LAC.
* Technical Lead- Onsite, key member of MDT-AGILE SCRUM Development Team.
* Experienced in mapping of business requirements into various Salesforce modules through configuration and customization. Played the role of Salesforce.com Developer.
* Serves as the technical expert on projects focused on Salesforce - Sales Cloud, Service Cloud, Marketing Cloud, Analytics cloud, Commerce Cloud and the Force.com platform.
* Position Commerce Cloud product and services and improve Customer's impact
* Designed, Implemented and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application
* Experience in working with client specific solutions like Salesforce.com Sandbox deployments, Force.com IDE, Eclipse IDE, SOQL, SOSL and various production environments
* Created User Roles based on Organization role hierarchy, Profiles, Permission sets and implemented Record-Level and Field-Level security and configured the sharing settings for the B2B, B2C Salesforce.com platform.
* Extensively used SOQL & SOSL for data manipulation language (DML) for applications using platform database objects (standard and custom).
* Developed Issue Tracking capability using the Support Request custom feature for business users to log the platform level production issues for root cause analysis.
* Experience in deploying components though Eclipse and Inbound/Outbound Change Sets.
* Developed Apex Trigger to enable proper routing of cases to the case team members by case management automation.
* Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks creating and maintaining user profiles and privileges.
* Developed email-to-case functionality for efficiently resolve customer inquiries via email and to capture email inquiries for Issue tracking mechanism.
* Developed various Custom Reports, Dashboards and deployed them for different business user levels. Provided training to internal business users to use application and develop their own custom reports and dashboards.
* Implemented the requirements on Salesforce.com using Eclipse Force.com IDE.
* Used the sandbox for development, testing and code migration to Production.

**Environment**: Saleforce.com platform, Apex Language, Visualforce Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse

**HONEYBEE DIGITAL. Gandhinagar, India April 2014 – Aug 2016**

**Role: Salesforce Consultant**

**Responsibilities:**

* Involved in identifying, planning and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code to meet business requirements.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Use of Data loader, Data exporter and migrated the attachments from legacy CRM to Salesforce and worked on Salesforce.
* Involved in End to end testing and gathering requirements to feedback from business users.
* Used Sales Force Automation (SFA) for Sales Lead Management, Account and Contract Management and Approvals and Workflow.
* Implemented SFDC based products, including contract management, revenue and rebate management, and other related solutions.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs and implemented the business logic as per the requirements.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Developed Unit test class for Apex class and worked for improving code coverage.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Developed and maintained Visualforce pages, custom components with responsive design using bootstrap. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Tuned SQL queries, PL/SQL procedures to improve the system performance.
* Created and used Email templates in HTML 5.

**Environment**: Saleforce.com, Apex Classes, Controller Classes, Triggers, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Page layouts, Email Services, SOQL, SOSL, Sandbox, Force.com IDE.

**Education:**

* BCA from Hemchandracharya North Gujarat University, 2012
* Masters in Computer Application and Information Technology from Ganpat University Gujarat, 2014

**Certifications:**

* Salesforce Certified Developer:1
* Salesforce Certified Administrator