Mark Salfo

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**Sr. Salesforce Administrator/Developer**

**SUMMARY:**

* Around 10 years of IT experience which includes 8+ years with Salesforce.com CRM development & 2 years in JAVA.
* Experienced in software development using object-oriented programming.
* Possess comprehensive understanding of CRM business processes like sales process, support process, lead process and solution process.
* Experience in the complete life cycle of project development (SDLC) and in working with Agile Scrum Methodologies.
* Good knowledge on Technical and Functional aspects of Salesforce.com, on demand CRM package.
* Proficiency in building Data Model and implementing business logics.
* Extensive experience using Salesforce Administration (SFA), Profiles, Creating Roles, Page Layouts, Org-Wide default, Sharing rules, Workflows, Approval Workflow, Reports/Graphs and Dashboards.
* Experience in data migration using Import wizard and Apex Data Loader.
* Working knowledge in generating Report types, Reports and Dashboards to analyze the data in Salesforce.
* Extensive experience in lead case management (Web-to-Lead, Email-to-Case)
* Hands of experience in writing Test classes, Debugging Apex code, SOQL, SOSL and Aggregate queries in Apex Classes and Triggers
* Experienced in integration of Salesforce.com with external applications by using Web Services API, Metadata API, SOAP and REST.
* Experience working with integration features such as Callouts, Future methods, REST and SOAP APIs
* Expertise in working with Force.com Plug-in and Eclipse IDE for writing business logic in Apex programming language.
* Managed automated email campaigns in the email service provider platform, including setup, testing, deployment and reporting.
* Design and implement SSO (single sign on) for Salesforce applications.
* Proficiency in test driven development.
* Experience in creating rich user interfaces (UI) using CSS, HTML, JavaScript and AJAX and JSON and Angular.js
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Effective team player with good communication, interpersonal and presentation skills.
* Experience in writing Apex Batch classes, Schedule Apex, HTTP Callouts, Dynamic Apex, Single e-mail methods, Mass e-mail methods, Test classes, Wrapper classes.

**Education**: Master’s from Chicago University.

**Flexera Software, Chicago, IL January 2017 to Till Date**

**Sr. Salesforce Administrator/Developer**

**Responsibilities**

* Designed and customized visual force pages using controller extensions, custom controllers and standard controllers.
* Developed Apex triggers, classes to achieve user's desired functionality and have written the dependent test classes.
* Involved in Deployment, deployed all the classes, triggers, objects, components, pages from sandbox environment to production environment.
* Used Data Loader for 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.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Developed and configured Dashboards, Reports and Report Folders for different user profiles based on the need in the organization.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visual force pages to develop custom business logic.
* Developed Visual Force Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.

Environment: Saleforce.com platform, MS project, Standard and Custom Objects, Validation rules, Workflow & Approvals, Record types, Reports, Apex Language, Visual Force (Pages, Component & Controllers), Web Services, Data Loader.

**Kaiser Permanente - Oakland, CA Feb 2013 to November 2016**

**Salesforce Lighting Developer**

**Responsibilities**

* Analyzing application requirements and providing best feasible solutions.
* Implementing the requirements and preparation of technical documents.
* Administer the overall configuration, user management, customization, design and layout, data management, functionality of Salesforce CRM.
* Worked on Created Custom Objects, Fields, Visualforce Pages, Apex Classes, Apex Triggers, Apex Controllers, Batch Classes and Test Classes.
* Created List views, Reports, Dashboards, Page layouts, Custom objects, custom fields, validation rules.
* Created picklists, dependent picklists, lookup, master-detail relationship, and formula fields on custom objects.
* Used field level security along with page layouts to manage access to certain fields.
* Have pleasant experience with Data Loader, Eclipse and ANT migration tool.
* Worked on data import and export using data loader, import wizard and using Salesforce API's.
* Handled deployments between orgs and made all sandboxes sync with Prod org.
* Created various workflows to send emails, field updates, outbound messages
* Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Migrated data to Salesforce database using Data Loader and completed the configurations to Salesforce platform.
* Audited, uncovered and resolved data integrity issues with legacy systems
* Handled code migration from one org to another org effectively and taken care of all deployments to Production.
* Involved in Analysis, Design, Development and testing In Agile methodology.

Environment: Eclipse IDE, Salesforce.com, Force.com Sandbox, Data loader, Import Wizard, Apex, XML, JavaScript, Controllers, Sharing Rules, Visualforce Pages, Workflows, Email Updates, Web Services API, Siebel, Oracle 11g, Toad, MS Dynamics.

**BP - Houston, TX October 2010 to January 2013**

**Salesforce Developer**

**Responsibilities**

* Involved in the customization of Salesforce.com application Setup activities to meet the functional needs of the organization.
* Translating business requirements to smart solutions in Salesforce.com.
* Setup Salesforce to Salesforce (S2S) by creating connections between different environments thereby enabling the client to share data records with their partners.
* Worked with various Salesforce objects including Leads, Account, Contact, Opportunity, Cases and Custom Objects.
* Configured workflows and approval processes to enhance business logic whenever necessary.
* Implemented security access to the user profiles by creating Object level, Field level and Record level securities.
* Migrated existing standard and custom object data into CRM using Data Loader and Import/Export Wizard tools.
* Designed and developed Custom Buttons and Links, Visualforce pages using Apex classes, methods, Constructors, Controller classes and various Visualforce Attributes.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Designed, developed and maintained the data layer using the ORM framework in Hibernate.
* Developed the AJAX code for dynamic population of values to the screen without having to reload the screen.
* Developed a JAX-WS Web service to expose business methods for other applications.
* Setup the testing environment for the project.
* Developed technical specs for Informatica Power Center in synchronizing SQL and Oracle to the Salesforce application.
* Worked with various salesforce.com objects like Accounts, Contacts, Cases, Reports and Dashboards.

Environment: Force.com IDE, Java, JavaScript, Struts, JSP, Servlets, Oracle, XML, Apex, Visualforce, Data loader.