**Gunasekaran P**

**Certified Salesforce Developer**

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**OBJECTIVE**

As a Certified Salesforce Developer, with 3+ years of experience in IT industry looking for an opportunity to be a part of a company where I could accomplish my skills in the area of Analysis, Design, Developing, Testing and Implementation of Enterprise level applications in Salesforce platform.

**SUMMARY**

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| --- | --- |
| * Salesforce.com Development | * Apex Programming |
| * Salesforce.com Administration | * Salesforce Lightning |
| * Visualforce Pages | * REST or SOAP web services |
| * SOQL, SOSL | * HTML, CSS, Javascript |
| * Salesforce Marketing Cloud | * SEO |
| * Google Tag Manager | * Google Analytics |
| * Digital Marketing | * Lead Generation |

**PROFESSIONAL EXPERIENCE**

**Ameex Technologies** (June 2019 - Present)

**Project Experience: Insurance Management System**

* Experienced in **Salesforce CRM, Configuration, Development, Deployment**.
* Experience in developing **APEX classes, Triggers, Visual force Pages, Controllers, Workflows, Lightning Application,** and **Force.com API**.
* Creates **custom application, objects, tabs, fields** with the custom functionality to efficiently meet the business requirement.
* Defined **lookup** and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Experience in integrating external web systems with Salesforce using **REST** and **SOAP web services**.
* Hands on experience in writing queries using **SOQL and SOSL**.
* Written **Apex Test classes** to meet Unit testing before migrating from Sandbox to Production environment.
* Implemented **Salesforce automation** using web-to-case forms, email-to-case, assignment rules, automation and queues, auto response rules, escalation rules, chatter groups, person accounts, case and solutions.
* Experience in using **Data Loader** for **insert, update** and **bulk import** or **export** of data from Salesforce.com Objects.
* Responsible for creating **Reports** and **Dashboards** for measuring KPIs.
* Experience in developing and modifying **responsive email templates** providing mobile-friendly design in Marketing Cloud.
* Development knowledge on Journey builder, Content builder, Contact builder, Audience builder and Automation.

**Ameex Technologies - MarTech Development Solutions** (June 2017-2019)

* Recommended, designed and implemented a Marketing process in Salesforce to automate communications between Sales and marketing, associate campaign influence on opportunities for ROI reporting, and to provide real time status on campaign members.
* Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
* Planning and organizing the ideal website development for client accounts.
* Identifying and Resolving Technical SEO Issues: 4xx errors, 301/302 Redirects, Crawl Errors, HTML Tag usage, Duplicate Content, Robots.txt file, XML sitemap and HTML sitemap problem, broken links, test and resolve website page load speed issues and examine mobile responsive usability issues.
* Handling Google Search Console for better indexing, Crawling and visibility of website in Google SERP.
* Monitoring Google Analytics for generating consistent website traffic to engage with more customers.
* Handling Google Tag Manager to track out the user onlick attributes for better goal conversions.
* Suggested and Utilizing A/B testing strategies to maximize high quality leads through automation for Email campaigns.
* Working on Social Media Campaigns and enhancing Brand Awareness.
* Shown a 30% enhancement in form submission through organic search results.
* Optimizing Landing Pages to improve conversions at higher rate.

**CERTIFICATIONS**

* Certified in Salesforce Platform Developer 1
* Certified in Java Programming Language.
* Certified in Digital Marketing Cloud Basic Course.
* Certified in Advanced Google Analytics.
* Certified in Google Tag Manager.

**EDUCATION**

* Graduated in Bachelor of Technology in EEE - Manakula Vinayagar Institute of Technology, Pondicherry University.
* Completed Higher Secondary Education - Amalorpavam Higher Secondary School.

**DECLARATION**

I hereby declare that the information is precise to the best of my knowledge and belief. I can assure that I can accomplish any task given to me with full devotion and perfection.

Signature of the Applicant

Gunasekaran P