**Anusha G**

**Salesforce Developer/Administrator**

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**PROFESSIONAL SUMMARY**

* Over 8+ Years of experience in all phases of Software Development Life Cycle (SDLC) including requirements analysis, design specification, coding and testing of enterprise applications with Salesforce.com CRM, Force.com Platform as Developer/Administrator.
* Strong implementation and rollout experience with **salesforce.com** CRM (Sales Cloud, Service Cloud, Marketing cloud), Collaboration Cloud, Communities, Sites and **Force.com** platform.
* Experience in **Salesforce.com MVC** architecture, designed and developed business layers with Controllers (Custom, Extension classes) using Apex and presentation layer with **Visualforce** pages.
* Strong experience in designing and developing salesforce customizations using **Apex Classes, Triggers** and **Visualforce** pages with Custom, Extension controllers.
* Experience at designing in **Salesforce**.com platform, tallying the business requirements by designing the required User Interface entities like Custom Objects, creating the relationships/ Junction objects like Master-Child, lookups, Entity-Relationship data model and business logics
* Written batch classes to process a large volume of data using Apex Batch interface and executed batch classes to run at scheduled intervals by implementing Schedulable interfaces.
* Good experience in integrating enterprise applications with salesforce.com both Inbound and Outbound by writing **Apex SOAP, REST** apex web service for Inbound calls to Salesforce.
* Strongly experienced in writing/manipulating salesforce.com platform data using **SOQL, SOSL** queries and worked with large data volume manipulations.
* Excellent knowledge and experience at administrative tasks such as Creating Profiles, Roles and Permission Sets, Tasks and Events, Email Templates
* Experience with Agile development methodology and participating in **PI Planning, Sprint Planning** and Daily Scrum meetings.
* Experience in creating Custom Apps, Custom Objects, Custom fields, Sharing Rules (Criteria and Owner based), Page Layout assignment, Search Layouts, Related List and defining Field Dependencies, custom buttons
* Worked on developing rich user interfaces using Visualforce pages with **standard components, CSS**, **JavaScript, jQuery** and developed Custom Visualforce Components.
* Proficient in salesforce.com administrative activities: **Creating Users, Roles, Profiles, Record Types**, Validation rules, Page Layouts, Search layouts, Sharing Rules, Email Services.
* Strong experience in building business logic using a declarative configuration like Workflow Rules, Approval Process and associated actions like **Field Update, Email Alert** and Creating a Task.
* Worked with **salesforce** Process Builder and consolidated existing workflow rules with process builder.
* Experience in setting update data visibilities by configuring **OWD, Criteria/Owner** based Sharing rules and writing **Apex managed** sharing rules.
* Involved in developing salesforce **Lightning Apps, Components, Controllers** and Events.
* Worked on building salesforce standard/custom report types, **Reports, Dashboards** and Analytic snapshots across various objects for different business groups.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Extensively used Database Administrative tools like **Oracle** Enterprise Manager, **SQL\*PLUS, TOAD**
* Performed data analysis for data migration, integration to Salesforce from other databases and performed Data migration using Data Loader, Informatica, Demand tools.
* Strong experience in deploying salesforce components across various sandbox and production instances using **Change Sets, Force.com** Migration tool (Ant-based script) and Eclipse.
* Strong UI experience in building front-end development using **HTML5/HTML, CSS3/CSS2, Bootstrap, Java** Script, jQuery and jQuery UI.
* Proficient in **Oracle, MSSQL Server, MySQL** databases SQL, PL/SQL Stored procedures, Functions, Triggers, and Packages.
* Good experience in interacting with business users, business analysts for Requirements capturing, analysing and documenting and letting business users know constraints with the salesforce limitations.

**EDUCATION**

Bachelors: Computer Science Engineering.

Certifications: Certified Salesforce Administrator

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader |
| **Languages** | Apex, Visualforce, Java, HTML, CSS, PL-SQL, C. |
| **Tools** | Apex Data loader, GitHub, Web services APIs like SOAP, Eclipse IDE Plug-in, Force.com Explorer, HP Quality Centre, JIRA. |
| **Database** | MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2. |
| **SDLC** | Rational Unified Process (RUP), UML, use cases and Use case diagrams, Class/ State diagrams, Entity Relationship Diagrams, Agile methodology / Scrum, Waterfall methodology, V model |
| **Deployment Tools** | Force.com IDE, Force.com Migration Tool (ANT). |

**Client: Deloitte-Salem, Oregon Aug 2018- Till Date**

**Role: Salesforce Developer/Administrator**

**Description:** Deloitte Touché Tohmatsu Limited, commonly referred to as Deloitte, is a multinational professional services network. Deloitte is one of the "Big Four" accounting organizations and the largest professional services network.

**Responsibilities:**

* Involved in requirements gathering, doing configurations, and customizations according to business requirements, knowledge transfer and setting expectations on project progress at the client end.
* Created custom buttons and links on the Account and Relationship Group object for generating auto Reports.
* Experience in Salesforce Wave Analytics using internal Salesforce data and external salesforce data to create datasets, lenses, dashboards, large data files, creating graphs, charts and pictorial representation.
* Developed Visual Force pages which rendered based on **Salesforce App** or Web.
* Developed publisher actions for the salesforce1 app. Expertise in SOQL queries to search and display data from SFDC Organization using tool Workbench.
* Efficiently worked with standard Salesforce.com objects like **Accounts, Contacts, Leads, Cases,** and Opportunities.
* Created **Field Service Lightning** Set up for multi-level service territories that represent the regions where your agents and technician can work.
* Track the location and status of your product inventory, warehouses, service vehicles, and customer sites with **Field Service Lightning**.
* Developed Salesforce Lightning applications, Components, Controllers, handlers and Events in the existing organization.
* Enabled Lightning Knowledge, created and customized **Knowledge** record types, set access for Knowledge users, and created a **Lightning** Knowledge process.
* Used process builders and flows for automating actions such as creating and updating the records.
* Provided training for Salesforce users.
* Ensuring the test coverage and creating test methods and executed the unit testing to remove produce defect-free.
* Created modern Enterprise **Lightning Apps** combining **Lightning Design System**, **Lightning App Builder,** and Lightning Component features.
* Created Custom objects, Page layouts, Custom tabs and Components. Strong skills in debugging complicated code.
* Tested Apps by appending multiple components to the Lightning Application thereby deployed applications from sandbox to production.
* Defined the lookup relationship and master-detail relationship on the objects that help in associating the records and defining a parent-child relationship in which the master object controls certain **behaviours** of the detail object respectively.
* Built Lightning Component Tab for **Salesforce 1 Navigation** and **Custom Applications in Lightning Experience.**
* Worked with Dynamic Apex to access S-Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Implemented **Salesforce** Lightning Components for a small set of users within the organization.
* Experience in Veeva integration on Salesforce/Force.com Platform, building Veeva Vault workflows.
* Effectively created the **Picklists**, dependent Picklists, and junction objects to establish the connectivity among objects.
* Responsible for writing **SOQL, SOSL** queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Set up **Marketing** Campaigns, **Campaign Hierarchies, Lead Queries**, Assignment rules, Web-to-Lead, Auto-Response rules.
* Experience in Dealing with Salesforce Support calls in case of any **Salesforce** Org issues.
* Worked effectively to ensure that the data is protected and is made available to the authorized users by customizing the user **Roles, Role hierarchies**, **Profiles,** and **sharing** settings.
* Developed different **VisualForce** Pages to suit the needs of the application using different Visual force components.
* Used **Force.com Eclipse IDE** plug-in to manage, author, debug and deploy **Force.com** applications in the Eclipse development environment.

**Environment**: Saleforce.com platform, Apex Language, VisualForce Pages, Lightning Component, Service Cloud, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, Email Services, Security Controls, HTML, Web Services, Reports, Sandbox, Eclipse IDE Plug-in, Workbench

**Client: Choice Hotels - phoenix, AZ May 2017 - July 2018**

**Role: Salesforce Developer/Administrator**

**Description:** Choice Hotels International, Inc. is a [hospitality](https://en.wikipedia.org/wiki/Hospitality_industry) franchisor based company, which is one of the largest hotel chains in the world, owns several hotel brands ranging from upscale to economy. As of March 31, 2019, Choice Hotels franchised 7,005 properties in 41 countries and territories worldwide, with approximately 568,112 rooms.

**Responsibilities:**

* Worked on Salesforce.com customizations using Apex (Classes, Triggers, and Web Services) and Visual **force** that consists of several new data integrations and customizations to be done as per business requirements.
* Developed **Visual force** pages for building public websites using Force.com Sites where the applications can be reached to new, external audiences.
* Built dynamic VisualForce Pages using advanced UI languages like **CSS** and **JavaScript** and used **Static** Resources when required.
* Experience in generating **PDF** 's with Salesforce data using Visual Force Pages, created and used **Email** templates in **HTML** and Visual force.
* Created **APEX** Classes and Triggers for implementing the Complex Business Logic that involves multiple objects and which cannot be performed using **Workflow** rules.
* Involved in Salesforce.com application declarative activities like creating Users, Roles, Profiles, Public groups, Permission **sets, Sharing rules, Field-level security,** and Page Layouts.
* Used **SOQL and SOSL** for data manipulation needs of the application using platform database objects.
* Created various **Custom Objects, Custom Settings**, Validation rules, Record types, Custom Tabs, Approval process and Workflow rules including Field updates and email alerts.
* Customized page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Involved in the development and testing of web services to integrate with an external system.
* Involved in the development of Inbound and Outbound web services.
* Implemented Sales cloud-like setting up **Marketing** Campaigns, Campaign Hierarchies, Web-to-Lead, Assignment rules, and Auto-Response rules.
* Implemented Salesforce Service cloud-like creating Queues, assigning Cases to Queues or Users and creating **Case Escalation rules** and writing Workflow rules for business support and technical support for its channel customers.
* Written apex test classes for unit testing and achieved at least 85% code coverage for migration.
* 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.
* Integrated Web Services for extracting the data from external systems to display in the pages of Salesforce.com using **REST API.**
* Experience in working with AppExchange applications like **ZUORA** for the Billing system.
* Worked on JIRA for a ticket management system using agile methodology on sprint basis and user stories.
* Deployed application components across various sandboxes and production org using Force.com IDE, Change Sets.

**Environment:** Salesforce.com, Apex Classes, Triggers, Controllers, Visual force, Force.com, SOSL, SOQL, Sales Cloud, Service Cloud, Page layout, custom links, Roles, Data Loader, Data Migration, Reports, Dashboard, Windows.

**Client: Prudential Insurance– New Brunswick, NJ. Jan 2016 - Apr 2017**

**Role: Salesforce Developer/Administrator**

**Description:** Prudential Financial, Inc. is an American Fortune Global 500 and Fortune 500 company whose subsidiaries provide insurance, investment management, and other financial products and services to both retail and institutional customers throughout the United States and in over 30 other countries.

**Responsibilities:**

* Performed the roles of Salesforce **Administrator/Developer** and Business Analyst in the organization
* Worked on industry-standard messaging and communication protocols
* Worked closely with development teams to design, build and test applications and provided direction for system enhancements and defect fixes.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, **escalation rules, case templates**, workflow rules, and actions, etc.
* Resolved issues connected to Call Centres, usage of **CTI** adapters and Mobile applications.
* Designing and enhancing the existing Claims Coding, testing, modifying, debugging, documenting, implementation and deployment of software using the Informatic tool Review
* Developed **Visualforce** pages to prepopulate certain fields and embedded it in the application.
* Enabled and configured the **Email** Relay feature for the email administration for the entire organization.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel, and interaction log.
* Performed application configuration, testing, and evaluation to ensure quality and consistency.
* Worked with various salesforce.com standard objects like Cases, Accounts, Contacts
* Designed and developed workflow rules, validation rules, approval processes and customizations within **Salesforce**.
* Experience in **Apex Classes, Controllers and** **Triggers** considering governor limits and various other components as per the client and application requirements. Written triggers to route the escalations to different queues and levels, assigned it to different users according to the business logic.
* Created templates, page layouts, and record types according to the business process requirements.
* Created custom reports to track the cases, assets to be available to different levels in the organization based on their profiles.
* Used the sandbox for testing and deployed the code to the different instances after testing.
* Created Change Sets and deployed it in Production organizations.
* Experience with **Agile software** development methodologies.

**Environment:** Saleforce.com platform, Apex, Visualforce, Eclipse IDE, Workflow & Approvals, Reports, Dashboards, Custom Objects, Data Loader, S-Controls, AppExchange, Custom Tabs, Windows XP.

**Client: Toyota Financial Services - Torrance, CA. Oct 2014 - Dec 2015**

**Role: Salesforce Developer**

**Description**: At Toyota Financial Services, we help millions of Toyota customers drive the vehicle of their dreams, thanks to our flexible financing and leasing, comprehensive vehicle and payment protection plans, and well-rounded insurance offerings.

**Responsibilities:**

* Created a **Visualforce** Page Report that displays a list of Products and related Price Books.
* Preparing end-user training material with a focus on Account Management, Opportunity Management, Lead Management, Reports, etc.
* Worked on **Standard**, **Custom Controllers,** and Extensions with **Scheduling Apex** and **Batch Apex**.
* Written **SOQL** Queries for different Object Tables.
* Creating Workflow Rules and corresponding actions for the easy customization of **Email** flow.
* Created Standard and **Custom Controllers** and migrated to Production using **Eclipse**.
* Responsible for picking cases from Production Issues and solving them daily.
* Created Workflows and **Cross** Object Formula fields.
* Track the number of clicks on the URL on the Standard page through **VisualForce** Page.
* Worked on **Standard Controller, Custom Controller,** and **Extensions**.
* Administered and monitored the company's **SalesforceCRM** application.
* Created Roles, Profiles, **Access Settings, Workflow Rules, Validations**, creation, and modification of fields and page layouts.
* Created Triggers on three different frames Case Comments, Attachments, Email messages and integrated them into a single frame-Custom Related list where the content was chronologically ordered.
* Deployed solutions that support customer business processes and requirements using Salesforce applications.
* Worked on APEX programming with **JavaScript** in Eclipse IDE 3.4.

**Environment**: Salesforce.com, Eclipse IDE, Data Loader, Apex Explorer, Apex, Visualforce, SOQL.

**Client: Prithvi Soft - Hyderabad. Dec 2012- Sep 2014**

**Role: Salesforce Administrator**

**Description**: Prithvi is an Information Technology (IT) Consulting and Solutions Company that is focused on providing state-of-the-art technology solutions to challenges in today's rapidly changing business environment. We are headquartered in Hyderabad, India and US head office located in Seattle (WA). **Responsibilities:**

* Implemented Apex Classes & Triggers and linked them to manage the workflows Implemented in the system.
* Customized tabs worked with various standard objects including Accounts, Contacts, Leads, Campaigns and Cases. Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the applications.
* Designed, Developed and Customized – **Custom Tabs, Objects, Record Types, Picklists, Dependent Picklists, Validation Rules.**
* Experience in testing, defects management, writing test cases.
* Created Test Classes for the Triggers and maximized the Test Coverage. Experience in preparing Documentation on Custom Apps and Objects. Worked on various salesforce.com standard objects like Accounts, Contacts, Opportunities, Cases, Leads, Campaigns, Reports and Dashboards.
* Implemented Apex Classes & Triggers and linked them to manage the workflows in the system. Customized tabs worked with various standard objects including Accounts, Contacts, Leads, Campaigns and Cases.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components to suit the needs of the applications, developed testing scripts for testing.
* Worked on integrations on Rest based Web services.
* Developed VisualForce Pages, VisualForce Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components created Test Classes for the Triggers and maximized the Test Coverage.
* Worked closely with Business Analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce (SFDC).

**Environment**: Saleforce.com platform, Data Loader, HTML, Java Script, Custom Tabs, Email Services, Security Controls, Apex, VisualForce (Pages, Components & Controllers) and Sandbox data loading.

**Client: Mitsubishi Heavy Industries** -**Hyderabad. June 2011- Nov 2012**

**Role: Salesforce Administrator**

**Description**: Mitsubishi Industries is a world renowned for manufacturing and governing multiple industry solutions including Defence, Industry manufacturing, Space, Ship building, Infrastructure, Transportation and many more in various area of the country and worldwide, Online sales force application was developed to leverage some key business functionalities of the legacy application and provide customized solutions to sales and management team.

**Responsibilities:**

* Hands on experience on ncino which is a cloud-based Bank operating system.
* Responsible for developing embedded Visual force pages for complex business requirements.
* Configured **nCino Routes Groups, Routes, Sub Routes, screens, Screen Sections.**
* Worked on Loan Origination from end to end.
* Worked on manual and custom document placeholders in nCino.
* Worked and configured nCino compliance questionnaire.
* Worked on **field sets, field level securities** using nCino
* Implemented security for the applications using **Profiles, Roles, Permission Sets** and **Sharing rules** for the organization.
* Developed **Apex Classes, Custom and Extension Controllers Classes** and **Apex Triggers** for various functional needs in the application.
* Implemented custom validation rules, custom formulas, Email Templates, Assignment Rules and Auto-Responses for Cases and Leads, written Test cases and testing artifacts.
* Written **SOQL, SOSL** queries in Apex Classes and triggers, experience in tuning SOQL queries.
* Worked with various salesforce.com objects like **Accounts, Reports and Dashboards**.
* Implemented **Workflow rules, Workflow Approvals, email alerts and field updates** for business process automation.
* Experience in using the HP Quality centre**ALM,** worked on manual testing and developed automation testing scripts**.**
* Experience in Requirement analysis**, Software quality testing** including regression and **UAT** testing
* Developed custom UI using salesforce.com **Visualforce Components** like Page Block, Input Field, Command Link, Command Button, and Data Table.

**Environment**: Eclipse IDE, Force.com IDE, Salesforce.com, Apex Classes, Visual force, Sharing Rules, Workflows, Approval Process, Data loader, Force.com platform, HTML, CSS, JavaScript.