**Geethika**

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**646-283-9769**

**Professional Summary:**

* Having **9+ years** of overall professional **IT experience** including 7 + years of extensive experience in **Salesforce.com CRM** and **Force.com** platform as both **Administrator and Developer**.
* Experience in **Lightning, Apex technologies, Sales Cloud, Service Cloud**.
* Experienced in all phases of **Project life cycle and implementing** them along with **Salesforce** customization.
* Experience working across various SFDC implementations that are covering **Sales cloud, Service Cloud** and **Apttus CPQ** (Configure price quote).
* Familiar with offshore and onsite model and process.
* Experienced using **Salesforce Lightning UI**. Created **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 to make **Lightning Application** mobile.
* Extensive experience **in Salesforce.com configuration, customization, administration, data migration.**
* Extensive experience in developing **Apex Classes, Triggers, Visual force pages, writing Workflows, Integration, Force.com API, Custom Tabs, Custom Objects, Controllers, App Exchange Package & Custom Application, Analytic Snapshots and Dashboards.**
* Worked on writing Apex classes along with Enabling Aura to make them available to **Lightning components.**
* Designed, Implemented and deployed the **Service Cloud** with various custom-**built Page layouts, Custom tabs, Custom Apps** to suit to the needs of the application also created various Profiles to enable the **Service Cloud** specific to them.
* Experienced in **Sales cloud, Collaboration Cloud** for **All partner portal, customer portal**.
* Experience with the **Eclipse IDE** with **Force.com** plug-in environment for writing Business logic in **Apex programming language.**
* Proficient in building business logic using **salesforce** declarative programming like **Validation rules, Formula Fields, Workflow Rules, Approval process and its actions Field update, Email alert, Outbound message and Creating Task.**
* Used **sales** **cloud** to Maintain Leads, contacts, and opportunities. Used **service** **cloud** for creating cases in Salesforce from the feedback given by commercial card users.
* Strong experience in implementing **salesforce new features** like **Process Builder** and performed actions Creating Records, posting a Chatter post, Email Alert, Invoking an **Apex Class.**
* Good experience in setting up Organization Role **Hierarchy, provisioning data** visibility rules by **configuring OWD, Criteria/Owner based and Apex managed sharing rules**.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation Studio.
* Implemented **“Email to Case**” for automatic case creation for business groups of Home Depot. Involved in creating Distribution list and Group mailbox for sending the incoming emails to respective **Routing address. Worked in both ‘On Demand’ and ‘Email Agent’ Email to Case implementations.**
* Experienced in **Workflow Approvals, Sales, Marketing, Customer Service and Support Administration.**
* Working with AppExchange apps like **Marketo, Big machines and Docu Sign.**
* Implementation of **CTI**.
* Implementation of **Chat functionality.**
* Proficient in building business logic using **salesforce** declarative programming like Validation rules, Formula Fields, Workflow Rules, Approval process and its actions **Field update, Email alert, Outbound message and Creating Task.**
* Performed **data analyst** roles and used tools: **Apex Data Loader, Informatica, Demand Tools, Import Wizard, Workbench and Excel for data analysis, transforming, importing and exporting.**
* Deployed **salesforce** components from **Sandbox** to other Sandboxes and Production instances using **Force.com Migration tools (Ant based), Change Set and Eclipse IDE.**
* Extensive experience with different methodologies like **Agile and Waterfall**.
* Configure **salesforce and marketing cloud** integration user along with configuration in **salesforce**.
* Interacted with Customers in requirements gathering, **brainstorming sessions, preparing, BRD, Technical Solution Design (TSD) for Salesforce.com implementations.**
* Understanding **Marketing cloud application**, **web services** and requirements for **automating web services.**
* Proficient with **Object Oriented Programming** and development web based applications using **Java Technologies**: **HTML, DHTML, CSS, XML, JavaScript, and J2EE.**
* Good experience in **developing salesforce Apps, Components, Controllers and Events**.
* Excellent **Communication skills, good team player** with ability to work as a part of both large and small teams.
* Developed **Salesforce Lightning Apps, Components, Controllers, and Events.**

**Technical Skill:**

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| --- | --- |
| **Salesforce Technologies** | **Salesforce CRM, Apex Classes/Controllers, Apex Trigger, Sales, Service, SOQL, SOSL, Visualforce, S-Control, Offline Edition, Integration, Migration, Batch Jobs, Workflow & Approvals, Reports, Dashboards, Analytic Snapshots, Custom Objects, Custom Tabs, Schema Builder, Apex Web Services.** |
| **Salesforce Tools and Integration Tools** | **Eclipse, Force.com Eclipse IDE Plug-in,Force.com Data Loader,Force.com Connect for Outlook, Force.com Platform (Sandbox, and Production)** |
| **Programming languages** | **Apex, Java/J2EE, SQL, PL/SQL** |
| **IDE** | **Eclipse, Force.com Eclipse IDE plug-in, Force.com IDE** |
| **Other Tools** | **Workbench, Force.com Explorer** |

**Professional Experience:**

**Atena, Hartford, CT Mar2020 to Till Date**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Worked closely with **sales team** and **business analysts** and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of **SalesForce.com (SFDC).**
* Developed **Apex classes and triggers on Force.com.**
* Implemented Configuration, Customization and Development with **Salesforce.com on Service Cloud and Sales Cloud**
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS
* Wrote stories **in agile methodology** based on the business needs and requirements.
* Developed unit test classes for the **existing code written and improved the code coverage**.
* Expertise in **CTI integration.**
* Worked on **chat implementation offline and online, when there are Agents not present.**
* 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.**
* Extensive experience in creating B2B and B2C store using SalesForce and Cloudcraze.
* Created many app pages, home pages integrating the custom components for **salesforce lightning and salesforce1 mobile app.**
* Developed **Salesforce.com** custom application using **Apex, Visual force and AppExchange**.
* 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.**
* Designed, and developed **Apex Triggers** for various functional needs in the application and worked in improving existing **Apex code**.
* Worked in developing various **Apex classes, components, and Visual Force pages** in Opportunity and Accounts.
* Used **sales** **cloud** to Maintain Leads, contacts, and opportunities. Used **service** **cloud** for creating cases in **Salesforce** from the feedback given by commercial card users.
* Worked with **Visual force components** to customize captions, headers and footers of a table and to embed a standard list view of an object.
* Worked with **Apex Scheduler to invoke Apex classes at regular intervals.**
* Worked with **Dynamic Apex** to access Objects and Field describe information**, execute dynamic SOQL, SOSL and DML queries.**
* Used Data Loader for **insert, update, and bulk** import or export of data from **Salesforce.com** **sObjects**. Used it to read, extract, and load data from comma separated values (CSV) files.
* Deployed Apex **using Force.com IDE, Force.com Migration Tool and Web Services API**
* Debug **Apex scripts** using **Debug Logs and System Log Console** to catch Exceptions and execute Governors and Limits.
* Used **Visual force Templates** and Placeholders to encapsulate page elements to be reused across several **Visual force pages**.
* Implemented the requirements on **Salesforce.com** platform **and Force.com IDE Plug-in using Eclipse.**
* Involved in Code Review board to maintain standards of **Apex code.**
* **Troubleshooting and configuring Data Loader operations and running the Data Loader in batch mode.**
* 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.
* Defined lookup and **master-detail relationships** on the objects and created junction objects.
* Responsible for **Data load operations using Force.com Apex Data Loader**.

**Environment**: **SalesForce.com CRM Application Platform, Lightning Compatible Visualforce pages, Lightning components , Sales cloud, Service Cloud ,Force.com Apex Language, Apex Triggers and workflows, SOQL, SOSL, Visual Force, Data Loader, Eclipse.**

**USAA, San Antonio, TX Jan 2018- Feb 20****20**

**Salesforce Lightning Developer**

**Responsibilities:**

* Worked very closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of **SalesForce.com (SFDC).**
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Worked on Custom Objects and Standard objects such as **Leads, Opportunities, Accounts,** Contacts, Opportunities, Leads, Campaigns with **Sales cloud** as well as **Service cloud**.
* Developed **Apex classes and triggers on Force.com**
* Familiar with offshore and onsite model and process.
* Worked on creating Lightning Pages Inside **Lightning Community Builder.**
* Experience as Onsite Lead who manages offshore Team.
* Build B2C store using commerce cloud.
* Working on development of B2C store using Cloudcraze
* Designed, and developed **Apex Triggers** for various functional needs in the application and worked in improving existing **Apex code**.
* Worked in developing various **Apex classes, components, and Visual Force** pages in Opportunity and Contracts entities.
* Integrated Apex with External services by making callouts that used **SOAP and WSDL**
* Implemented Configuration, Customization and Development with **Salesforce.com** on **Service Cloud** and **Sales Cloud**.
* Worked with **Apex Scheduler to invoke Apex classes** at regular intervals.
* Worked with **Dynamic Apex** to access sObjects and Field describe information, execute dynamic **SOQL, SOSL and DML queries**.
* Deployed Apex using **Force.com IDE, Force.com Migration Tool and Web Services API Debug Apex scripts using Debug Logs and System Log** Console to catch Exceptions and execute Governors and Limits.
* Used the Change Sets and Ant to deploy code between **the Sandbox and Production environments** for final implementations and prepared **Deployment documents**
* Using **Apex Classes and triggers developed integration** that would create new records in external system (Member Clicks) when new **Salesforce contact records** where created update using system callouts and **REST API**. Implemented the requirements on **Salesforce.com platform and Force.com IDE Plug-in using Eclipse.**
* Used **Force.com web services API to create, update, retrieve and delete records from SOAP based web services using java.**
* Used Data Loader from command line used **Informatica Cloud Data Loader for passing data, Database to Flat files, Flat Files to Databases, Databases to Databases**

**Environment:** **Saleforce.com platform, Salesforce Lightning, Force.com Sites, Sales cloud, Service Cloud, Apex, Visual Force (Pages, Component & Controllers), Pages, Data Loader, Workflow & Approvals, Reports, JavaScript, Custom Objects, Custom Tabs, Email Services.**

**Zimmer Biomet, Indiana Oct 2015- Dec 2017**

**Salesforce Administrator**

**Responsibilities:**

* Interact weekly with business units and business owners to understand business processes and key requirements, and proactively work to resolve client issues.
* Perform detailed analysis of business and technical requirements and design the solution by customizing various standard objects of Salesforce.com
* Developed solutions on the Force.com platform, strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).
* Expertly design, develop and deploy custom objects, page layouts, custom tabs, components and Visualforce Pages, to suit to the custom needs of the application.
* Attentively create custom fields, pick lists, dependent pick lists, and validation rules for the custom objects to better perform business functions.
* Create Many-to-Many Relationships with Junction Objects to implement Roll-up Summary Fields to aggregate data from child records on the parent.
* Develop Apex Classes for numerous applications and migrate them from sandbox to production after testing.
* Build B2C store using commerce loud.
* Working on development of B2C store using Cloudcraze
* Implement numerous Apex Triggers to preform numerous custom database actions.
* Use Data Loader to import and export the data into and from different Salesforce organizations.
* Utilize Process Builder and Workflows to define related tasks, time triggered tasks, email alerts, and field Updates.
* Create users, roles, and public groups and set up profiles, role hierarchies, sharing rules, object and field level security and record level permissions to provide shared access among different users and protect sensitive information.

**Environment:** Saleforce.com Platform, Role Hierarchies, Sharing Rules, Email Templates, Reports, Dashboards, Custom Objects, Custom Tabs, Apex Data Loader, Email Service, Security Controls, Windows 2008, Test Scripts.

**­­­­­STERICYCLE ENV. SOLUTION, HOUSTON, TX Nov 2013- Sep 2015**

**Salesforce Administrator**

**Responsibilities:**

* Involved in creating multiple analytical reports and report folders to assist managers to better utilize Salesforce as a Sales Tool; developed and configured various reports for different user profiles as per the organizational needs.
* Performed day-to-day administrative tasks and addressed production support issues like unlocking/ re-setting passwords, modifying data, and creating reports.
* Administered Salesforce CRM application for sales, marketing and support departments.
* Worked with salesforce.com custom objects like accounts, contacts and solutions; planned new Salesforce.com features and functions like new screens, workflow, force.com objects, and reports in response to business needs.
* Delivered support for salesforce.com maintenance and administration, including workflow, approvals and data cleansing.
* Ensured data is protected and available to authorized users by customizing roles, hierarchies, profiles and share settings; identified and established sharing rules to restrict access to business objects such as opportunities, leads, and cases.
* Interacted with users during testing and analysis, designed and executed test plans and delivered a quality solution.
* Worked with different record types to setup page layouts based on profiles, used Apex Data Loader tool to perform DML operation using CSV files and used different deployment plans for each release and Sandbox refresh.
* Customized dashboards to monitor lead activities based on sales requirements.
* Developed, enhanced, and configured workflow rules, time triggered workflows, email templates resulting in actual web to lead communication with customers and partner portals; planned and executed custom formulas and validation rules to maintain data quality, approval process and auto-response rules to automate business logic.

**Environment:** Saleforce.com CRM, Force.com platform, Apex Triggers, Chatter, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow and Approvals, Reports, Security Controls, Force.com IDE, Windows

**PREMIUM TECHNOLOGY, INDIA Jun 2011- Oct 2013**

**Role: - Java Developer**

**Responsibilities: -**

* **Involved in software development life cycle phases like requirements gathering, analysis, design, development and testing.**
* Designed, developed and deployed various data gathering forms using **HTML**, **CSS**, **JavaScript**, **JSP** and Servlets.
* Developed java scripts for all client-side validation and developed User Interface (GUI) using JSP, CSS
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Created test scenarios on Sandbox environment and used Force.com Component Deployment Wizard for migrating data between **Force.com IDE** and **Sandbox environment.**
* Created custom controllers implementing complex code for retrieval from Salesforce to Visualforce pages.
* Created Executive and other Dashboards using **wave Analytics.**
* Reviewing the test cases provided by the QA team and providing feedback.

 **Environment:** Core Java,J2EE, JSP, HTML, JavaScript, CSS, Eclipse, EJB’s, Visual Force, Sandbox Data.