

# SINDHU DEVARASETTY

Salesforce Engineer (Administration | Development)

## PROFILE SUMMARY

- Over **7 years** of experience as certified **Salesforce Administrator/Developer** and certified **Java Developer (OCAJP 7)**
- Experience in **Administration, Implementation, Configuration** and **Support** of **Salesforce CRM** applications
- Worked on Salesforce **Service Cloud, Sales Cloud** and **Marketing Cloud**
- Proper understanding of **Case Management, Campaign Management, Account Management, Lead Management**
- Development experience with **Force.com IDE, Change Sets, Workbench, Data Loader, Import Wizard** and hands experience in managing salesforce.com **Sandbox environments**
- Experience using **Social Customer Service** in service cloud for integrating with **Facebook**
- Experience in creating **Custom Objects, Relationships/ Junction objects** like **Master-Child, lookups, Entity Relationship**
- Working knowledge on **Apex Programming** on **Force.com** Platform
- Experience creating **Email Templates** and **Build Journeys** using those templates in **Email Studio**
- Good experience and understanding of **Apex Classes, Apex Triggers, VisualForce pages, Lightning Components** and **Controllers**
- Developed **Email to Case** and **Web to Case** features and created a community where the customers can create, update and manage their cases
- Worked with the **Architects** and **Business Analysts** to understand the requirements and suggest the solutions
- Hands on using **Omni channel, Macros** and **Quick text** in lightning service console environments
- Hands on experience in **Marketing Cloud** implementation features like **Email Studio, Journey Builder, Content Builder, audience builder, Social Studio, Mobile Connect**
- Experience **integrating** Salesforce Service, Sales Cloud, with **Marketing Cloud**
- Knowledge in managing **user security** settings using **Org wide defaults, Roles, Permission sets and profiles, sharing rules**
- Proficient in programming using **Apex, JavaScript, CSS, HTML**, and **XML** along with **VisualForce**
- Used **SOQL** and **SOSL** Queries within **Governor Limits** for data manipulation needs of the application
- Experienced in creating advanced fields like **Picklists, Custom Formula Fields**, Field Dependencies, **Validation Rules, Approval Process, Workflows, Process builder** for automated processes
- Experience on **Unit Testing** and writing **Apex Test Classes** for Test Coverage of **Apex Triggers** and **Apex Classes**
- Good **analytical, communication, interpersonal skills** and good team player
- Experience in writing code in Java (**JSP, JSF-Richfaces**) and working on SQL server databases
- Experience in moving code from lower sandboxes to production environments and addressing issues related to functionality, integration, and deployment

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## SKILLS

Salesforce.com  
Administration  
Apex  
VisualForce  
Lightning  
Sales Cloud  
Service Cloud  
Marketing Cloud

## TOOLS

Force.com  
Data Loader  
Workbench  
MS SQL Server  
JIRA  
ServiceNow  
Postman  
Java  
JavaScript  
CSS  
HTML

## CERTIFICATION

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Salesforce Certified Administrator  
Oracle Certified Associate Java SE 7 Programmer (OCAJP 7)

## Technical Skills

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Salesforce Technologies	Salesforce.com platform, APEX, VisualForce, Custom Objects, Workflows, Approvals, Reports, Dashboards, Apex Web Services
Salesforce Tools	Force.com Platform (Sandbox, Production), Workbench, Force.com, Explorer, Force.com Data Loader, Exact target, Data Import wizard, social studio, marketing cloud
Web Technologies	XML, Java Script, Apex, VisualForce, SLDS, lightning components, Object Oriented Programming (OOPS), HTML, jQuery, SQL Queries, Cascading Style Sheets (CSS), and Web Service
Other Tools	Eclipse IDE, JIRA, MS Office, Postman, Data Loader, MS SQL Server
Operating Systems	Microsoft Windows (7, 8, 10 and XP), macOS, Linux (Fedora, RedHat, Ubuntu)

## PROFESSIONAL EXPERIENCE

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KeyBank – Cleveland, OH

November 2021–Present

### Salesforce Administrator – Consultant (Remote)

**Summary:** Headquartered in Cleveland, Ohio, KeyCorp (Key) is one of the nation's largest financial services companies. Key provides investment management, retail and commercial banking, consumer finance and investment banking products to individuals and companies throughout the United States and, for certain businesses, internationally. Through its companies, KeyBank serves businesses and individuals with investment management and banking, consumer finance, retail banking, commercial banking, and more. The company maintains more than 1,300 ATMs and 1,000 branches nationwide, as well as mobile, online, and telephone banking centers and services. Recognized through multiple awards and accolades in the past, including its ranking on Corporate Knights' Global 100 list for Most Sustainable Corporations, KeyBank is ultimately on a mission to help clients move forward no matter where they are on their financial journey.

#### Job Responsibilities:

- Written various **Apex Classes, Apex Triggers, Apex Batch Classes and Scheduler Classes** for functional needs in the application.
- Written **Apex Unit Test** classes to have **75%** of code coverage across the organization.
- Created **Trigger handler framework** that has the definition of the overridable context methods for each event and supervises and manages execution of the Trigger.
- Used **SOQL** and **SOSL** statements within Governor Limits for **data manipulation** needs of the application using platform database objects.
- Created **Salesforce Platform Events** and subscribe the payload form Cadence and publish it to the Salesforce.

- Integrated with 3<sup>rd</sup> party applications like Lead Qual Digital (LQD), Zillow and Published Notes Actions from Salesforce to Cadence through Kafka using **REST APIs**.
- Efficient in monitoring Apex asynchronous processing using future methods, **Batch Apex**, controlling processes with **Queueable Apex** and scheduling jobs using **Apex Scheduler**.
- Created **Custom Objects, Page Layouts, Record Types, Relationships, Workflow Rules, Process Builders, Flow Builders, Validation Rules** and **Approval Process**.
- Created **Users, Roles, Profiles, Permission Sets, public groups, Static Resources, Custom Metadata, Custom Permissions** and configured security setting of the **profile** like **Field Level Security, Record Types, Page Layout assignment, Object permissions**.
- Implemented data security by configuring Organization wide **sharing rules**, created **Owner-based** and **Criteria-based** sharing rules to share data with different roles in the organization hierarchy.
- According to the business user's requirement, creating **Reports and Dashboards**.
- Deployed applications from developer sandbox to other sandboxes and as well as Production using **Copado** change management tool and **Change Sets**.
- Developed/Implemented the user stories on java applications using **Java J2EE, Apache KAFKA, REST API services, Postman, Shell scripting, SQL, SpringBoot, Talon – Gitlab, Openshift, Kibana, Splunk, JFrog artifactory, Dockers, Kubernetes & JBoss, RTC, Urban Code, Deploy, Splunk, Control-m, JIRA**.

**Environment:** Salesforce.com Platform, Force.com, Salesforce Lightning, Lightning Components, Lightning Events, Apex classes, Apex Triggers, Apex Batch classes, Schedule classes, SOQL, SOSL, Web Services, REST, JSON, Java Script, Platform Events, Process builder, Flow builder, Workflows, Validation Rules, Custom Metadata, Custom Permissions, Reports, Dashboards, Data Loader, Copado, JIRA, Visual Studio Code, Salesforce DX, IntelliJ, Cadence, Kafka, Tableau, Velocify, Agile, Scrum, JAVA, Apache Kafka, Splunk, Openshift, Kibana, Gitlab, JFrog artifactory, Dockers, Kubernetes & JBoss, RTC, Urban Code, Qtest, Control-m, JIRA.

**Citizens Financial Group – Johnston, RI**

**March 2018 – November 2021**

**Consultant – Salesforce Engineer II (Remote)**

**Summary:** Citizens Financial Group, Inc. is one of the oldest and largest financial services firms in the United States. Headquartered in Providence, Rhode Island, where its roots date back to 1828, Citizens Bank offers retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations, and institutions. Citizens use Salesforce (SFDC) across the bank in multiple portfolios and acts as the customer facing application for several services/products Citizens offer for the customers. The requirement was to build an application for end users to manage their Loan Book across their company and interact with Bank's agents for any further communications by using Social Studio and LiveMessage.

#### **Job Responsibilities:**

- Built a **service cloud console app** for the agents to manage and communicate with the patients.
- Configured Marketing Cloud **Social studio** using **Social customer service** in **Service Cloud**.
- Worked on **custom console components, list views, page layouts** for better look and feel of the app.
- Adding custom console components like **Macros** and **quick text** and **Knowledge library** in console app.
- Worked on configuring **lightning record pages** in lightning console app.
- Created **apex trigger** on Account for automatic contact generation for a new user.
- Created workflow rules for automated field updates.
- Created and configured **Quick Text** for storing the responses.
- Created users and configured settings and permissions for agent capabilities in **Social studio** connected to Salesforce Service cloud.
- Regularly worked with the Business analysts and product owners for requirement gathering.
- Installed and configured **LiveMessage** managed package for integration with **Facebook** for **live agent capability**.
- Configured **Omni Channel** for **Case management** and to route cases to the agents in Service cloud.
- Configured **Macros** for using the predefined response library.
- Experience working in a lead capacity in an **Agile delivery** model
- Worked with **Salesforce.com support** to troubleshoot the issues.
- **Trained** the application users (agents) about the functionality and navigation of the App.
- Worked with managed package team to fix issues, test new enhancements provided by the managed package.

**Environment:** Salesforce.com, Service Cloud, Social Studio, Livemessage, Omnichannel, lightning.

**mPower Global Inc – Bengaluru, India**

**July 2014 – May 2017**

## **Java Application Developer**

**Summary:** mPower Global Inc is an innovative Information Technology company established in 2005 and offers Software Product Development and Software Services. Specialized in the area of Web Portal Development, Business Intelligence and Big Data Analytics. mPower consult, develop projects, conduct trainings, build high-end portals and provide comprehensive service to companies and clients seeking IT solutions. They are known for their better, faster and cost effective IT solutions. Some of the clients for mPower include Xerox, Dubai Airports, US Oncology, Cisco, ABB, CapGemini, Travelocity, Sun Microsystems, BOSCH, GE Healthcare, Skali, BlueStar, LG and many more.

### **Job Responsibilities:**

- Developed and maintained Web Applications using **Java** frameworks and (JSP, JSF-Richfaces).
- Created dynamic **Google Chart** for data visualization on the application home page.
- Worked closely with the **reporting** team to **performance tune** the **SQL databases** and proper indexing.
- Planning and conducting **cross-browser usability** testing against W3C.
- **Testing** and **validating** work produced as part of the development process.
- Developing advanced database driven websites & systems including **eCommerce**.
- Administrator experience in Marketing Salesforce Cloud using both **Classic** and **Lightning** versions.
- Extensively using **Data Loader** for insert, update, and bulk import of Accounts, Contacts, Leads and Opportunities.
- Provided **Search Engine Optimization**.
- Working in a **data analyst** role and with **business intelligence** applications.
- Documenting features, technical specifications & infrastructure requirements.
- Working with a multi-disciplinary team to convert business needs into technical specifications.

**Environment:** Java (JSP, JSF-Richfaces), Salesforce.com, SQL Server, Sales Cloud, Visualforce, Data Loader

## **EDUCATION**

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Bachelor of Computer Science & Engineering – 2014  
SCSVMV University, Kanchipuram, India