**Pamela Pal**

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**Summary:**

* 8+ years of IT professional experience in Software Development with strong technical skills in Salesforce CRM Classic and Lightning as an Administrator and Developer.
* **3x Salesforce Certified Professional** experienced in working across various functionalities including Sales Cloud, Service Cloud, and Community cloud.
* Experienced with Health Care, Real Estate, Banking and Finance, Manufacturing industries domains.
* Well versed and Experienced in delivering projects in **Agile (SCRUM)** and **Waterfall Methodologies**.
* Extensive experience in creating **Custom Objects**, **Custom Fields**, **Picklists**, **Record Types**,

**Custom Tabs**, **Roll-Up Summary Fields**, Implemented **Lookup** and **Master-Detail** Relationships.

* Experience in performing administrative jobs like **User Management**, Creating **Profiles**, **Roles**, **Sharing Rules**, **Permission Sets**, **Validation Rules**, **Email Templates**, **Reports** **and Dashboards.**
* Experience in building solutions using **Process Builder**, **Flow Builder,** **Approvals processes** and **Workflow rules** including **time-dependent** workflow actions.
* Experience in customizing Salesforce CRM for generating **Web-to-leads**, **Web-to-cases** and **Email-to-case**.
* Worked on **Live Chat Agent Implementation** using **Omni-Channel**
* Created **Lightning Apps** incorporating Lightning Design System and Lightning Component Library.
* Experienced in using **Lightning App Builder** for Configuring Record Pages with numerous Lightning Component features.
* Developed **Lightning pages/components** using the Lightning **AURA** Component and Lightning web components(**LWC**).
* Customized existing **Visualforce pages** to align with Salesforce new **Lightning UI experience**.
* Experience in using **Data Loader** for exporting and importing data.
* Experience in handling **deployments** within one Salesforce org to another using **Change Sets**,**ANT Migration Tools, VS Code**, **SFDX**.
* Migration of changes via **(CI/CD Tools)** such as **Copado** and **Jenkins**.
* Worked on Version Control Version Softwares such as **GitHub**, **SVN** and **BitBucket**.
* Ability to deliver scalable programmatic solutions using **Triggers**, **Asynchronous Apex**, **Visualforce** and **SOQL Queries.**
* Hands on experience in Debugging **Apex code** using Debug Logs for troubleshooting purposes.
* Extensive Knowledge in ITIL methodologies with hands on experience in **Cherwell ITSM tool,** **Envoy Management Tool** and **JIRA** (Agile methodology).
* Proficient with data transformation and data sanitization using tools such as **Monarch**, **UltraEdit**, **Alteryx**, **MS Excel, MS Office.**
* Experienced and good knowledge in **SQL Server 2008, 2011, 2012** and **MySQL** Workbench.
* Worked on web designing using PHP, JavaScript, HTML, CSS
* Excellent organizational and strong problem solving and troubleshooting skills, with a solid customer-service orientation.
* Strong verbal and written communication to articulate technical functionality to business users.
* Extensive working experience on different work environments including Development, Test, UAT and Production. Have been a key member of a high-performance team.
* Experience working in a team-oriented, collaborative environment with teams spread across multiple locations and different time zones.
* Ability to work on multiple tasks in the fast-paced environment independently within the team.

**Technical Skills:**

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| **Salesforce Skills** | Data Security, Data Management, User management, App Exchange, Reports and Dashboards, Approval Processes, Process Builder, Flow Builder, Workflows, Validation Rules, Schema Builder, Email templates, Escalation Rules, Assignment Rules, Case management, Lead management, Live-Agent, Omni-Channel, Salesforce1 Mobile, App Builder, Apex Classes, Apex triggers, Apex Controllers, Apex Batchable Jobs, Apex Queueable jobs, SOQL and SOSL Queries, Lightning AURA Component, Lightning Web Components, Visualforce, HTML, CSS, JavaScript, XML JSON JavaScript. |
| **Deployment Skills** | Change Sets, SFDX, Workbench, ANT Migration Tool, VSCode, GitHub, BitBucket, SVN, Jenkins and COPADO |
| **SDLC Skills** | JIRA, Agile (SCRUM) and Waterfall Methodologies |
| **Other Skills** | SQL Server 2008, 2011, 2012, MySQL Workbench, Alteryx, UltraEdit, Monarch, Envoy Ticketing Tool, MS Excel. |
| **Certification** | Salesforce Certified Administrator, Salesforce Certified Platform App Builder, Salesforce Platform developer 1 |

**Education:**

* Bachelor’s in computer applications from Techno India Salt Lake, Kolkata in 2011

**Professional Experience:**

**Charter Communications, MO Aug 2020 - Till Date**

**Role: Salesforce Admin/ Developer**

**Responsibilities:**

* Interacting with architects, BA and other teams for requirement gathering of small businesses Sales and Service. Working on Salesforce Sales Cloud and Service Cloud to increase the business with clients. Also, working on Salesforce Community to improve the service and satisfaction with clients.
* Implemented **Email to Case** for Customer Service (**Service Cloud**). Also implemented **Case Management** by creating record-types specific to the user groups, **escalation rules**. Created **web-to-lead**, to support online lead capture (**Sales Cloud**).
* Working on customizing Lightning experience to build lightning pages for the Salesforce Community to get surveys from clients.
* Experience with **Web Chat** and **Omni-Channel** for Queue-based routing among support agents (Service Cloud).
* Implemented **Flow Builder** for Support Agents.
* Created and maintained the email templates to be used in the **Workflows**, **Assignment Rules** and **Auto Response Rules**
* Created various **Reports** (**summary reports, matrix reports, charts, dashboards**) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Worked on **deployment** from Sandbox to Production using **Force.com Migration Tools** like,

**Change Sets, SFDX, VS Code and ANT Migration tool**.

* Experienced in Continuous Integration using **GitHub** and **Jenkins**. Also worked on Release Management using **COPADO**.
* Interacted with the Salesforce.com premium tech support team on a regular basis. Also

Provided Production support.

* Hands on experience in **Debugging Apex code** using Debug Logs for troubleshooting purposes. Worked on **Triggers**, **Visualforce** and **SOQL Queries**.
* Worked on **JIRA Tool**, which is an Agile Project Management Tool.

 **PricewaterhouseCoopers (PwC) SDC Kolkata, India Sep 2017 – Jan 2020**

 **Role: Salesforce Administrator/Developer**

 **Responsibilities:**

* Experienced and played the Role of a **Scrum Master** in a team of five members, handled the project following all **Agile Principles** including **Daily Standups**, **Implementation Demo**, **frequent Client Interactions** and managing the Envoy ticketing tool for assigning WIPs on a daily basis.
* Involved and conducted **day-to-day meetings** with the **Product owner** for discussing **daily updates, backlogs and User Stories.**
* Extensive experience in creating **Custom Objects, Custom Fields, Picklists, Record Types,**

**Custom Tabs, Roll-Up Summary Fields**, implemented **Lookup** and **Master-Detail Relationships**.

* Experience in performing administrative jobs like **User Management**, **Creating Profiles, Roles, Sharing Rules, Permission Sets, Validation Rules, Email Templates, Reports and Dashboards**.
* Created **email templates**, **approval processes**, approval page layouts and defined approval actions on them to automate the processes.
* Created **workflows**, **process builders**, **validation rules**, **escalation rules**, **assignment rules** for automated lead routing**, lead escalation, Case assignment, email alerts**.
* Performed data migration activities using **Data Loader** to insert, update and export of data from Salesforce.com objects.
* Provided on-going Salesforce.com maintenance and administration services.
* Worked on **deployment** from Sandbox to Production or different Salesforce orgs using Force.com Migration Tools like, **Change Sets, ANT Migration tool and Workbench.** Repository used is **GitHub and Bit Bucke**t.
* Delivered scalable programmatic solutions using **Apex Classes, Triggers, Asynchronous Apex, Visualforce Pages and SOQL Queries**.
* Hands on Experienced in data transformation and data sanitizing using tools like **Monarch**, **UltraEdit**, **Alteryx**. Also worked on **MySQL Workbench** and **MS Office**.
* Performed Quality Testing on Test Cases as a QA in QA Sandbox.

 **Cognizant Technology Solutions, India Dec 2015 – May 2017**

 **Role: Salesforce Administrator**

 **Responsibilities:**

* In-depth knowledge and practice of Project Management principles including **Agile**

**Methodologies**.

* Worked on customization of different standard objects like **Leads**, **Accounts**, **Contacts**,

**Opportunities**, **Campaigns** and **Cases** for an US Based Real Estate Client.

* Created new **Custom objects**, **Custom Fields**, **Picklists**, **Custom tabs** **Components** and **Custom Apps**. Delivered project reports using custom objects and standard objects.
* Involved in Salesforce point and click configuration activities like creating custom **formula fields**, **roll-up summary fields**, **page payouts**, **record types**, **validation rules**.
* Involved in administration, configuring, maintaining Salesforce **Users**, **Profiles**, **Roles**, and

**Permissions Sets**, suggesting security standards by monitoring Health Check Tool generating **security tokens** and Data Loading.

* Created **Approval Process**, **Workflows**, **process builders**, **validation rules**, **escalation rules**, **assignment rules** for automated lead routing, **email alerts**.
* Performed data migration activities using **Data Loader** to insert, update and export of data from Salesforce.com objects.
* Handled deployments using **Change Sets**, **ANT Migration Tool** and Version Control Software’s such as **SVN**, **GitHub**.
* Customized the **Dashboards** to track usage for productivity and performance of business centers and their sales teams.

**Nspire Solutions, India** **May 2011 – Nov 2015**

**Role: Salesforce Administrator**

**Responsibilities:**

* Worked with a team of programmers and learnt various phases of a **Software development life cycle**.
* Researched and contributed to build a custom Salesforce application from scratch.
* Worked on various Salesforce.com **standard objects** like **Case Management, accounts, Contacts, Opportunities, Leads, Products Reports and Dashboards.**
* Designed and developed **custom tabs, validation rules, approval processes and Auto-Response Rules for automating business logic.**
* Participated in process flow **analysis** and **process redesign** along with the Project Manager.
* Implemented **pick lists, field dependencies, lookups, master-detail relationships, validation and formula fields to the custom objects.**
* Designed custom **reports and dashboards** based on client requirements for different products the application offered.
* Defined **lookup and master-detail relationship** on the object and created **junction objects** to establish connectivity among objects.
* Coordinated the **Database Migration** from SQL Server which was essential in building an entirely new and updated Salesforce CRM Application.
* Worked on a development management tool to handle the requirements of the application.
* Designed and deployed enhancements to **Salesforce custom objects, workflows, Triggers, Alerts formula fields, Page layouts and validation rules within Salesforce using Apex and Force.com.**
* Imported accounts and contact data through **Import Wizard, Performed Data Analysis and migrated data to Force platform using Data Loader.**
* Gained experience in **Unit testing** to perform the test cases.
* Hands on experience with the **GitHub**.
* Performed maintenance **checks, bug fixes** and resolved **production** issues under deadlines.