**Sandeep S**

Sr. Salesforce Business Analyst

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**PROFESSIONAL SUMMARY**

* Over **6+ years** of IT experience in different stages of Software Development which includes **6+ years** of with strong objects **Salesforce.com CRM and Force.com platform** with proficiency as a **Developer**, lightning like classic to lightning migration and lightning component development, **Administrator and Analyst.**  and 2 Years of experience on **Java/J2EE.**
* Operational experience in all phases of Software Development Life Cycle **(SDLC),** quality management systems and project life cycle process.
* Extensive experience of using declarative features like **validation** rules, **workflows**, approval process, dynamic **approval** **process**, sharing rules automation for satisfying complex business process automations**.**
* Major role in Designing and implementing Continuous Integration and Continuous Deployment Process Using **SVN**, **GIT** and **AutoRabit CI - CD**Tool.
* Experience working across various SFDC full life cycle implementations covering Service Cloud, Sales Cloud, Custom Cloud, Marketing Cloud, Knowledge Management, Sales / Service Cloud Custom Application Development and configuring cloud applications.
* Worked on **Field Service Lightning’s** core objects to complete essential field service tasks such as managing work orders, defining the service territories and tracking the workforce.
* Excellent work experience in designing of custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, **Snapshots**, **Dashboards**, Apex Classes, **Controllers & Triggers**, **Validation Rules**, **Workflow Alerts & Actions**, Pick Lists, Record Types, **Process builder** and various other components as per the client and application requirements. Worked on several **FSL** Roll Up/Roll Down Controllers throughout the org.
* Experienced in a generate quotes for orders over standard quotations using **SALESFORCE CPQ and** Used **CPQ applications** to find the demand and product trends**.**
* Experienced in **developing Salesforce Lightning Apps,** **Components, Controllers and Events** andCreated **Visual force** pages for room management and service card management.
* Hands on Salesforce Lightning Components **design, Lightning Web Components and designing compact layouts** using Apex, Visual force pages, Workflows, Apex Triggers.
* Competent in salesforce.com - **Import wizard, Apex Data Loader, Excel Connector, VLOOKUP** and other integration tools to perform DML operation using **CSV files**
* Hands on experience working with Salesforce mobile application development and customizations and expert in building components with **Lightning Experience** in **Aura Framework.**
* Created numerous **Lightning Components and server-side controllers** to meet the business necessities and experienced in moving the standard and custom articles in standard experience to **lightning experience.**
* Designed, developed, and deployed **Apex Classes,** Controller Classes and Apex Triggers for various utilitarian needs in the application.
* Familiarity with recent launch features by Salesforce like Lightning Experience Migration Assistant, Einstein High Velocity Sales, Einstein Lead scoring, Lightning Voice, Surface duplicates across objects, Sales console
* Experience creating Apps, Custom Objects, Custom fields, Record Types, Page layouts, compact page layouts and various other components as per the client and application requirements.
* Experience in System Integration using Web Services **API - SOAP API, REST API.**
* Experienced customizing standard objects Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards.
* Experience in SFDC development using Apex classes and Triggers, Visual Force, S-Controls, Force.com **IDE, SOQL, SOSL and** Expertise of **SFDC mobile architecture.**
* Performed integration between Salesforce service cloud in **CTI** to automate case creation activities and task.
* Skilled IN **DEPLOYMENT** by using change sets, **ECLIPSE, FORCE.com and ANT** tool for the recent projects by Integration **GITHUB**
* Implemented OAuth2.0 for authentication-based web application and accessed their APIs for fetching data services.
* Implemented security and authentication concepts such as OAuth 2.0, and Cryptographic algorithms.
* Expertise in creating **profiles**, **roles**, **permission sets, sharing rules, custom objects, page layout, Record Type**, setting up**Service Cloud console, Web to Case, Web to Lead, email to case.**
* Hands on experience with good knowledge on **designing custom and junction objects, look-up and**

**master-detail relationships, pick lists, custom fields, page layouts and custom tabs.**

* Experienced in implementation and Integration using custom **objects, Triggers, workflows/workflow rules, approvals, Visualforce Pages, Controller Classes and Apex Classes.**
* Followed strict Apex best practices, coding standards, API Governor limits, DML limits, OOPs concepts like Inheritance, participated in code reviews and code approvals.
* Created **Public Groups**, **Queues, Permission Sets, Profiles**, **Users**&**Security Settings** based on role hierarchy. Involved in **Data Migration** from three **Legacy Systems** to Salesforce.
* Strong experience in defining and managing custom Objects, creating pa**ge layouts, developing**

**field validations, campaign Management**, formulas and **workflow** rules using **Salesforce.com** and

Eclipse IDE for Salesforce.

* Experience in building reusable **UI components** and pages with Lightning component framework with Proficiency in Object Oriented Languages like **C Java J2EE JSP Servlets and other Java** technologies.
* Hands on experience in **Data Migration** from Traditional Applications to Salesforce using **Import Wizard and Data Loader Utility.**
* Experience in using various tools like **GIT, Bitbucket, JIRA and Remedy** and with Strong knowledge of sales, marketing, service, and support automation.
* Excellent logical, **de-bugging abilities** and **documentation aptitudes** and Experience in working with**Salesforce.com sandbox Integration**and**production environments**.
* Excellent time management skills, ability to learn new technologies and tools, ability to multitask, and propensity to handle urgent interrupts with poise.

Technical Competencies

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| **Salesforce Technologies**  | Salesforce CRM, Salesforce Automation, Security Controls, Workflow & Approval Processes, Visual Workflow, Process Builder, Custom Objects, Reports & Dashboards, Web-to-Lead, Auto Response Rules , Data Management, Omni Channels, Entitlement Management , Email Administration, Change Sets, Apex Language, Apex Triggers, Visual **Force** (Pages, Commutant & Controllers), Web-to-Lead, Process Visualizer, Lead Management and Assignment Rules, Einstein Analytics. |
| **Salesforce Tools** **App Exchange Applications** | Apex Data loader, Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Mavens Mate, Salesforce workbench, Force.com Platform, Apttus F, Apttus X-Author for Excel, Apttus X-Author for contracts CRM Fusion Demand Tools, People Import. |
| **Languages** | C/C++, Java, JDBC, JSP/Servlets, PL/SQL, Apex, Python,Pivots. |
| **Web Technologies**  | Java Script, jQuery, HTML5, Angular2, CSS, Ant, Jenkins, GIT, VSS,Vlookups. |
| **Database**  | SOQL, SOSL, Visual Force Framework, Aura, SLDS, SQL, JavaScript, JSON, HTML, XML. |
| **Others**  | Workflows, Approval processes, triggers, validation Rules, MS office suite, MS project  |

**PROFESSIONAL EXPERIENCE:**

Nationwide Insurance, Columbus, OH. Aug2019-Present
Role: Sr. Salesforce Business Analyst

**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 and Custom objects of SalesForce.com.
* Implement for a company customer to generate in multiple ways, couple of customers used to generate in Online and couple of customers used to generate with Vendors &couple of customers from the third-party system.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Configured security and organizational hierarchy for sales for salesforce implementation And Customized page layouts for Salesforce standard and custom objects.
* Configured Reports for custom objects and associated them to Dashboard.
* Design and development of Workflows rules, triggers, validation rules and other customizations with Salesforce.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments. Involved in creating multiple analytical reports, with varying degree of complexity.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed wave dashboards using Salesforce platform as the backend.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Components.
* Created various Reports (summary reports, matrix reports, pie charts and dashboards) and Report Folders to assist managers to better utilize **Salesforce.**
* Created picklists and page layouts and coupled them using Record types and Develop reports, dashboards, and processes to continuously monitor data quality and integrity.
* Used to be part of sales cloud we have implement the lead management like assigning the leads using the custom leading assignment process. And custom lead conversation process& Account Management opportunity management.
* Used Microsoft Excel Automation to customize reports, with pivot tables, color-coding, and error – checking
* Implemented in **Velocity** used to measure of the amount of work a Team can tackle during a single Sprint
* Setup and **Implemented Salesforce marketing cloud 2.0 org**. Worked on Content builder to creating content templates.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* And Configure salesforce and marketing cloud integration user along with configuration in salesforce
* Created **Lightning Components** and **Lightning Flexi Pages** according to the requirement based on the record type for both desktop and mobile versions.
* Experience in building and managing the field service operations in one place.
* Created records representing the workforce, set up work order tracking and customize the **Field Service Lightning** mobile app.
* Created test scenarios on **Sandbox** environment and used **Force.com** Component Deployment Wizard for migrating data between Force.com, **IDE** and **Sandbox environment.**
* Worked on configuring standard Salesforce Chatter and customizing it by including custom logics on chatter objects using triggers and Classes and VF Pages.
* Proficient in wide range of languages and technologies such as **Apex, Visual force, Java, HTML, CSS, AJAX, DOM, and JavaScript.**
* Developed Velocity templates for the various user interactive forms that triggers email to alias. Such forms largely reduced the amount of manual work involved and were highly appreciated
* Used **SOQL & SOSL** with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Used CSS in **HTML** code to better manage look and feel of web pages and used to work extensively in force.com sites with Customer community and performed Data migration using Import wizard, **Data** **Loader** and scheduling timely data backup operations using Apex scheduler.
* Hands On working with Standard Sales Analytics application and Service Analytics Application in Einstein Analytics (Wave Analytics). developing Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Integrated with **Data** **Loader** to migrate data from Oracle to Salesforce database configured in Oracle application to Salesforce platform; migrated leads, accounts contacts to Sales Cloud using third party tools.
* Deployed with full Salesforce Development Life Cycle (Analyzing business requirements and planning functional requirements, Design & Implementation of a solution, Testing, Change Management and Data Migration).
* Understood the business process and developed presentation layer components, using Velocity, HTML and JavaScript
* Used priority and risk for each requirement. Used **Attribute Matrix, Traceability Matrix** for viewing the effects caused by a requirement change.
* Created Custom fields, pick lists, dependent pick lists, and validation formulas to the custom objects and generates profiles and implemented Object and field level security to hide critical information.
* Expert in creating Business Requirement Document (BRD), Functional Specification Documents (FSD), Use Case Diagrams, Sequence Diagrams and Activity Diagrams using Rational Rose and MS Visio.
* Hands on experience in conducting Joint Application Development (JAD) sessions with End-users, **SMEs, Developers, QAs and** other stakeholders for project meetings, walkthroughs, and customer interviews.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users and Worked on configuration and **security** aspects of Salesforce.
* Followed **Scrum Agile** methodology for the iterative development of the application and participated in weekly Sprints, daily stand up meetings.

**Environment: Saleforce.com platform, Autorabit, Apex classes, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Inside sales telephonic plug-in, Java Script, Zuora CPQ, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, SOAP, Sandbox data loading, Eclipse IDE Plug-in.**

Verizon, Ashburn, VA. Sep2017-July2019
Role: Sr. Salesforce Business/ERP Consultant

**Responsibilities:**

* Implemented new enhancements including creation of custom objects, workflows, email alerts, templates, and UI changes.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for integrity of the data.
* Used SOSL and SOQL queries during the data migration and custom development.
* Developed S-Controls to manage sales plan call sheets within salesforce, capturing prep data and call activity and Customized agile methodology in a service based, reverse mortgage specialized for seniors.
* Analyzed the business processes for the three divisions in the organization that are using sales force.
* Customizing the Apttus product configurator and quote application according to business needs. Worked on Apttus support project to solve ongoing bugs/issues/enhancement on another project.
* Worked on Various objects Related to **APTTUS** Configuration & Pricing management, like: Agreement, Incentive, Price Rule, Price Rule entry, Price Rule Set.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
* Implement on working across various SFDC implementations that are covering Sales cloud, Service Cloud and Apttus CPQ.
* Extensive business knowledge and customization experience on various Salesforce.com Standard Objects - Accounts, Contacts, Opportunities, Quotes, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards.
* Responsible for writing **SOQL & SOSL** queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Giving support to existing integration with third party system by using REST API.
* Worked with groups, participated in Requirement Gathering Sessions & JAD Sessions to define their needs, and developed an action plan and specification document.
* Configured user Roles, Profiles, sharing settings, organization wide defaults based on updated hierarchical requirements.
* Used complex SOQL Queries in the Codes and in the tools like Data Loader to Extract Insert or Update vast data millions of records from/into custom objects Standard objects.
* 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).
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Developed various **Visualforce Pages, Apex Triggers** to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.

**Environment**: **Salesforce.com platform, Lightning, Visual Force, Apttus CPQ, Apex Triggers, Data Loader, jQuery, HTML, JavaScript, CSS, jQuery.**

Cerner, North Kansas City, Mo May2016 **-** Aug2017
Role: Salesforce Administrator / Lighting Developer

**Responsibilities:**

* Skilled Lighting Experience Customization through Lighting app, List views, record Highlights, compact layouts and lighting community pages.
* Works closely with department to understand business processes and support needs related to sales, services and other business area to deliver solutions that improve the business.
* Implemented Salesforce Development Cycle covering **Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications**
* Worked on customization of **Visual force** to have lightening experience for desktop and mobile applications and Used Dashboards to keep in track the percentage of sales.
* Experience in **Health Care, Insurance, Manufacturing and Telecommunication** Industries.
* Provide training and coaching in the use of CPQ systems. Identify training and development gaps and create plans to address.
* Provided support to ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow and Triggers.
* Worked on **customer portals** and communities’ administration. Created Custom Dashboards for community managers and recruiters home page and gave accessibility to dashboards for authorized people.
* Jenkins for Continuous Integration. **JIRA and Bit** Bucket to push changes and track via sublime to make sure all code changes were tracked and managed during deployment periods.
* Created various **Reports (summary reports, matrix reports, pie charts**, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles.
* Developed Lightning apps using Lightning Components and made them compatible with **salesforce1 mobile app.**
* Worked on salesforce CRM changes required to support the designed architectural data model and business processes in Marketing Cloud and Written **SOQL** queries to fetch the data from Workbench and Explorer.
* Good experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.
* Developed various reports using data provided from objects and reports for developing Dashboard components for better understanding.
* Created letter heads, email templates, and auto bounce messages for automation process whenever workflow rules are triggered.
* Closely associated with the clinical team to optimize the schedule Process to schedule the appointment for beneficiaries to undergo assessments
* Skilled in **Migrating Markup, CSS, JavaScript** and compose events to enable Lightning Web components works Aura components.

**Environment: Migrating Markup, CSS, JavaScript, Visual Force, SOQL, Saleforce.com platform, Service Cloud, Marketing Cloud, Apex Language, (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Lookup and Master Detail Relationship, Security Controls, Apttus CLM, Salesforce1 Mobile, Java Script, Lightning, Web Services, Sandbox, Eclipse IDE Plug-in.**

Standard Chartered Bank, Hyderabad, India March2014 - Dec2015

Role: Salesforce Business Analyst

**Responsibilities:**

* Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
* Facilitated and led group discussions to elicit requirements in Joint Application Development (JAD) sessions by communicating with documented business requirement document working prototype and workflow diagrams.
* Deployed, configured and supported the prototype application for its demo /UAT for various line of business from various cities, prepared deck for UAT & gathered feedback and followed up with further updates on the prototype and related documents.
* Primarily involved in developing use case document for the application, traceability matrix, system requirement specification (SRS) and presentations for proposed solutions
* Created prototype using html and CSS.
* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign and Reports.
* Created various Custom objects, Tabs, Workflows, Reports, Apex triggers and validation rules for the application.
* Created Email templates in Text, HTML and Visual Force necessary for the application.
* Analyzed and Created Custom Profiles as required for the business needs and implemented Object level, Field level and Record level security.
* Defined various Validation rules to validate the data in the application
* Translates business requirements to System/Functional requirements and passed the requirement to application developers.
* Involved in developing the web based front end GUI for the fulfillment application using **Bootstrap**, **Big Query**, **jQuery**, **JSF** (Java Server Faces).
* Performed point by point investigation of business and specialized necessities and planned the arrangement by modifying different standard Objects of Salesforce.com and other Platform based advancements like Visual Force, Force.com API and web administrations.
* Coordinate across client and internal teams to provide metrics and reporting to support the organization's business processes.
* Designed, and developed the **100+Custom objects, Record Types, Formula fields, Page layouts, workflow rules**, tasks, emails and alerts to track customer related tasks and activities.

**Environment:** **Salesforce Force.com, Service Cloud, REST API, Apex and Visualforce, SOQL, SOSL, Data Loader, Eclipse, Java Server Faces (JSF), Servlets, Directory Server, Documentum Composer.**

Flip kart, Bangalore, India. June2013 - Feb2014

Java Developer/ J2EE Developer

**Responsibilities:**

* Interacted in various stages of **SLDC** involving Requirements gathering, user stories, Developing, Testing and marinating the Application.
* Created use cases, class diagrams and technical documentations based on user requirements.
* Agile methodology is used for development of the applications and deployed various stored procedures and triggers to get the data using SQL server.
* Debugged the code using **Java** **debugger** and **Eclipse** and used exception, condition and other break points.
* Responsible for delivery, System Integration testing, go-live and Post go- live phases of the projects till the projects sign off.
* Utilized existing STRUTS frameworks as well as written Action Dispatchers, JDBC Mappers, JSPs custom tags.
* Used JavaScript for client side to resolve issues which may be done by clients.
* Worked with **Oracle and MySQL** databases, created various tables, implemented various queries for implementing the operations CURD (Create Update Read Delete).
* Designed front-end applications, UI web pages using web technologies **HTML5, DHTML, XHTML, DOM, CSS.**
* Interacted with java controller **jQuery, AJAX and JSON**toread/write data from backend and used JDBC to access data from backend **MySQL** database.
* Created cross-browser compatibility and W3C standard that Developed with cross platformed Developed in Dreamweaver and eclipse for web application development.
* Deployed in web services, **WEB API’s, REST API and XML** andcreated auto-backup of database in a remote location using JDBC API.
* Implemented Test cases using Eclipse automated testing platform to check the usefulness of the classes.
* The entire classes were packaged in a single jar file and was distributed in client-side location.

**Environment:** **J2EE, Struts, Servlets, EJB, AJAX, HTML, CSS, XML, Ant, JavaScript, Oracle 10G, Eclipse AngularJS.**

EDUCATION

* SRM University (India, Chennai).
* Master’s in Information System and Management.