Profile Summary

12+ years of experience in technical delivery exposure to various SDLC methodology. I am an excellent communicator who is able to translate complex requirements delivering complex digital projects, plan at a higher level and get into the details when needed.

5+ years experience and result-oriented Salesforce Marketing Sales and Service Cloud Consultant and Scrum Master possessing a proven track record of leading teams to ensure effective Salesforce Administration & Integration. Highly skilled at deploying Agile practices to optimize processes & spearheading all aspects of Salesforce like systems integration, 3rd party applications, AppExchange, etc. Adept at deploying SFDC toolkits including SOAP, REST, Apex, etc. and directing SF configuration & testing. Proficient in rendering unparalleled SF support to successfully execute projects & deliver compelling business value to clients.

Managed Agile team with 7 developers and 3 system admins to continuous deployment of SaaS collaboration software.Switched to pairs programming and GIT version control to boost speed 25%. Agile team software developer since 2013. Led 2 cross functional teams in development of 4 products. Assisted with logistics creation for 3 self-organizing development teams. Led 12 retrospective meetings that identified 5 recurring impediments.

Key Skills

* Salesforce Administration & Integration
* SFDC Programming & Scripting, Development & Testing, Documentation & Reporting, Process Optimisation
* Software/Application Development, Salesforce Configuration
* Salesforce Support, Training, Solutions Development
* Configuration Management, Version Control, Automation, Release Management
* *Technical Project Management Skills* such as agile, waterfall, incremental, iterative, and adaptive or hybrid; they are also related to domain expertise, project life cycles, requirements gathering, scope management, configuration management, change management, tools and techniques,Team Management, Leadership & Training, Stakeholder Management.
* *Leadership skills* such as effective communication, decisiveness, business acumen, strategic thinking, and visionary leadership, to deal with the C-level and high-end people with great impact.
* *Developed and implemented a process* of developing and implementing strategies to achieve long-term goals and sustain competitive advantage. Business-oriented skills such as regulatory compliance, business acumen, and benefits realization analysis.

Technical Skills

**Salesforce Technologies:** Salesforce CRM, Lightning Components, Standard/Custom Objects, Roles and Profiles, Workflows, Assignments, Validation Rules and Approvals, Triggers, Record Types, VisualForce, ApexSOQL, SOSL, Web services, Data Loader, Salesforce DX, VS Code, Gitlab.

**Custom Integration:** Snapshots, Custom Apps, Custom Objects, Validation Rules, Users, Roles and Profiles Deployments (Change sets), Sharing Settings, Force.com Eclipse IDE Plug-in. Outbound Messages, Custom Settings, Custom Labels and Tabs, Account Management, Contact Management, Email Services, Security Controls, Appexchange Package & Custom Application and Sandbox Data Loading.

**Operating Systems:** Windows 98/2000/XP/2003/vista/2007.

Marketing Cloud: Email Studio, Mobile Studio, Social Studio, Web Studio, Journey Builder, Personal builder, Content Builder, Marketing Cloud Connect

Web Technologies: SOAP, WSDL, HTML5, AJAX, JavaScript, XML, CSS,.

Languages: C#, C, APEX, VB.Net, MS-Cobol.

IDE: IDE, Eclipse, VS code

Database: SQL Server, My SQL.

Operating Systems: Windows XP/Vista/7/8/10, UNIX

**ETL Tools :** SSIS, CozyRoc

**SDLC Methodologies:** Agile - Scrum, Kanban and Waterfall

**DevOps Tools:** GitHub, Jenkins, ANT, Workbench

Project Experience:

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| **Company Name** | **Project Details** | **Period** |
| Project Manager,  CES Ltd., | Design, develop and implementation of SFDC Marketing Cloud and Sales Cloud, Service cloud and Financial Cloud. DevOps tools to automate CI/CD. Data Warehouse architecture, development, Implementation and maintenance. | Sep 2012 – Aug 2018 |
| Project Lead,  CSS Corp Ltd., | SFDC Marketing and Sales and Service cloud and Custom cloud Dev, Implementation and maintenance. | Jan 2010 – Aug 2012 |
| SSE, Preludesys | Dev, Implementation and maintenance of in house CRM in Dot Net and SQL Server | July ‘2009 – Dec 2009 |
| Ass.Tech Lead,  App Labs | CDS (Chromatography Data System) health care system in Windows Application | Oct ‘2006 – Apr 2009 |
| Project Lead,  Progeon Ltd. | Operation Excellence Management System (OEMS) for BPO Operation automation using Dot Net and SQL Server | Mar ‘2006 – Sep 2006 |

Professional Experience

Project Manager Sep 2012 - Aug 2018, CES Ltd , Hyderabad , IN

Oaktree, a leader in the financial market, has operations in 20+ countries & renders financial services to 10,000+ customers worldwide.

Migrated and Implemented Salesforce CRM as their core CRM system. A major emphasis of this implementation project is to provide access to financial data that is currently maintained in several disparate sources. By centralizing the financial and client data, key reports/analysis can be automated from a single system and the client service workflows can be significantly more efficient.

Implemented Marketing Cloud and stimulusly integrated SFMC with SFDC using Salesforce Marketing Connect.

Responsibilities:

Has evaluated the complete Readiness report provided by Salesforce and redid the work in Lightning Sandbox and made sure everything is working.

Lightning Experience - Formatting and migrating user data into LE, Implemented Salesforce Lightning Components for a small set of users within the organization. Created multiple Lightning Components, added CSS and Design Parameters from LDS (Lightning Design System) that makes the Lightning component look and feel better. Built customized Lightning components replacing the existing ones; using JavaScript on the client side and Apex on the server side. Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications. Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Replaced all the JavaScript buttons with Quick Actions or Lightning Components in Lightning. Migrated from Partner Portal to Salesforce Community to enhance rich, responsive, mobile-ready Lightning solution designed with channel sales and marketing workflows in mind

Built personalized, rich experiences with the company's branding.Worked with customer portal and custom sites functionality using Visual Force and specially developed several custom pages and functionality behind them. Worked on partner portal and customer portal. Experience in accessing reports and dashboards plus the ability to create custom reports for your community..

Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings. Responsible for IP warming to establish IP sender credibility.

Developed and executed marketing campaigns using Marketing Cloud's Email Studio.Trained vendors to use Content builder to build and maintain marketing content. Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement. Configured the data filters, created new users, assigned appropriate roles and configured security settings.

Developed and executed marketing campaigns using Marketing Cloud's Email Studio. Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement. Used Journey builder in running more than 50+ different campaigns along with Automation Studio and Contact Builder. Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions

Responsible for connecting the Sales and Service clouds with marketing cloud connect. Extensively used REST APIs for integration between Salesforce and on external systems. Integrated applications using Web services by consuming the WSDL files for extracting the data from the external systems.

**SF Administration & Integration**:

Led all SalesForce aspects like data migration/quality, systems integration, 3rd party applications & AppExchange products. Directed Salesforce administration to take ownership of technical delivery & escalate roadblocks to relevant stakeholders

Developed and maintained integrations between Salesforce and other applications via SOAP and REST-based web services. Managed 20+ Developers for creating customised solutions to fulfil business requirements & enable key decision making.

**Documentation,Testing & Agile/Best Practices**:

Directed change management to document & test code releases from Sandboxes to Production environments Developed unit tests & ensured accurate testing of business logic & functionality by providing code coverages Documented designs, solutions, tips and tricks in addition to solving complex business issues.Maintained documentation of configurations and releases in knowledge repositories Ensured adherence to best practices & played a key role by participating in daily SCRUM sessions as an Agile team member.

**Performance Enhancement & Application Development**:

Formulated best practices including integration, application development, deployment, testing, iterative refinement, etc. Designed, implemented and tested customized Apex and Visualforce software applications.Design high performing, user-oriented & scalable Salesforce/integrated applications via best practices & latest technology.Utilised SFDC to enhance processes and productivity. and rendered recommendations to rapidly boost scaling Applied design patterns to control code execution, avoid runtime/governance limits and remain bulk-safe SF Configuration & Custom Coding Rendered assistance in formulating specifications like user stories and designs. Deployed standard coding practices for documenting, maintaining and organising custom codes Configured SF features in accordance with user requirements to effectively serve 1500+ users technical teams to champion DevOps, Automation, Build Engineering and Configuration Management. Proficient in design & implementation of complex and fully automated Continuous Integration, Continuous Delivery, Continuous Deployment pipelines and DevOps processes for Agile projects.

Environment: Salesforce.com Platform, Lightning Experience, Lightning Components, Standard and Custom objects, Validation rules, Workflow and Approvals, Record types, Reports, Apex Language, Visualforce (Pages, Component & Controllers), Data Loader, HTML, Java Script, Custom Tabs, Access and Security Controls, Rest API, Selenium, Automation framework in Eclipse, Force.com IDE, VS, Salesforce DX, GIT, GIT-Hub, Jenkins, ANT, Selenium.

**Project Lead, CSS Corp, Chennai, IN Jan 2010 - Aug 2012**

**Application Development & Release Management:**

Led the 12-member development team to provide technical leadership & liaise with clients, leadership, project lead, etc. Performed Salesforce configuration and led custom development of Force.com using Salesforce objects & entities including Page Layouts, Standard and Custom Objects, Approval Processes/Workflows, Apex and Visualforce code Directed Custom Business Process Developments via Salesforce administration & configuration. Including Apex Technology. Executed deliverables from multiple development work threads by following release management disciplines & procedures.

**Documentation & Agile/Best Practices:**

Maintained documentation of configurations and releases in knowledge repositories Ensured adherence to best practices & played a key role by participating in daily SCRUM sessions as an Agile team member SF Solutions & Support

Directed customisation, development, enhancement and support for Salesforce CRM Applications Designed, developed, documented & deployed high-quality business solutions on the Force.com platform in the SF space

Generated solutions for the existing custom APEX code on the Force.com platform.

**SF Training & Configuration:**

Deployed expertise in configuration options & effectively addressed technical risks and challenges Deployed Dynamic Apex to access Objects and Field and executed dynamic SOQL, SOSL and DML queries Trained 12+ recruits & development resources on Salesforce development practices

Employed methods from Visualforce pages to Controller Extensions and developed Salesforce Triggers.

**SF Integration:**

Played a key technical role in evaluating new CRM technologies/add-ons and strategised their implementation into SF Aligned development activities with best practices & built future integration points between SF & custom applications Integrated applications with Salesforce by leveraging SOAP/REST based solutions.

**Environment:** Saleforce.com platform, Apex Language, VisualForce (Pages, Component & Controllers), Pages, Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

Education

* SSLC 10th – 79% April 1985
* Higher Secondary 12th - 74% April 1987
* Bachelor of Commerce – 49% April 1990
* M.Com., D.G. Vaishnav College, University of Madras, April 1992 (57%)
* Master of Comp. App., Alagappa University, Karaikudi, Sep 2000 (66%)
* Master of Business Adm., Madurai Kamaraj University, Nov 2004 (59%)

**Personal Details**

Father’s Name : R. Rajamani

Mother’s Name : R. Periyathai

Sex : Male

Date of Birth : 26 – 04 – 1970

Marital Status : Married

Nationality : Indian

Languages Known : Tamil, English

PAN : AMTPM3956E

Passport No. & Visa : S1958028,B1 Visa (Expires Sep 2021)

**PROFESSIONAL REFERENCES**

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| --- | --- | --- | --- |
| Name & Position Held | Kannan Chandrasekaran,Project Manager | Karthick Devadoss, Manager Projects | Amirthaj, Technical Manager |
| Company Name: | Wells Fargo | CTS | CES Ltds |
| Contact Number | [949-439-2877](about:blank) | 7259472187 | 9885069900 |

I assure you that all the above information is true to my knowledge.

**Date:**

**Place : Hyderabad R. MALAI KANI**