OM PRAKASH

Salesforce Developer

P**:** (234) 206-0595 | E: [omsfdc7@gmail.com|](mailto:omsfdc7@gmail.com|)

www.linkedin.com/in/om-sfdc

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**SUMMARY**

* **7 years** of experience in IT sector in **Salesforce.com** **CRM platform** as Salesforce developer and administrator at various stages of Software Development Life Cycle **(SDLC)** starting from collecting Business Specifications, Analysis, Design, Development, Testing and documenting the entire life cycle by using **Agile Scrum Methodology.** Extensive experience in SFDC development using **Apex** **classes** and **Triggers, Visual Force, Force.com IDE.** Experience in Salesforce **Lightning** applications developing **Lightning** **Components**, Controllers, Events and **Lightning Web Components**.
* Experience working in a **collaborative** environment with **Source-Driven Development** shifting source of the code from org **to version control system** using **Git**.
* Good understanding of **Processes Automation** and **Continuous Integration (CI/CD)** used to build the release and ensure the quality security and efficiency of the developments using open and standard **tools** including **Bitbucket**, **Jira**, **Jenkins**, Selenium.
* Good experience working with **Visual studio code IDE** using **Salesforce Extension** for VS code and **Salesforce CLI** (Command-Line Interface) to communicate with different orgs.
* Hands on experience in salesforce **integration**, developing and deploying custom integration **solutions**.
* Hands on experience in process automation using **Process Builder** and **Flows**.
* Designed and deployed the **Custom objects**, **Custom tabs**, Entity-Relationship data model, **Validation rules**, **Workflow Rules, Auto-Response Rules**, **Page layouts, Components**, **Visualforce Pages** to suit to the needs of the application. Excellent skills in creating/troubleshooting/modifying Apex code and Visual force pages.
* Used **Workbench** for insert, update, and **bulk** **import** or export of data from **Salesforce.com** subjects. Used it to read, extract and load data from comma separated values (**CSV**) files
* Experience in using data tools such as **Apex Data Loader**, Import Wizard for performing large and **small-scale data migration**.
* Developed and configured various **Reports and** **Dashboards** for different profiles based on the need in the organization and also Used **Einstein** **Analytics** to generate dashboard and reports for better visibility.
* Knowledge on **Salesforce.com** Administrative tasks like creating custom objects and tabs, custom fields, Users & **Profiles**, Sharing rules, **Permission** **sets**, Security settings and page layouts.
* Proficient in **SFDC** configuration tasks like creating **Email services**, Reports, Dashboards, buttons, links, record types, Picklist, Formula fields, Assignment rules, workflow rules and validation rules.
* Experience in **Force.com API, Batch Apex, Integration, BULK API, SOQL and SOSL.**
* Developed custom apps, objects, tabs, fields and visual Force pages, leveraging the Force.com platform and Apex coding, where needed.
* Implemented **Salesforce Marketing** Cloud integration, developed programmatic content in line with company business goals and customer experience objectives
* Expertise in Integration and migration tools like **Data loader, Import wizard, Informatica** etc.
* Extensive Knowledge on web technologies like **HTML, CSS, JavaScript, SOAP, REST.**

**CERTIFICATIONS**

Salesforce Certified Platform Developer I (PDI)

Salesforce Certified Administrator

Scrum Fundamentals Certified - SFCTM

**TECHNICAL SKILLS**

* **Salesforce Technologies** **-** Apex (Apex Trigger, Apex Class & Web Services) Visualforce, Salesforce DX, Salesforce CLI, Einstein Analytics, Lightning Web Component, Reports, Dashboards, Validation Rules, Users, Roles and Profiles Deployments, Workflow Rules, Approval Process, Apex Data Loader, Change Sets, Process builder, flow.
* **Tools/Utilities -** Bitbucket, Jira, Jenkins, Selenium, Visual Studio Code IDE, Git, Eclipse, Force.com IDE, Workbench, SOQL, SOSL, ANT Migration tool, Service Now, G Suite, MS Office Suite
* **Languages -** Apex, Java Script, XML, HTML, CSS

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**PROFESSIONAL EXPERIENCE**

BBVA USA | Birmingham, AL Jan 2020 – Present

**Salesforce Developer**

* Worked closely with the Product Owner and Line of Business (LOB) to understand and analyze business process. Performed detailed analysis of business requirements and designed the technical solution.
* Developed Aura based Components, Attributes, Controllers which can be compatible to access through Lightning App builder.
* Involved in **Salesforce.com** Application Setup activities and customized the objects to match the functional needs of the organization.
* Designed & Deployed the **Custom objects, Custom tabs, Validation rules, Auto-Response Rules, Page layouts**, Record Type, to suit to the needs of the application.
* Worked in **collaborative** environment with **Source-Driven Development** shifting source of the code from org to **version control system** using **Git** which allowed **processes automation** and **continuous integration** **(CI/CD)** to build the **release** and ensure the quality security and efficiency of the development. Used open and standard tools including **Bitbucket**, **Jira**, **Jenkins**, Selenium **VS code**
* Collaborated with team to update **git branching** strategies to improve overall performance
* Created workflow rules and defined related tasks, **time-triggered tasks**, **email alerts** and field updates to implement **business logic**
* Developed **custom links, formulas, Layouts, workflow and approval processes**. Set both **object-level and record level security** in **Sales and Service** Cloud**.**
* Created **Profiles**, users, , roles, public groups and implemented **role hierarchies**, **sharing rules** and record level permissions to provide shared access among different users.
* Involved in daily standup meetings, **Scrum**. This resulted to bring good solution to the business requirement.
* Written **SOQL**, **SOSL** queries in Apex triggers and controllers, used Salesforce workbench to generate queries. Implemented **DML operations** of Inserting and Updating records
* **Created various Test Classes and deployed into Production**, which satisfies the code coverage
* Created reports and dashboards to full fill visibility requirement of the business using **Einstein Analytics**.
* Designed and deployed **Apex classes**, **Controller classes**, and **Apex triggers** for various functional needs in the application using the Eclipse IDE
* Integration of Data from Traditional Applications to Salesforce using **REST/SOAPAPI,** and **bulk API**
* Used **Workbench**, **Data loader** and **data import wizard** to import the data

**Environment:** Salesforce.com Platform, Bitbucket, Git, VS Code, Jenkins, Lightning Web Component, Lightning Components, Apex Language, Visualforce (Pages, Component & Controllers), Data Loader, HTML, CSS, Java Script, Rest API, Selenium

Charles Schwab | Dallas, TX  Nov 2018 – Dec 2019

**Salesforce Developer**

* Worked with **Business System Analyst** to provided recommendation and check the technical feasibility of the requirement to design the Best Solutions.
* Maintaining offshore team, conducting weekly and daily scrum meetings.
* On a **day-to-day basis** interacted with vendors to resolve major software issues.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Hands on Experience in working on force.com developer toolkit including **Visualforce pages**, **Apex classes, Apex** controllers and Apex triggers to develop custom business logic.
* Developed applications visually using custom-**built Lightning** components.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make **Lightning Application mobile**.
* Retrieved some data and its functionality from Third-Party API's and displayed within the lightning component.
* Experience working with Standard Sales Analytics application and Service Analytics Application in Einstein Analytics
* Understand client business requirements and provide recommendations and best practices for solutions in Salesforce **Marketing Cloud.**
* Created multiple **Lightning Components**, added **CSS and Design Parameters** that makes the Lightning component look and feel better.
* Enabled Aura Framework, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in **Lightning Applications.**
* Used refined global search in **Lightning by developing** **Apex classes and Controllers**.
* Built **Lightning Component** Tab for Salesforce 1 Navigation and Custom Applications in **Lightning** Experience.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Migrated data using **Apex Data-loader** to centralize data and processes across different divisions that were previously using decentralized **systems / databases.**
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Cases, Opportunities, Products, Leads, Campaigns, Reports and Dashboards.**
* Successfully configuring the Marketing Cloud to connect with digital marketing capabilities of the Salesforce Marketing Cloud with the data management, campaign management tools and segmentation in Salesforce.
* Deployed Apex using **Force.com IDE, Force.com Migration Tool** and **Web Services API.**
* Worked with Organization **Wide Defaults, Role Hierarchies, Sharing Rules**, and Manual Sharing to implement Record-based sharing.
* Created Web Services for handling requests and **API** and **SaaS** based applications using **REST or SOAP-based web services.**
* Worked on **REST/SOAP Web service** to integrate Salesforce with **third party systems.**
* Maintained data cleanliness and accuracy by adding **custom validation rules, custom formulas, reports and dashboards.**
* Hands on Experience in Querying **SOQL and SOSL** and Searching data from **Salesforce platform.**

**Environment:** Salesforce.com Platform, Lightning Experience, Lightning Components, Standard and Custom objects, Marketing Cloud, CRM, Apex Language, Visualforce, Data Loader, HTML, Java Script, Custom Tabs, Access and Security Controls, Rest API, Selenium, Eclipse, Force.com IDE.

Citi Bank | Cincinnati, OH Sep 2017 – Oct 2018

**Salesforce Developer**

* Involved in various activities of the **project, like information gathering, analyzing** the information, documenting the **functional and non-functional requirements.**
* Configured and customized the **existing highly** customized service cloud console application to implement the data validation **functionality**.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications in **Einstein Analytics**.
* Integrated the application to an external webservice by making **REST API** callouts for **data validation.**
* Worked on CRM modules like sales cloud, service cloud with functionalities like Opportunity Management and Case Management.
* Used future methods for making external **callouts.**
* Created Custom **Objects, Tabs, formula-based validation rules, Components** with respect to business requirements.
* Written customization code using **Apex Classes,** **Visualforce pages, used Visualforce components** like **Page Block, Command** Buttons, Action Support, Action Function.
* Worked with **SOQL, SOSL** queries with Governor Limitations to store and download the data fromSalesforce.com platform database.
* Written apex **REST web service** classes for outbound and inbound calls to **salesforce.**
* Wrote **SOQL** queries and worked on custom **meta-data and custom settings** of **Salesforce** instead of hardcoding the **existing functionalities.**
* Customized the existing standard salesforce pages to visual force pages by implementing **salesforce Lightning Design System (SLDS)** styling to build the custom themes.
* Create custom objects and used data loader to load the data from csv file to the object.
* Developed Custom tabs, validation rules for automating **business logic**.
* Used JQuery in the visual force pages to make a sync **webservice calls.**
* Developed **Apex Triggers** to validate the existing bulk data in the application by Batch process for handling bulk **DML** operations.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics.
* Used Workbench **REST** Explorer to test the end points with required query parameters.
* Retrieved some data and its functionality from **Third-Party API's** and displayed within the components.
* Integration of Salesforce.com application with various website **interfaces by setting up OAuth** authentication between the Client and the Force.com platform and building bi-directional integration using **Metadata API and APEX RESTFUL Services.**
* Used custom settings and custom metadata in the apex classes
* Used the sandbox for testing and migrated the code using **Change sets** to the deployment **instance after testing.**
* Worked as a part of enhancing the Global **Salesforce Service Cloud application** and the connected eco-system of **3rd party** applications and **data integration points.**
* Set up weekly Enhancements update meetings with the Business users to get more clarity on the new enhancements from the users.
* Performed administrative tasks like creating **Users, Roles, and profiles, Permission sets, Public groups, Queues and configuring IP ranges**
* Written Apex Test classes to Unit test **Apex classes** before Production deployment.
* Created and maintained the documentation for **Design, Migration and Integration**.

**Environment:** Saleforce.com platform, Apex Language, Visual Flows, Visual Force (Pages, Component & Controllers) Data Loader, Sales cloud, Service cloud, Marketing Cloud, Workflow & Approvals, SOSL, SOQL, Reports, Custom Objects, Custom Tabs, REST API, Bulk API, Process Builder, Eclipse IDE Plug-in, visual flows.

TD Ameritrade | Jersey City, NJ April 2015 – Aug2017

**Salesforce Developer**

* Involved in **Salesforce.com** Application Setup activities and customized the apps to match the functional needs of the organization.
* Used **SOQL & SOSL** for **data manipulation** needs of the application using platform database objects.
* Performed the detailed analysis of functional and technical requirements; designed and deployed the custom objects; identified the lookup and **master-detail relationships**; and created the **junction objects.**
* Demonstrated ability to **translate customer** requirements into specification.
* Provided data access reports to Compliance and Security ensuring that data and roles are properly defined and transparent.
* Worked closely with sales team and business analysts and performed detailed analysis of business and user Requirement, designed the solution by customizing various standard objects of Salesforce.com **(SFDC).**
* Experience in **APTTUS X-Author Excel,** Act as a liaison between business functions and system integrators to drive Apttus **CPQ implementations.**
* Implemented **Email-to-Case**, **Web-to-Case** entry and manual case entry for entering customer's cases in Cases Tab.
* Created page layouts, search layouts to **organize fields, custom links, related lists,** and other components on **record pages.**
* Worked with various **Salesforce.com** standard objects like **Users, Contacts, Ant scripts, Reports, Dashboards.**
* Developed and configured various **Custom Reports and Report Folders** for different user profiles based on the need in the **organization.**
* Involved in **Business Requirement meetings** like gathering information for **IT team** and analyzing the information provided by **Business users.**
* Involved in creation and maintenance of custom objects, tabs, Jenkins, fields, Record types, page layout as per business requirements.
* Created page layouts, search layouts to **organize fields**, **custom links, related lists,** and other components on a record detail and edit pages.
* Automate processes and develop programs for departments within the company using **Visual Studio, SQL, and Apex.**
* **Implemented pick lists, dependent pick lists,** and **validation formula** fields to the custom objects.
* Configure **Salesforce and marketing cloud integration** user along with configuration in Salesforce.
* Experience in Force.com sites development using **Visual force, jQuery, custom labels, Ajax toolkit and CSS.**
* Experience on **Apex Soap API, Jenkins, Apex Rest API and Bulk API, building classes** for **synchronous/asynchronous integrations.**
* Involved in customization of various Visual Force Pages for **Salesforce u**sers as per requirements.
* Developed **Lightening components and Lightening apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Created Custom Reports and configured the **Analytic Snapshots** to dump the data on regular basis for the sales performance and lead generation statistics.
* Hands on experience of **Build & Deployment** phase and usage of Continuous Integration **(CI/CD)** tools, **build configuration, automation & smoke test processes**, managing, configuring, and maintaining source control management systems.

**Environment:** Salesforce, Import Wizard, Data Loader, Visual Force Pages, Reports & Dashboards, SOQL, SOSL, Sandbox, Triggers, Eclipse IDE Plug-in, SalesForce.com, Etfs, Lightening, Jitter bit, Jenkins, Mozilla Firefox, Internet Explorer, Microsoft Excel.

Well Care Health | Tampa, FL Nov 2013 - Mar 2015

**Salesforce Developer/ Admin**

* Involved in **salesforce.com** mobile site development using **Salesforce Mobile SDK and HTML5.**
* Used the Force.com **SOAP APIs** and associated toolkits, such as the **Mobile SDK and AJAX** **Toolkit.**
* Developed **several web services classes.**
* Developed batch **apex classes and test classes**
* Involved in integrating **salesforce.com with external legacy systems.**
* Created and exposing web services using the **Apex** programming language.
* Worked on Creating **Apex controllers** on Force.com **IDE Platform and Eclipse.**
* Developed **VF pages** including custom list **view pages, custom list views, triggers etc.**
* Involved in development of apex classes and also used **Salesforce cookies** to **manage sessions.**
* Worked with Visualforce components to customize captions, headers and footers of a table and to embed a **standard list view of an object's records.**
* Worked with Visualforce List Controllers to act on a set of records with pagination and iterate over a list of **records to produce output in a list.**
* Worked with Visualforce Style sheets and Static Resources to augment all standard styling on a Visualforce page and utilize un-stylized text output to gain full control when iterating over lists of data.

**Environment:** Salesforce.com platform, Apex classes, Web Services, HTML5, Salesforce Mobile SDK

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**EDUCATION**

Master of Business Administration (MBA) – Osmania University, IN