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**RUPA**

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**SUMMARY**

* Over 12 + years of IT experience with nine years in Salesforce CRM.
* Expertise in administration, configuration, customization, development and support on **sales cloud and service cloud** of Salesforce.com Platform.
* Proficient in test driven, Agile Development software projects.
* Worked extensively with APEX to develop Classes and Triggers.
* Worked extensively on developing Visualforce pages and Custom Controllers using Apex Programming Language.
* Proficient in customization of objects, fields, tabs, page layouts, reports, and dashboards.
* Extensive experience with formula fields, validation rules and approval processes for automated alerts, field updates and email generation according to application requirements.
* Proficient with SFDC security, profiles, roles, sharing rules. Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.
* Experienced with SOQL, SOSL, Relationships and Lookups.
* Experienced working with salesforce.com sandbox and production environments.
* Worked on configuring workflows to automate processes.
* Extensive experience on implementing sales and service clouds of salesforce.com platform.
* Experienced in working with Eclipse IDE.
* Expertise in using tools like Apex Explorer, Force.com IDE.
* Proficient in Data Migration from Traditional Applications to Sales Force Using Data Loader Utility.
* Well versed with deployment activities from one environment to another using Eclipse.
* Experience in integration of Salesforce.com with external applications using Web Services API, SOAP, WSDL, and Metadata API.
* Created and executed Unit Test cases (Test methods and classes).
* Hands-on experience using HTML, XML, CSS, JavaScript, Ajax.
* Involved with Salesforce.com Premier Support and handled the support cases with the help of salesforce.com consultant.
* Good team player with professional attitude and excellent inter-personal and communication skills.

**SKILLS**

CRM Salesforce.com

SFDC Tools Apex Explorer, Data Loader, Force.com (Sandbox and

Production), Ajax Tools

Languages Apex, C, C++, Java, PL/SQL, VB

Web Design XHTML, XML, CSS, AJAX, Java script

Web Services Apache AXIS, SOAP, WSDL, XML

Technologies ASP.NET, ADO.NET

Database MS SQL server 2000/2005, Oracle 9i/10G

Platforms: Windows, Linux

**EDUCATION**

* Bachelor of Technology, Andhra University, Visakhapatnam, India

**EXPERIENCE**

**July2020 - till date Salesforce Business Analyst/Administrator, Cardinal Health, OH**

**Roles and Responsibilities:**

* Perform day-to-day support and maintenance of the Salesforce platform; making approved changes to process and workflows, configuring changes, working directly with end users to resolve support issues.
* Advise teams on design, development, and overall Salesforce best practices.
* Execute all administrative functions like user account maintenance, reports, dashboards, and other declarative aspects like implementing field level securities, role hierarchies, permission sets, validation rules etc.
* Create process documentation for users and provide internal training on processes.
* Create Salesforce reports.
* Created process builders to automate business processes.
* Worked on both Lightning and Classic versions of Salesforce applications. Created Lightning pages using Lightning app builder.
* Deploying Salesforce components to various environments.
* Perform root cause analysis and resolution for the Salesforce issues.
* Work with functional teams to deliver automated workflow solutions in Salesforce.
* Involved in Data migrations from various systems to Salesforce and validating with Business teams to make sure that the current state data is aligned with the legacy data.

**Apr 2019 – June2020 Salesforce Business Analyst/Administrator, Pinterest, SFO, CA**

Working with Business Systems team as a Salesforce Business Analyst/Administrator to manage Enterprise edition of their Salesforce instance.

* Worked in an agile development environment.
* Creating user stories in JIRA to track the deliverables and drive  
  them to completion in a timely manner.
* Responsible for managing day to day requests from Business users.
* Created new Custom objects, Custom fields, page layouts, Record Types,
* Implemented Field level security, Profiles, Role Hierarchy, Permission Sets.
* Setting up new Workflow Rules / Email Alerts, Email Templates, Field Updates as per the changing business needs.
* Worked on updating data using Data loader.
* Extensively worked on setting up complex Validation rules using formulas,
* Worked on creating Custom Report Types and Reports based on the needs.
* Worked on Flows, setting up field validations in Flows etc
* Involved in debugging and resolving the flow errors.
* Created Lightning App pages for Sales and Service Consoles.
* Involved in deploying changes from Sandbox to Production using change sets.
* Involved in training internal business users to use the application and develop their own custom reports, list views etc.
* Prepared Technical design documents for business users to get better understanding of the functionality.

**Mar 2018 – Mar 2019 Salesforce Administrator Verizon Media, Sunnyvale, CA**

Worked with Customer Care team which is responsible for supporting and evolving the systems that are used by the service agents, including email, chat and telephony channels.   Salesforce Service Cloud is their key infrastructure component in providing world class support.

* Responsible for supporting existing production instance of Salesforce Service Cloud.
* Handling change requests such as new queue creation, routing changes, live chat and Omnichannel administration.
* Worked within an agile environment.
* Involved in meetings with business users and grooming user stories to define technical configuration changes.
* Setting up users, roles, profiles and managing licenses.
* Worked on setting up connected Apps.
* Created complex business processes using Process builder.
* Set up Email aliases, Email to Case and Organization wide email addresses.
* Did set up of DKIM keys for various domains.
* Involved in creating Email Templates, Workflows, Record Types, page layouts etc
* Manage and maintain sandboxes.
* Setting up test data that meets GDPR compliance for the agents.
* Used Einstein Analytics to merge data from different sources.
* Involved in migrating cross platform functionalities from one salesforce instance to another.
* Created various reports, dashboards and Pivot tables.
* Creating and managing JIRA tickets for the new requirements and capturing acceptance criteria.

**Feb 17-Feb18 Salesforce Consultant Riverbed Technologies, Sunnyvale, CA**

Riverbed Technologies provide various networking solutions to enhance application performance across wide area networks. The company's products include Riverbed SteelConnect, a software-defined wide area network solution that simplifies and streamlines the process of designing, deploying, and managing distributed networks.

* Performed the role of a Salesforce Administrator
* Supported business operations team in streamlining Campaigns and Leads.
* Involved in creating various pipeline Marketing reports and Dashboards.
* Involved in refreshing the data for Marketing dashboards from Salesforce on a daily basis.
* Implemented Approval Process for dynamic routing of the Campaigns using Process builder and Flows
* Involved in integrating Salesforce data from one org to another using data loader.
* Implemented Record types, page layout assignments, picklists, dependent picklists, user maintenance, Profiles, roles etc
* Expertise in creating formula fields, validation rules, workflows, Master-Detail and Lookup relationships.
* Involved in doing field analysis using third party app called Fieldtrip.
* Setting up profiles and permission sets and assigning them to the users as per the business need.
* Involved in migrating Business data of various objects like Contacts, Cases, Leads, Campaigns etc. from one instance to another.

**Jun 16 – Feb 17 Salesforce Developer/Administrator Salesforce.com, San Francisco**

* Involved in support activities handling day to day business tickets supporting Salesforce applications.
* Perform business and technical analysis, workflows, and create comprehensive business requirements.
* Identify, design, and implement customizations, and enhancements
* Engaged in agile scrum environment with iterative and test driven methodologies.
* Create custom fields, workflows, validation rules, approval processes, and email alerts, manage data integration with other applications and systems, etc.
* Creating Roles, Profiles, Role Hierarchy, Custom Profiles, Custom Page layouts. In depth understanding of Profiles, Roles based on Organization role hierarchy and have experience implementing Record Level and Field Level security and configured sharing settings.
* Data migration from databases to SFDC using Data Loader.
* Proficient with Record Types, Public Groups, Queues and User Management.
* Develop customized reports and dashboards to meet business/operational requirements, maintain and validate queries, reports.
* Expertise in Setting up the approval processes as per the business needs.
* Good understanding on the Sharing model and well versed with setting up the sharing rules for various standard and custom objects.
* Involved in setting up the Lead Assignment rules to round robin the leads and assign them to the proper queues.
* Involved in troubleshooting and resolving the issues based on the day to day activities of the business users.
* Manage security, users, roles, profiles, groups, queues, lists, and other configuration variables.
* Provide users with technical support, and log and track system problems through resolution.

**Feb 16 – Jun 16 Salesforce Developer/Administrator Adobe, San Jose**

Adobe systems Inc provides Digital marketing and digital media solutions. The Digital Media segment offers creative cloud services, which allow members to download and install the latest versions of products such as Adobe Photoshop, Adobe Illustrator, Adobe Premier pro etc.

Implemented post sales process using Salesforce and Gainsight. Configured various stages in a lifecycle of post sales for Adobe customers.

* Performed the role of Salesforce administrator and developer in the organization.
* Involved in gathering requirements with Business stakeholders and providing technical design solutions for the business needs.
* Involved in meetings with BSA, Project manager and technical leads in sequencing and grooming the user stories for sprints.
* Involved in testing based on agile and scrum methodology.
* Maintain user profiles, role hierarchy, sharing rules and Implemented field level security
* Created and maintained objects, workflows, triggers, formula fields, custom settings and validation rules
* Provide user support for day-to-day issues/questions/training on **sales and service cloud** application.
* Developed apex classes and triggers for various needs in the application.
* Involved in data migrations using data loader.
* Deployed various components like custom fields, page layouts, triggers, apex classes into various sandboxes.
* Environment: Saleforce.com platform, Force.com IDE, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Visual Force, Salesforce.com Data Loader, HTML, Java Script, Sandbox, Sublime, Mavensmate.

**Feb ‘12– Feb ‘16 Salesforce Developer/Administrator Genentech Inc., SanFrancisco, CA**

Genentech is among the world's leading biotech companies, with multiple products on the market and a promising development pipeline. Healthcare company is to create, produce and market innovative solutions of high quality for unmet medical needs. Company products and services help to prevent, diagnose and treat diseases, thus enhancing people's health and quality of life.

Genentech has implemented salesforce.com application for marketing and managing their relations with hospitals, doctors and the end users of their drugs.

* Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and nonfunctional requirements
* Designed, developed and deployed the Custom objects, Custom tabs, Components, Visual Force Pages, Apex classes, Controller Classes to suit to the needs of the **sales cloud** application.
* Develop applications in line with business requirements using Agile  
  methodologies
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Created page layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Customized tabs for among different business users’ groups and business centers.
* Designed and developed workflow rules, validation rules, and customizations within Sales force.
* Implemented various Custom Reports and deployed them for different business user levels.
* Involved with Salesforce.com Premier Support and handled the support cases using **service cloud** of salesforce.com platform.
* Administrated and monitored the company’s Sales force CRM application
* Worked in the Agile Scrum project implementation methodology.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Implemented field level security, roles hierarchies and sharing settings to control the accessibility of the records.
* Loaded data into SFDC using Data loader and migrated several legacy applications on **sales and service cloud** applications of the Force.com platform.
* Created Custom Profiles, Public Groups and Roles to distribute user rights and functionality
* Developed Visualforce Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects
* Used Sandbox for testing and Eclipse for deployment into various sandboxes and into production.

**Environment:** Saleforce.com platform, Force.com IDE, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Visual Force, Salesforce.com Data Loader, Security Controls, HTML, Java Script, Sandbox, Eclipse IDE Plug-in, Perforce for force.com.

**Mar ‘10 – Jan ‘12**  **Salesforce Developer/Administrator AT&T, Bedminster, NJ**

AT&T is a provider for telecom products to major wireless carriers and enterprise customers, enabling them to build and manage their telecom infrastructure. Online sales force application was developed to leverage some key business functionalities of the legacy application and provide customized solutions to project management team.

* Involved in various activities of the project like information gathering, analyzing the information, documenting the functional and nonfunctional requirements.
* Developed Apex Classes, Controller Classes and Apex Triggers for contacts, Accounts, cases and for some custom validations.
* Developed visual force pages using standard and custom controllers to add custom functionality to the UI as per the business requirements.
* Involved in writing test classes and test the behavior of the code before deploying to the production environment.
* Created validation rules, workflows, custom objects, fields that are required as part of development process.
* Created various reports (summary reports, matrix reports, pie charts and dashboards 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.
* Involved in Data Migration using Data Loader. Migrated data into objects related with Master detail relationship.
* Responsible for dealing with roles, profiles and system administrator activities.
* Extensively involved in deploying application to various environments.
* Created test scenarios on Sandbox environment and used Force.com Component Deployment Wizard for migrating data between Force.com IDE and Sandbox environment.
* Implemented SOQL and SOSL queries as per the business needs.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from external systems to display in the pages of salesforce.com.
* Environment: Salesforce.com, Data Loader, Force.com IDE, ECLIPSE
* Involved with business users during User Acceptance testing and training.

Environment**:** Force.com Eclipse IDE, Apex, Data Loader.

**Oct ’06 – Feb ‘10 Software Developer ADP Pvt Ltd, Hyderabad, India**

This project is the UI for the capture module. Capture is initiated, stopped, snapshots are added, configuration of processor settings, auto save in the capture, combining the steps, securing the key fields, automatic masking/shielding of the password fields, playback of the selected steps are the features and also added in the maintenance stage of the project.

* Done both the high level and low-level design documents
* UML diagrams are drawn for class diagrams, sequence diagrams and activity diagrams using Rational Rose
* Involved in the design and architecture discussions
* Object oriented concepts and design methodologies are used in the application development
* Used .Net framework with visual studio 2003
* Exquisite usage of grids and other data bound controls to display the data in a formatted manner
* Application is developed using C#, VB.NET, ADO.NET, XML and SQL Server
* Data Access and Exception blocks are used
* Called the ActiveX controls using C#.NET and VB.NET
* Stored procedures are called from C#/VB.NET using ADO.NET
* Code is migrated from VB6 to VB.NET
* Indexes, views, stored procedures, triggers are used using the T-SQL
* Involved in the maintenance and support operations

Environment**:** Visual Studio 2005, ASP.NET, ADO.NET, HTML, SQL SERVER2005, XML

**Jan ‘05 – Sept ‘06 Software Developer Value Labs, Hyderabad, India**

 Developed a product, called eregistration, which enables online registration of a software product. It automatically sends a 20-digit activation key after user downloads the product. Without this activation key the downloaded software cannot be activated. All authentication of a product is done by a client component, which goes along with the product. Information about trial/full user of the product and the customer profile is maintained in the MySql database in the server. This prevents the illegal use of any software.

* Did the requirement analysis, Prepared the functional specification and both high level and low-level design documents, UML diagrams are used to depict various diagrams like Use Case, Sequence, Collaboration and Component diagrams and Deployment diagrams
* Used .NET framework 2.0/3.0 with Visual Studio 2005
* Application is developed using ASP.NET, C#.NET, ADO.NET, XML and SQL Server
* XML web services are used to interact with ASP.NET 2.0
* Involved in Designing of the purchase order and the tracking mechanism
* Involved in the designing of the logic and web pages for discounting to the client
* Object oriented concepts and design methodologies are used in the application development
* Data Access and Exception blocks are used
* Used multi-threading in C#.NET and VB.NET
* Inter process communication and app domains is achieved through Remoting
* Developed Stored Procedures using SQL Server 2005.
* Used the design patterns while developing the business logic like MVC and Singleton
* Done the debugging and fixes for the issues related to JavaScript
* Stored procedures are called from C#.NET and VB.NET using ADO.NET
* Worked on the migration of VB6 to VB.NET

Environment**:** Visual Studio 2005, MS SQL Server2000, ASP.NET, CSS, JavaScript