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Professional Summary

- **Salesforce.com certified Platform App Builder**
- 6 years of experience in Software Development Life Cycle (SDLC) which involves requirement gathering, requirement analysis, design, development, implementation & enhancement of Projects in Salesforce.com
- Thorough understanding of Object-Oriented Programming concepts. Comfortable with Java and Apex
- SFDC Configurations/Customizations – User Interface, Page Layouts, Tabs, Custom fields, Custom objects, Validation Rules, Reports.
- Extensive experience over creating Roles, Profiles, Hierarchies, workflows, approval processes, validation rules and sharing & security rules
- Working knowledge in generating Reports, Dashboards, customized reports and analyzing the data in Sales Force.
- Created Web-Lead, Big Deal Alerts, Custom Forecasting, Territory Management, Multiple Currency Management on Sales Cloud.
- Used different data tools – Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete etc.
- Strong knowledge in Data cleaning and duplication of records not only through app exchange applications but through traditional methods like using SQL server and Excel
- Experience in managing full sandbox, developer sandbox and Configuration-only sandbox.
- Worked with End users and acted as a Business Analyst by documenting the requirements from the End users like Stakeholders, Development teams
- Implemented and delivered projects under Agile Development Environment and Test Driven
- Experience in working with Databases like MySQL.
- Committed to excellence, self-motivator, quick-learner, diligent, team-player, and a prudent developer with strong problem-solving skills and communication skills.

TECHNICAL SKILLS:

Salesforce.com	Apex, Visual Force, Apex Triggers, Workflows, Approvals, Email Templates, Formulas, Validation Rules, AppExchange tools like DocuSign, Eclipse, Salesforce.com, Force.com IDE, Apex Data Loader, Roles & Profiles.
Web Technologies	HTML, Java Scripts, Ajax
Databases	MySQL, SQL Server 2000/2005/2008, MS ACCESS, Oracle 10g
Operating Systems	Unix, Linux, Windows 95/98/2000/XP/2003/7/Vista.
Languages	Apex, Junit, Soql, Sosl, Java, C
App/Web Servers	Apache Tomcat

PROFESSIONAL EXPERIENCE:

Client: Federal Aviation Administration. Washington D.C
Role: Salesforce Project Manager

Mar'20 -- Present

Responsibilities:

- Configure and manage ongoing projects for a salesforce instance of 300 users.
- Configured DocuSign CLM for document workflows
- Setup Lightning for Outlook and Lightning Sync

- Provide roadmaps and design best practice solutions

Client: Cushman and Wakefield, Inc. NYC

Jul'15 – Feb'20

Role: Salesforce.com Admin/Data Analyst

Cushman and Wakefield, Inc. is a global real estate firm that uses Salesforce as their CRM. They use it as the repository of all the Property data across EMEA, APAC, GC, US regions and has it highly customized to enable the real estate brokers to be more efficient in closing deals. Cushman is One of the premier Accounts of Salesforce since 2012

Responsibilities:

- Performed the roles of **Administrator, Data Analyst & Solution Design** over the span of 4.5 years in the organization. I would classify my work at C&W into **Data Management, Administration** and **Solution Design**

Data Management:

1. Currently designated as the **Global Data Admin** for an instance of 6k active users in the USA instance, I've started my work on Cushwake's salesforce by migrating data from various legacy applications. (SQL, REAPPS, AS400, REALNEX, APTO, ACT to name a few)
2. Helped automate the data ownership transfer from inactive user to a chosen active one using **Command Line Interface of the Data Loader**.
3. Thorough understanding of Salesforce data model which is vital to load data into standard/custom objects
4. Experience with data **transformations, de-duplication, mass merging records** and **data cleansing**
5. Best practices for data administration including setting up out of the box **Duplicate rules, matching rules** and customizing them. Experience with 3rd party de-duplication tools like **Cloudingo**
6. Administered **OwnBackup** which helps backup salesforce production/sandbox Data and Metadata daily. Helped **recover any data loss**, identify changed/deleted data. Built jobs that will reseed salesforce sandboxes with production data sets with just a click. Using this tool, any unwanted changes to the metadata like profiles can be reverted.
7. Extensive experience using **Dataloader, Workbench, Dataloader.io, SQL Server Management Studio**
8. Efficient at providing quick stats to business users by querying the salesforce database using **SOQL, SOSL**.
9. Created complex **cross-object reports** that are otherwise tough with native salesforce reporting.
10. Helped create reports that leverage "**Duplicate Record Set & Duplicate Record Item**" standard objects, which help detect duplicates within each salesforce object based on a matching rule.
11. Experience with **Dun & Bradstreet, DB Hoovers** for data standardization.

Large Scale Data Integration Projects:

- Lead the "**Property Hub Data Integration**" project, which helped de-dupe and re-parent the duplicate property records within Cushwake's salesforce instance.
- When it was decided to provide the Non-USA/Canada users at Cushwake with a separate salesforce instance (built from scratch based on how the CW brokers from these regions of the world work), I've led the **data migration project** of identifying, cleansing, de-duping, data mapping, archiving historical

data of 4k Users. This project tremendously helped my understanding of salesforce data model including dealing with objects like **contentDocument**, **PermissionSetAssignment**, **Groups** (mass create public groups and queues), **Collaboration Group** etc

- Used the Salesforce Labs App called “**Magic Mover**” to convert all the attachments in salesforce into Enhanced Notes and Attachments

SALESFORCE ADMIN EXPERIENCE:

1. Played a key role in the **User Administration** of salesforce. This includes creating, deactivating, upgrading and downgrading Users to standard / chatter license types.
2. Very good Understanding of the Salesforce **Security and Sharing model**. Experience creating Profiles, Perm Sets, Public Groups, Sharing Rules, managing the Role Hierarchy
3. Good experience creating and updating **Report Types** and Reports based on ever changing User needs.
4. Have successfully implemented **Lightning for Outlook** and **Lightning Sync**. Also helped migrate the users still stuck with **Salesforce For Outlook**. Helped create Quick Reference guides to list the Pre-Requisites the Users need to follow. Also created active configurations to enable **Contact and Event sync** between Outlook and SF. Also configured **Salesforce Inbox** when we had some Einstein Licenses to play around with.
5. Knowledge about **Process Builder**, creating Apps, designing Lightning pages and incorporating various standard and custom components on to them.
6. Experience maintaining **Approval Processes** involved within Deal Management module of Engage
7. Experience administering **Pardot** used by a section of Users.

SOLUTION DESIGN EXPERIENCE:

1. Have been reporting to the Solution Design Manager of Engage for the past year. Took the initiative of configuring, testing and demonstrating various App Exchange applications to solve business requirements.
2. Presented **POC's** for gamification apps like Hoopla, Spinify and Level Eleven to drive **salesforce adoption**.
3. Responsible to create **Solution Design Documents** that are followed by Dev team for several business-related work items. Experience using **Quip, Jira and Service Now**
4. This role helped me interact with the business stakeholders extensively while gathering requirements and getting an approval for the devised solution.

Environment: Salesforce.com platform, Apex, Visual Force , Eclipse IDE, Workflow & Approvals, Reports, Dashboards, Custom Objects, Data Loader, S-Controls, AppExchange, Custom Tabs, SOAP UI, REST, WSDL Windows XP

Client: Sunray Infosys
Role: Salesforce.com Intern

Jun'14 -- Jul '15

Sunray Infosys has been in the business of providing high caliber IT talent with qualification and expertise for over ten years.

Responsibilities:

- Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
- Worked with various salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
- Developed various Custom Objects, Tabs, Components and Controllers.
- Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
- Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
- Created and deployed Several Reports using salesforce.com platform.
- Created and used Email templates in HTML and Visual Force.
- Used Conga Composer to generate dynamic reports.
- Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
- Worked in Data Migration from Traditional Applications to Sales Force Using Data Loader
- Used the sandbox for testing and migrated the code to the deployment instance after testing.
- Exported data using data loader to help organizations need to convert from salesforce to e-CRM
- Worked with Security Controls like sharing settings, field accessibility and data accessibility to restrict data access

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

Education Qualification:

- Masters in Industrial Management (Tech). University of Texas at Tyler.
- Bachelors in Computer Science, JNTU, India