**Kiran Rao**

**Salesforce Developer**

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**Professional Summary:**

* Around **11 years** of IT experience as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well with the Salesforce CPQ, Apttus and CLM.
* Extensive experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* Extensive experience in SalesForce Community.
* Good hands-on Salesforce Lightning.
* Hands on experience of Apttus product suite, including Contract Management and Configure, Price, Quote capabilities and STP.
* Integration, Developing and deploying custom integration solutions using Force.com Eclipse IDE Plug-in, Force.com Explorer, Data Loader, Force.com Excel Connector, Migration Tool.
* Strong experience of Apttus configuration, including workflows, validation rules, and security controls
* Extensive experience in Mulesoft.
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Call center, Chatter& App-exchange applications.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Extensive experience in Demandware and Commerce Cloud.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation Studio.
* Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns.
* Configured FTP accounts and used it for import and File transfer upload and tracking total number of email sends and opens.
* Experience in connecting the Sales and Service clouds with marketing cloud connect.
* Experience on Worked on Vlocity, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business and renewals, and tracking producer credentials. Coordinated and transferred knowledge to the offshore team.
* Experience developing solutions for the Apttus Contract Lifecycle Management (CLM) and Configure, Price Quote (CPQ) systems including X- Author for Word &Excel, development of clause libraries and contract templates.  
  Good Experience in Salesforce.com Configuration and Design of Sales Cloud with an emphasis on Sales Cloud solutions.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Good insight in to the Health and Financial Domain.
* Developed and recommended CRM roadmap for customers in the Financial Domain
* Experience working in Agile methodology, Scrum methodology, Waterfall model and Test-driven development.
* Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
* Extensive exposure to Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing and User Acceptance testing(UAT).
* Created customized UI as per the client and application requirements using Visualforce.
* Analyze & document business requirements, business workflows, developing file mapping and technical specification and working with business partners/stakeholders to determine details and priority of requirements.
* Experience developing solutions for the Apttus Contract Lifecycle Management (CLM) and Configure, Price Quote (CPQ) systems including X- Author for Word &Excel, development of clause libraries and contract templates.
* Experience with both Sales and Service Cloud that provides Salesforce Customer Support and Customer Management.
* Experience in marketing Campaigns and Email Campaigns with Eloqua and Salesforce Communities respectively.
* Worked closely with Salesforce architects and Product owners on salesforce implementation for various projects.
* Proficient in using Salesforce developer toolkit including Apex Controllers and Triggers, Visualforce, Web Services, and APIs.
* Adept at working extensively on Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, Process Builder, and Approval Processes for automated alerts, field updates, Sharing Rules, and Email generation etc.
* Efficient and knowledgeable in using basic Lightning components including, lightning pages, lists, layouts etc.
* Skilled at implementing/incorporating App - Exchange products such as APPTUS, Conga, DocusSign etc.
* Successful in implementing over 10 Sales and Service and Marketing Cloud instances using both ‘out of the box’ and customized features.
* Experience with developing a complete Case Management System using Lightning Components and Complete knowledge of Aura Framework.

**Technical Skills:**

**CRM TOOLS:**Salesforce.com

**SALESFORCE TECHNOLOGIES:**Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers), ETL, S-Controls, Triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing

**SALESFORCE API TOOLS:**Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader

**LANGUAGES:**C, C++, Java, PL/SQL, Apex, Ajax, C#

**OPERATING SYSTEMS:**Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Macintosh, Linux, Unix

**WEB TECHNOLOGIES:**Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, JQuery, OOD

**Version Control Tools:**CVS, Clear Case, Subversion, VSS

**Web services:**SOAP, Cast Iron, WSDL, XML, JSON, REST

**Database:**MS SQL Server 7.0, Oracle 10g/9i/8i, MS Access

**Working Experience:**

**Sr. Salesforce Developer Jan, 2018 – Present Bank of America Charlotte, NC**

**Responsibilities:**

* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Experience in modifying Visualforce pages to be supported in Lightning and good e xperience and good understanding of Lightning mode and its features.
* Responsible for setting up web service integrations.
* Assisted in building Journeys in Journey Builder for campaigns that are by the business team.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud.
* Designed and developed wave dashboards in Analytics studio and exposed to Partner community.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Created custom Wave Dashboards in Analytics Studio and exposed to Partner Community Users so that users can visualize data on Wave dashboards in Partner community.
* Setup Marketing Cloud Connector and Sales Cloud Setup of API user and Marketing Cloud API user and performed all the steps of Connecting Marketing Cloud Connector.
* Configured SSO (Single-Sign-On) in Marketing Cloud and Identity Access Management tool with internal teams.
* Developed Data Model in Marketing Cloud for the Data Extensions using Synchronized Data Extensions, Shared Data Extensions, Salesforce Data Extensions and used filters and queries.
* Worked with Developer and Developer Pro Sandboxes with team members and shared ideas.
* Collaborated with business users and product managers in the development of new business requirements and enhancement requests by accurately capturing all stakeholder positions and translating them into system specifications.
* Prepared and provided BRD for tracking data extracts to be exported from Marketing Cloud to SFTP folder for loading into external legacy database systems.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
* Partnered with business unit to design and build data integration processes (Java/Spring, Salesforce REST web services, Vlocity DataRaptor app, etc) and loading of initial groups of customers/affiliates.
* Worked extensively on Salesforce.com standard objects like Accounts (Person and Business), Contacts, Opportunities, and Cases.
* Experience in complex handling APTTUS - Configure, Quote and Contract management application
* On hand experience in creating executive reports for clear visibility of contacts and activities.
* Designed and implemented custom Vlocity Omniscript pages for customer information.
* Implemented and maintained the Visual Force Pages and Apex classes based on customer functionality.
* Developed Apex triggers and Test methods for developed Apex class and Approval process.
* Customized the existing Standard Objects, Profiles and Applications and Developed New Custom Objects, Components and Tabs.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Upgraded Salesforce Classic to Lightning.
* Developed and Implemented Lightning components for small set of users and made compatible with Salesforce 1 mobile App.
* Developed various Visualforce Pages using JavaScript and Bootstrap.
* Worked with Import Wizard and Data Loader for importing data from Leads, Opportunities and required information in Salesforce Environment.
* Worked with wave analytics to enhance the mobile- first platform to facilitate mobile collaboration.
* Developed dynamic web applications using Lightning framework.
* Hands on Experience on maintaining Standard Objects and Fields, and creating custom Fields, Objects, Validation Rules, Applications, Profiles and Users.
* Implemented Lookup, Master-Detail and Many to Many relationships between Objects and created Rollup-Summary Fields, worked with Cross-Field Objects.
* Created Server APEX Controller for Salesforce Lightning Experience and Added Lightning Component to Lighting Pages and Record Pages.
* Created Visual Force Pages, Controllers and Apex Pages using different IDE’s like Force.com and Eclipse.
* Worked with implementing Dashboards, Dynamic Dashboards, Dashboard Components and refresh times.
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Developed applications using Agile methodology.
* Implemented data models related to CLM.
* Delivered system specifications and changes in CLM.

**Sr. Salesforce Developer April, 2015 – Dec, 2017**

**Highmark Health Pittsburgh, PA Responsibilities:**

* Capture and refine sales requirements within Agile framework of user stories and acceptance criteria to ensure proper alignment to SDLC.
* Created Aura based Components, Attributes, and Controllers which can be compatible to access through Lightning App builder.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts to suit to the needs of various customized applications.
* Working on Service Cloud development. Created journeys and also implemented marketing campaigns using marketing cloud tools like Journey Builder, Email Studio and Automation Studio.
* Managing different Salesforce Instances and Releases and Involved in Data Migration and Deployment activities
* Developed customized functionality using visual force and apex classes.
* Experience in SFDC Integration using Web Service and Apex Programming, Salesforce Service Cloud expertise.
* ave dashboard and ability to accept the service events or reject them.
* Worked on Partner portals and communities’ administration. Created Custom Dashboards for community managers and representatives home page and gave accessibility to dashboards for authorized people.
* Was assigned to lead task force (executives, leaders, developers, business contacts) to work with Vlocity to troubleshoot Data Raptor performance issues preventing upscaling our data operations.
* Generated discover reports and presented campaign engagement statistics to business owners to direct future strategies and initiatives.
* Created Pages, Page variations, tabs, Custom Audience View for a different UI based on the specified filters, Navigation menu and added custom CSS to Partner community.
* Received approval to design and develop POC custom Data Integration Framework to prove viable options to replace Vlocity Data Raptor usage for high volume interfaces. Presented POC to executives/leaders and gained approval to implement. Led team to implement Discovery Advisor Load interfaces with much success. Led several teams to convert all Enterprise data interfaces to custom data service and to mature the framework.
* Used Journey builder in running several different campaigns along with Automation Studio and Contact Builder.
* Designed advanced reports, dashboards, and portals in Marketing Cloud and other business intelligence tools.
* Deployed the code over sandboxes using Change sets.
* Implemented Vlocity cards and reusable templates with comprising SLDS styling.
* Migrated data from Oracle database to Salesforce database using Data Loader and completed the configurations which was in Oracle Application to Salesforce platform.
* Provided architectural guidance on data loads, data retention as well as for integrations with Marketing Cloud as well as Sales Cloud and other environments.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules.
* Created Lightning Component Tabs and Visualforce Tabs.
* Interacted with various Business users to gather enhancement requirements and involved in scrum meetings.
* Analyze business requirements, procedures, and problems and then apply sound technological concepts and provide logical solutions to each (i.e. identify, recommend and resolve)
* Implemented lead and case management through web and email sources and setup auto- response rules upon submission.
* Involved in administering, configuring, maintaining Salesforce.com application user profiles, roles, Permissions, generating security tokens, validation Rule, upgrade installation .
* Set up chatter for faster communication between organization and maintained security of sharing documents or information.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.

**Salesforce Developer Jan, 2012 – Feb, 2014**

**Progressive Insurance Mayfield Village, Ohio**

**Responsibilities:**

* Configured Single Sign-on using SAML and Worked on Mass imports and exports of data.
* Worked on standard Salesforce Chatter and also customizing it by including Custom Logics on chatter objects using triggers, Classes and Visualforce pages.
* Worked on Inbound Marketing Software platform Confidential .
* Created published action to implement custom functionality using custom actions with Visualforce to expose in Salesforce 1 app.
* Worked on zPaper, to create new records form external sources and send fax.
* Installed and Uninstalled packages from AppExchange.
* Integrated custom HTML pages, AMP Script to capture Data directly into Salesforce using Marketing cloud Journey builders and mass email campaign blast.
* Developed Apex Triggers, Apex Classes and Test Methods using Sync/Async methods.
* Customized dashboards to provide daily forecasts and track opportunities, deal registrations and customer engagement.
* Designed personalized email content using HTML and CSS3 in Content Builder.
* Used Analytics builder to create reports.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas.
* Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and non-functional requirements.
* Written numerous SOQL and SOSL queries using Force.com explorer.
* Involved in the entire SDLC using agile methodologies.
* High End Process and Application Customization using Apex & Visualforce.
* Involved in authorizing Test strategy and Test plan.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Created pick lists, dependent pick lists, lookups fields, junction objects, master detail relationships, validation and formula fields.
* Migrated data from Legacy Systems to   Salesforce  CRM using data loader.
* Designed solution and configured   Salesforce.com Case, Solution, PRM & Customer portal Modules.
* Mainly worked with CASE Management in SFDC.
* Experienced in sales cloud by adding object, Fields, Tabs, Reports, and Dashboards and migrate data into   Salesforce.
* Implemented the duplicate management rules on contact and Account.
* Implemented the new country and state pick list.
* Customized Service cloud with service console, Cases, Chatter Answers.
* Worked on Service and Sales cloud simultaneously.
* Worked on standard objects like Accounts, Contacts, Leads, Campaigns, Reports, Cases (case management) and Opportunities.
* Set up Marketing Campaigns, Campaigns hierarchies, Lead Queries, Assignment Rules, Web-to-Lead and Auto Response Rules (Marketing Cloud).
* Maintained user security permissions as per the organizational needs.
* Experience in migrating data from legacy systems to Salesforce.com using Apex Data Loader.

**Salesforce BA Jun, 2009 – Dec 2012**

**Whitecap Plano TX**

**Responsibilities:**

* Gathered detailed business and technical requirements and participated in the definitions of business rules and data standards
* Responsibilities include leading business requirement definition, translation of business requirements into SFDC terminology, and Service Cloud solution design review to ensure business requirement fulfilment.
* Extensive experience configuring and designing the Salesforce.com CRM solution to meet business requirements and support existing business processes.
* Designing and deploying solutions that optimized the Sales /Service cloud functionality and lead the implementation of these solutions.
* Prepared graphical depictions of Use Cases, Use Case Diagrams, State Diagrams, Activity Diagrams, Sequence Diagrams, Component Based Diagrams, and Collateral Diagrams and creation of technical design (UI screen) using Microsoft Visio.
* Experienced working on Agile Scrumand Waterfall methodology.
* Managed Auto response rules if customers approached beyond the business hours and toiled on Record Types, Validation Rules, Triggers and Page Layouts.
* Prepare test cases, test scripts for Navigational test, Functionality testing, UAT and GUI testing.
* Used SQL queries to collect relevant information from company's database.
* Meet with key stakeholders to gather detailed business and functional requirements to be built into Salesforce.com.
* Dealt with the senior managers on a regular basis to discuss the Use cases, Workflows and different requirements that comes out of the stakeholder interviews.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments.
* Developed questionnaires for stakeholders, definition of the Use Cases and requirements along with control flows and user interface mockups in Visual Basic.
* Designed GUI and Navigation flows for the generic viewer facing the end user using MS power point, Visio.
* Perform and guide BSA testing for Salesforce application in marketing cloud.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Develop and execute Test Scenarios, Test Scripts, test data documents based on Requirements and Design documents mostly in agile environment.
* Collaborated in Designing, developing, and deploying Apex Classes, Controller Classes, and Apex Triggers for email services and lead-to-contract conversion.
* Performed administrative activities on Sales, Service cloud by creating User, Roles, Profiles, Workflow rules and Approval process.
* Implemented salescloud and service cloud to improve customer retention and service delivery process improvement.
* Collaborate with QA and Development teams for requirements clarifications.
* Closely Work with the Development Team to understand the Technical Architecture and Technical requirements of healthcare Claims Workstation.
* Designed and developed Use Cases, Activity Diagrams, Sequence Diagrams, OOD (Object oriented Design) using UML and Visio.
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Acquire user requirements and designs for the Salesforce.com CRM to capture all sales and marketing needs.
* Implemented Service Cloud by decommissioning and migrating existing Siebel Servicing Portal.
* Implemented Marketing Sales, Customer Service, Call Center & Support Administration.

**Education:**

**Bachelor’ from University of Bombay India - 1982**