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| **Anil****Email:**  **m.anilkumar2023@gmail.com****LinkedIn id:** [**https://www.linkedin.com/in/anil-k-923151259/**](https://www.linkedin.com/in/anil-k-923151259/)**Trailhead link:**  [**https://trailblazer.me/id/anil1983**](https://trailblazer.me/id/anil1983)**Senior Salesforce developer****Cell # 940 641 6028** | A picture containing text, businesscard  Description automatically generatedIcon  Description automatically generated |

**SUMMARY**

* Around 9+ years of experience into Information Technology industry and 5+ years of experience in Salesforce.com domain which includes software analysis, design, development implementation & enhancement of projects using Salesforce.com CRM and followed Agile (SCRUM) & Waterfall Methodologies.
* Involved on Salesforce configuration, Customization, integration, deployment, communities and classic to lighting migration, lighting component, lighting design systems.
* Experience in working with Sales Cloud, Services Cloud, Marketing Cloud, Apttus ,CPQ (Steel brick) , Experience Cloud (Community Cloud) and having on knowledge with Einstein Analytics , Tableau CRM, MuleSoft.
* Involved in various stages of Project implementations including Requirement gathering, System Integrations, Data Architecture & Functional Specification documentation.
* Experience in SFDC integration using Web Service and Apex Programming, App – Exchange Packages & Custom Applications, Salesforce.com service Cloud expertise.
* Implementing Apex Classes, Visual Force Pages, Apex Components, Controllers, Triggers, Scheduler, Batch Apex, Analytic Snapshots, Migration Tool, Web Services API and working with Force.com IDE . Exposure in Customer Portal and Self-Service Portal.
* Extensive knowledge in Salesforce Lightning Experience, Salesforce 1 Application
* Technical experience in Communities, Lightning web components, Lightning Experience & Lightning App builder.
* Experience in Trigger, Test Methods , and writing SOQL and SOSL queries.
* Create a Salesforce Case, lead from outside Salesforce Web-to-Case, Web-to-Lead.
* Extensive experience in customizing the user interface of Salesforce CRM using apex programming, custom controllers, visual force, CSS, and JavaScript libraries.
* Experience in customizing Data model of Salesforce.com CRM using workflows, triggers, validation rules, and approval processes.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Proficient in dealing with the functionalities related to the Salesforce 1, Sales Cloud, Call center, Chatter & App-exchange applications.
* Experience in GUI was designing using HTML, CSS, JavaScript, Angular.JS and jQuery.
* Experience in Data migration and integration using Apex data loader, import wizard, SFDC data export, Mass delete. Experience working in Pardot, Demand tools, Spreadsheets.
* Experience with working in VS Code with Salesforce DX CLI
* Experienced in creating modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder. Extensive experience in using declarative features like Validation rules, sharing rules, Approvals to achieve complex business process automation.
* Expertise in Web services API, Apex callouts & Apex batch jobs
* Expertise in web technologies like HTML5 , XML, CSS, JSP, JavaScript , jQuery, AJAX, WSDL, REST API, ,SOAP API , BULK API, force.com Callouts, Batch and Apex programs schedule. Familiar with web protocols & concepts including HTTP(S), GET, POST, SOAP, REST, XML, JSON.
* Experience in developing Salesforce.com ETL processes using Cast Iron, Informatica, Java and Salesforce Web Services Java API.
* Built pixel perfect apps in lightning system through modern enterprise UX best practices for a modern user interface (UI) and optimized speed. Experience in building reusable UI components and pages with Lightning component framework.
* Experience in Data migration using Data Loader, Import Wizard & Excel Connector.
* Expertise in Design and Development of UI’s using Visualforce pages, Visualforce components, Lightning Framework, HTML, JavaScript, CSS, and Bootstrap.
* Hands on experience with CI/CD (Dev Ops) processes and tools, including Git, GitHub, SourceTree, Jenkins, SonarQube and Ant.

**CERTIFICATIONS:**

* Salesforce.com Certified Force.com Administrator
* Salesforce.com Certified Force.com Platform Developer

**PROFESSIONAL EXPERIENCE:**

**Role: Senior Salesforce Developer**  April 2022- Present.

Charter Communications – St Louis, Missouri

**Responsibilities:**

* Worked with software development team and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability, and performance.
* Designing, Development, Testing and Deploying Salesforce applications Expertise in **Force**.com, **Apex** classes, Apex triggers, Visualforce, **Lighting** Components, **SOQL** and **SOSL** integration of Salesforce applications to other web services by consuming their WSDL and using remote site settings and Web Callouts using **REST** API.
* Developed Lightning components using **Lightning app builder** by incorporating **Lightning Design system** styles in the components for salesforce1 and lightning.
* Written **Apex** Unit Test classes for unit testing and increase code coverage for all **Apex** classes, triggers, **Batch** and Web Services classes and used new annotations like @testSetup to setup test data for each test class.
* Working extensively in **Aura** framework, Lightning Components and Salesforce Lightning Design System (LDS) Lighting Web Component (LWC), Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
* **Built reusable** UI/UX components with Lightning component framework
* Visualforce Pages for lightning experience, Alternates for Java Script Codes, Sharing **Visualforce** **pages** between Classic and lightning.
* Developed **Batch** Classes and utilized Asynchronous **Apex** for efficient mass updates on the records in the system
* Working on setting up Salesforce **DX** CLI for creating scratch orgs...
* Maintained the Salesforce out of the box functionality and customize such as custom fields, objects, layouts, workflows, process builder, validation rules, VF pages, triggers, SOQL, SOSL and Apex programming using force.com.
* Made new feature enhancements on Service cloud, Sales Cloud using Lightning.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Strong understanding and experience of Salesforce Sales and Services cloud and understanding MuleSoft.
* Configuration/Customization/Integration with tableau.
* Worked with Salesforce sales Analytics and service Analytics standard applications in Einstein Analytics.
* Improvised the user experience with simplifying the quote process, selling, and product configuration. Bundles, Dynamic.
* Worked with native Salesforce **(CPQ)** **quote to cash** functionality such as Opportunities, Product configurations, Product rules, Price rules, **Quotes**, orders and Contracts, Lead-to-cash business processes.
* Setting up permission, Permission set Licenses, roles and profile to analytic users and using security predicate restricting users to access the other Datasets and Data in Analytics.
* Building CPQ Quoting & Product configuration, pricing with many dependent components at individual SKU level.
* Built apex program to load the CPQ configurators to accommodate large no of configurators.
* Configured product, price book, Quotes and proposal, approval process and other key CPQ functionalities.
* Designed very complicated Visual force pages & web forms using JavaScript, **CSS3**, **Bootstrap**, **HTML5**, **jQuery**, and **Controllers**.
* Used SOQL and SOSL statements within **Governor** **Limits** for data manipulation needs of the application using platform database objects. Automated the business processes using out-of-the-box tools and services of Lightning Experience. Involved in salesforce Integration with **ETL** and ab initio.
* Setting up permission, Permission set Licenses, roles and profile to analytic users and using security predicate restricting users to access the other Datasets and Data in Analytics.
* Worked with wave analytics assets like apps, dashboards, lenses data sets to explore and import the data.
* Utilized **JIRA**, to track assigned tickets and triaging the bugs for monthly product releases. Performed testing and customization of objects, fields, record types, page layouts, workflow, and validation rules in salesforce.
* Experience in Continuous Integration with Repo and **GIT/SVN** Setup. the standard features of Salesforce to align existing business processes to salesforce environment resulting in automations reducing stakeholders work by 50% and giving chance to adapt new tools for futuristic use cases.
* Worked with wave analytics assets like apps, dashboards, lenses data sets to explore and import the data.
* Translate client requirements into Salesforce **CPQ** design, leveraging best practices and minimizing the need for custom development.
* Experience in handling and coordinating deployments using various migration methods/tools such as Change sets, Eclipse IDE, ANT and SFDX CLI.
* Experienced in Conga Mail Merge, Conga Composer and Conga Conductor and also in creating Conga Template and Quick Merge Links
* Designed and implemented solutions to migrate customer information from dynamic CRM to Salesforce using MuleSoft and Salesforce with Integration best practices.
* Good at Migration and Deployment in Flosume to create the sanpchat/Commit/Branch creation and Deployment.
* Deploy components using Change Sets and Jenkins and perform version control using Git.
* Extensive knowledge of the Life Cycle of Development including Salesforce Deployment /Packaging effectively using Metadata API. Changeset, and JENKINS and knowledge on Using ANT Script to deploy

**Environment**: Salesforce.com platform, Apex, Visual Force (Pages, Component & Controllers), Eclipse IDE, JavaScript, Controllers, Sharing Rules, Workflows, Email Updates, Web Services API.

**Role: Senior Salesforce Developer** March 2021-April 2022

AT&T – Dallas, TX

**Responsibilities:**

* Implemented Service Cloud for building Customer Care Agent Desktop application for the service operation team.
* Worked on end to end functionalities related to service cloud, Sales Cloud, Marketing, Omni- Channel, Live agent , Open CTI , Lighting Dialer , and Snap -Ins
* Best practices understanding of Coding Standards, Deployment, Apex, Visualforce, Salesforce Integration, Security Implementation .
* Developed batch classes, Schedule Apex, HTTP Callout, dynamic apex, Single email methods, Mass e-mail methods, test classes, Wrapper Classes.
* Utilized Salesforce Lighting Design System (SLDS) and Standard web -based technologies or custom UI needs.
* Working extensively in Aura framework, Lightning Components and Salesforce Lightning Design System Lighting Web Component (LWC), Design and built custom Lighting App Home pages, and record pages.
* Built reusable UI/ UX components with **lightning** component framework.
* Configuring and developing a user interface application named Call Center Agent Desktop.
* Worked with SOQL, SOSL & relationship queries for query optimization and not to hit governor limitations
Integrated third-party tool – MuleSoft.
* Involved in migrating data from legacy systems to Salesforce using Data Loader, **MuleSoft’s** Data loader.io, Talend Open Studio, Dataloader.io, Informatica Data Loader and data migration tools.
* Configuring and doing Custom development in transitioning existing LIVE agent users to omni channel for automated routing of cases and Setting up Omnichannel on cases and call-center integration in Salesforce for agents to respond to cases and customers as quickly as possible. Created the Visual Workflows for call center for routing the cases to corresponding queues.
* Customization of Reports, Dashboard, Workflows, Approval process.
* Deep knowledge in Einstein Analytics where played around and created a prototype dashboard which includes both external and external data sets and salesforce data .
* Created and managed changes to the systems like involvement in UAT training and also modify the existing systems to increase benefits and usability by creating workflows, Advanced visual Flows, Process Builder, Escalation rules and Assignment rules.
* Migration of all customizations including Custom Configurations, Packages and other objects from Sandbox to production environment. Created and invoked apex methods to read data from custom objects in **LWC**.
* Deep knowledge in Einstein Analytics where played around and created a prototype dashboard which includes both external and external data sets and salesforce data .
* Experience integrating Salesforce with different business systems as well as working with integration tools (ETL, MuleSoft etc.)
* Automated the import extract and query activity using Automation Studio in Marketing Cloud.
* Implemented Salesforce Sales Cloud using marketing automation tools such as **Marketo** and **Pardot**
* Working on translating several Visual Force pages to lightning using **LWC** framework
* Visualforce Pages for **lightning** experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and lightning.
* Created customized UI as per the client and application requirements using visual force.
* Created multiple Lightning Web Components LWC, added CSS and Design Parameters that makes the Lightning web component LWC look and feel better UI.
* Worked on Salesforce CPQ pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows. Developed Lightning web components (LWC) components.
* Querying Salesforce Database with SOQL & SOSL queries available in Force.Com platform.
* Build Lightning Components both standalone and embedded to Lightning Record Page and mobile Lightning Community implementation.
* Involved in end-to-end QA and UAT testing and Validation of Apttus CPQ including products, Pricing, quoting. and testing SaaS solutions focused on CPQ. (Quote-to-Cash).
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Created and managed custom objects and fields to integrate Salesforce objects in Analytics Data manager.
* Experience with setting up FSL (Field Service Lighting) data models (Work Orders, Service Appointments, Service Resources, Territories etc.).
* Designed and implemented solutions to migrate customer information from dynamic CRM to Salesforce using MuleSoft and Salesforce with Integration best practices.
* Experience setting up field service features according to client’s business needs. This includes installing Field Service Lightning managed package and Field Service Lightning mobile app..
* Working on Tableau CRM to build the reports and dashboards as per the client’s requirements.
* Salesforce User Interface creation and modification using innovative UI, which supports mobile and web applications using visual force and aura frameworks.
* Developed Lighting Web Components (LWC) for scheduling application and integration using Rest API or SOAP API.
* Implemented Copado to improve the efficiency of salesforce release management and version control
* Hands on experience with tools like Data Loader, Eclipse IDE with force .com Plugin, Workbench and Postman.
* Strong conceptional understanding and experience with server- side web development design languages, Scripting tools , and protocols such as HTML 5 , XML , Java Script , HTTP , CSS , AJAX , jQuery
* Extensive knowledge of the Life Cycle of Development including Salesforce Deployment /Packaging effectively using Metadata API. Changeset, and JENKINS and knowledge on Using ANT Script to deploy.
* Interacted with various business user groups for gathering requirements for Salesforce implementation and documented the Business and Software Requirements

**Environment:** Salesforce.com platform, Apex, Visual Force (Pages, Component & Controllers), Eclipse IDE, JavaScript, Controllers, Sharing Rules, Workflows, Email Updates, Web Services API.

**Role:** **Salesforce Developer**  March 2020-March 2021

Ally Financial – Charlotte, NC

**Responsibilities:**

* Created various profiles and configured the permissions based on the organizational hierarchy requirement.
* Used data loaders for daily customer uploads and camping uploads.
* Designed the Apex Classes, Triggers with single architecture model, Visualforce pages and Visualforce components.
* Used SOAP UI for integrating with third party (ACM, Citrix and WebCSR).
* Developed the process builders for scheduling the batches.
* Designed and developed Validation Rules to maintain data quantity and data consistency.
* Created email templates and inbound emails using Visual force for the clients and customers, Developed Email listeners to process incoming emails.
* Created custom objects, fields and edited page layouts for grouping and editing field properties Created dependent Pick lists, Lookup Fields, Formula Fields and adding fields to Search layouts Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* valuate Salesforce App Exchange Products and conduct proof of concept. Create technical
 documentation related to Salesforce applications. Fixes and develops changes to applications to
 meet functional and technical designs following best practices and development standards and guidelines.
* Work to analyze, debug, and resolve defects in applications. Provide production support to resolve
 application issues.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards, and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people.

Role**: Salesforce Developer** January 2018-February 2020

Kohl’s – Brookfield, WI

**Responsibilities:**

* Involved in the analysis and design phase. Participated in discussion meetings (Scrum meetings) about the business requirements
* Developed service cloud on salesforce.com platform using CRM process.
* Design, implement and extend the CRM functionality
* Worked with business owners to understand their requirements for Salesforce Marketing Cloud application.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey Builder, Email Studio and Automation Studio. Worked on SFDC standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud. Helped in developing strategy and roadmaps for email marketing programs to drive acquisition, customer retention, customer growth, and demand generation to achieve quantifiable revenue goals.
* Design and developed Apex Classes, Controller Classes, extensions, and Apex Triggers for various functional needs in the application.
* Dashboards for Lead Funnel Forecast, Sales Leaderboard win/loss rates, product gaps, competitor presence, deals with no coding all reps, product, marketing.
* Experience in modifying Visualforce pages to be supported in Lightning and good experience and good understanding of Lightning mode and its features.
* Managing Campaign Lifecycle in Journey Builder, Email Studio, Automation Studio, Content Builder & Audience Builder
* Hands-on experience with configuration of the modules built on the Salesforce Marketing Cloud.
* Providing Support to clients for issues related to Email Studio, Automation Studio and Reports& Analytics.
* Triggered interface events by user interactions, which includes Lightning Component framework and involved in building Lightning Components using the aura framework.
* Created workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates.
* Write Triggers, Test Classes, and Deploying Code changes from environments to environments. -
* Developed and delivered new functionalities for distinct business needs and improvements.
* Involved in Migrating codes from Developer sandbox to QA Sandbox using Change Set and Jenkins

**Role: Java Developer** August 2016- December 2017

STAPLES – Framingham, MA

**Responsibilities:**

* Implemented Java, Java 6 Lambda functions to write clear and concise code for higher efficiency and easier maintainability.
* Used Hibernate Framework for object-relational mapping and persistence.
* Integrated Angular 4,5 with Spring MVC frameworks for handling user requests, interacted with the back-end database using Spring validation framework and JavaScript for validation at front-end or server.
* Utilized Angular components like ng-Route model validation along with Bootstrap which provides user login sign up interfaces and submit validated data to the back end.
* Developed REST-based web services to 3rd party systems.
* Responsible for writing SQL Queries and Procedures using Oracle 10g database.
* Optimized SQL queries used for batch processing in spring.
* Created Tables and SQL Queries to insert and fetch the data from the database.
* Return SQL Queries using left joining, Right joining.
* Implemented bean wiring in spring to instantiate classes at the business logic level.
* Used Eclipse IDE as the development environment and GIT for version control.
* Monitored the error logs using Log4J and performed unit testing using JUnit.

**Environment:** Java 6, Angular 4/5, JavaScript, RESTful Services, HTML5, CSS3, Bootstrap, Spring Boot, Hibernate and MS SQL Server

**Role: Java Developer** July 2012- September 2014

Titan Software - India

**Responsibilities:**

* Develop web applications with the use of HTML, JavaScript, and SQL.
* Development of customized software for the automation of product designing and process planning.
* Responsible for functional specification, technical specifications.
* Developed authentication and authorization modules where authorized persons can only access the system.

**Environment:** Core Java, J2EE, Spring, Web services, SOAP, JUNIT, XML, XSD, Eclipse, SVN, Tomcat.

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| **Salesforce Technologies** | **:** | Apex, visual force, SOQL, SOSL, Email template, formula, Validation rules, apex trigger, workflow and approvals, App exchange, Eclipse, sales force.com IDE, Apex data loader, web services. Dashboards, Analytic Snapshots, Custom Objects, Lightning |
| **Salesforce Tools** | **:** | Eclipse,**Force.com, Eclipse IDE plug-in**, Force.com Explorer, Force.com Data Loader, Force.com Excel connector, Force.com Platform (Sandbox, and Production) QTP and **Sandbox Testing** |
| **Data Migration Tools** | **:** | Data Analysis, Data Cleansing, Data Normalization, **Data Migration**, Data Loader |
| **Databases** |  | **SQL** Server 2005, Oracle, MS Access, **Peoplesoft** |
| **Programming Languages** |  | Java, C#, .NET, HTML, **Apex**, **DL/SQL** |

**EDUCATION:**

* Bachelors in computer – India (2006)
* Masters in computer –2016