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***Professional Summary:***

**Sr. Certified Salesforce Developer / Admin**

* Around **7+ years** of IT experience with 6 years of core experience in Administration & Developing in Salesforce CRM.
* Excelled in working with various salesforce.com standard objects like Accounts, Contacts, Opportunities, Reports and Dashboards.
* Worked on the designing of Custom Objects, Custom Tabs, custom fields, role-based Page Layouts, design of Visual Force Pages, Reports, Dashboards and various other components as per the client and application requirements.
* Experience with tools like Apex Data loader, Jitterbit data loader for Force.com Data Migration.
* Worked with SOQL, SOSL, Visualforce, APEX on Force.com.
* Good knowledge on Apex development in creating Triggers, Apex Classes, Standard Controllers, Custom Controllers and Controller Extensions.
* Experience working with Force.com IDE, Data Loader, Helper classes, Import Wizard and salesforce.com Sandbox Environments.
* Experienced in working and Configuring Price Quote (CPQ).
* 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.
* Involved in Deployment of code from Salesforce.com Sandbox to the Production environment using Change Sets, Aside.io.
* Created Lightning Pages with Lightning Components.
* Migrated Salesforce classic to salesforce Lightning and implemented complete functionality into lightning.
* Worked with third party API tools like SKYVIA and DocuSign to reach the users requirements.
* Proficient in analyzing business requirements and implementing them to Salesforce objects, master-detail relationships, lookup relationships.
* Experience in implementation of salesforce.com applications like the Sales, Marketing, Service and support Modules.
* Capable of working in a group as well as independently.
* Having good knowledge in design visual force pages with responsive designs by using Bootstrap, HTML, CSS.
* Helped on 1 Full Migration of Exact target Legacy projects to Marketing Cloud Enterprise 2.0 Environment.
* Worked on Exact target/Marketing Cloud.
* Worked on Journey/Audience Builder for email campaign.
* Worked on Salesforce Marketing cloud Connector V5.

**Education:**

Bachelor’s in Computer Science, 2014

# Technical Skills:

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| --- | --- |
| Salesforce Technologies: | Apex Classes and Triggers, Visualforce (Pages, Component & Controllers), SOQL, SOSL, Sales Cloud, Service Cloud, Communities, Case Management, Lead Management, Record Types, Change Sets, Sandbox, Apex Data loader, Analytic Snapshots, Custom Apps, Console Apps, Standard and Custom Objects, Tabs, Layouts, Relationships, Users, Roles, Profiles, Permission Sets, Role Hierarchies Sharing Rules, Workflows, Validation Rules, Approval Process, Process Builder, Reports, Dashboards, Email Templates, CPQ, Salesforce1, Lightning Components. |
| Salesforce Tools: | Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data loader, Excel Connector, Force.com Platform (Sandbox and Production), Force.com Migration Tool, Offline Edition, AppExchange, Data Loader, REST API, SOAP API. |
| Web Development: | XML, HTML, CSS, JavaScript, WSDL, JSP |
| Languages: | Java, Apex, C, C++, SQL/PLSQL |
| IDE and Tools: | Eclipse, Visual Studio, Force.com IDE, Apex Data Loader, Workbench |
| Operating Systems: | Windows/XP/Vista/7, UNIX |

# Work Experience:

**Southwest Airlines, TX (April 2019 – Till date)**

**Role: Salesforce Lighting Developer**

**Responsibilities:**

* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* 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.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Customized Websites and created email templates to enable Web-to-lead and Email-to-lead process.
* Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Experience using Aura framework for developing UI using Aura tags in Lightning components and rollout to Lightning components.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Worked on Integrating SAP and Salesforce systems using SOAP and REST API's.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

***Environment:*** Salesforce.com CRM Application Platform, Salesforce Lightning, Portal Community, Roles, Profiles, Permission Sets, Sharing Rules, Apex Sharing, Reports, Dashboards, Workflows, Approval

Processes, Email services, Process Builder, Flows, Communities, Lead Management, Case Management, Apex Classes, Triggers, Visualforce, Custom Controllers, web services, Batch Classes, Batch Jobs, Workbench, Data Loader.

**AT&T- Dallas TX (July 2018 – April 2019)**

**Role: Salesforce Administrator/Dev**

**Responsibilities:**

* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in the application.
* Implemented SFDC Integration using REST/SOAP Web Service API'S for extracting the data from external systems.
* Migrated some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Built unique Lightning pages as per business needs with the Lightning Community Builder.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Worked on salesforce Wave analytics for optimizing the mobile access and data visualization.
* Created custom Report types and Dashboards so that users can generate reports and visualize data on dashboards.
* Used SOQL and SOSL for querying the objects.
* Worked with various salesforce.com objects Account, Contact, Leads, Opportunity, Cases, Order standard objects.
* Implemented Email to lead, Web to lead functionalities and Data Loader to bulk load leads data into salesforce.com from other databases and CSV files.
* Used Force.com IDE for development of Visual Force Pages, Apex classes, Triggers and debugging and analyzing logs.
* Performed Apex Callouts from salesforce to the same external system to get tracking information of an order.
* Deployed application from Sandbox to Production environments using Change Set, Eclipse and Force.com Migration tool.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data.
* Developing and Maintaining large volumes of deadline-driven email campaigns and assets Management of email channel calendar and Direct Mail.
* Reporting on email campaigns (status and outcomes) for various stakeholders. Cross-departmental collaboration on major projects and new initiatives.
* Automated the import, extract and Query activity using Automation Studio. Used Dynamic content for subject lines.
* Used SOQL for data manipulation needs of the application using platform database objects.
* Involved in Data Migration using Data Loader and informatica power exchange. Performed the roles of Salesforce.com Developer and Administrator in the organization.

***Environment:*** salesforce.com, Apex, Exact Target/Marketing Cloud Admin, Marketing Cloud Integration Visualforce (Pages, Component & Controllers), Lightning (components and controllers), Communities, Pages, HTML, Java Script, Workflow & Approvals, Reports, jQuery, Custom Objects, Custom Tabs, Data Migration, SOQL, SOSL.

**Citizens, Bank RI (Mar 2016 – June 2018)**

**Role: Salesforce Developer**

**Responsibilities:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes to suit to the needs of the application.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Experience in modifying Visualforce pages to be supported in Lightning and good experience and good understanding of Lightning mode and its features.
* Create various profiles and configured the permissions based on the organizational hierarchy requirements.
* Designed and developed workflow rules, validation rules and customizations within Salesforce.com.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Used Picklists, Dependent Picklists, and Record Types to enforce data quality.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Worked with Data Loader for data migration and performed Insert, Update, Import and Export operations.

***Environment:*** Salesforce.com CRM Application Platform, Apex Language, Visual Force, S-Controls, HTML, JavaScript, Custom Objects, Tabs, Page Layouts, Workflows, Validation rules, Email, Dashboards, Reports, Eclipse, Sandbox, Production environment.

**Enterprise Holdings - St. Louis, MO (Aug 2015-Feb 2016)**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Created productive documents which will be used by rest of the team to have a better understanding of the related system; Salesforce.com CRM.
* As a part of Administrative tasks, Created custom objects, custom Fields, Validation Rules and Formula Fields. Wrote scripts to load Forecast Data fromSalesforce.com.
* Worked on Salesforce.com Sales Cloud functionality, including Account Planning, Sales Forecasting, Opportunity Management, Lead Management and the Configure/Price/Quote (CPQ) processes.
* Developed Apex triggers, classes to achieve user's desired functionality and have written the dependent test classes.
* Involved in Deployment, deployed all the classes, triggers, objects, components, pages from sandbox environment to production environment.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract and load data from comma separated values (CSV) files.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Developed and configured Dashboards, Reports and Report Folders for different user profiles based on the need in the organization.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visual force pages to develop custom business logic.
* Developed Visual Force Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.

***Environment:*** Saleforce.com platform, MS project, Standard and Custom Objects, Validation rules, Workflow & Approvals, Record types, Reports, Apex Language, Visual Force (Pages, Component & Controllers), Web Services, Data Loader

**Value Labs - India (Sep 2014 – Mar 2015)**

# Role: Salesforce Administrator/ BA

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards
* Worked effectively to ensure that the data is protected and is made available to the authorized users by customizing the user Roles, Role hierarchies, Profiles and Sharing settings.
* Involved in the Development of Apex Classes, Visualforce pages.
* Worked on Salesforce CRM platform on different environment of SFDC such as Sales and Service clouds.
* Made new enhancements on service cloud console view and developed many Visual force components.
* Used Service Cloud to allow users to automate service processes, streamline workflows.
* Experience working in service cloud, supporting cases, developed workflows and triggers for automated case resolutions.
* Created various Custom Objects, Tabs, Formula fields, Validation rules, Approval process, Record Type, Picklist, Dependent Pick lists, List views.
* Created relationships among Objects using lookup and master-detail relationships and created the junction objects.
* Used Data Loader, Command Line Interface, ETL tools for loading.
* Created various Profiles, Roles, Page Layouts and Record types and configured the permission based on the organization hierarchy requirements.
* Developed several Custom Reports and Dashboards that are used by Business user and Managers.
* Participated in Creating and customizing Email template and configuring them to the email alert within the workflow rule for a Standard Custom Objects.
* Created Workflow rules and defined related tasks, Email alerts and Field updates.
* Hands on Experience in Creating Email templates in HTML and Visualforce.

***Environment:*** Salesforce.com platform, Apex, Visualforce (pages, Component and Controllers) pages, Data Loader, HTML, Java Script, CSS, Workflow & Approvals, Reports, Dashboards, Custom Objects, Custom Tabs, Email Services, Security Controls, Sharing rules, Web-to-lead, Workflow automation. Eclipse IDE Plug-in.

**Dexton Technologies –India (June 2013– Aug 2014)**

# Role: Java Developer

* Worked on implementation of GUI module with Struts Framework and used CVS for version control.
* Used Java Database Connectivity (JDBC) to connect from the Java application to the Database.
* Experience in full Software Development Life Cycle (Design, Development, Testing, Deployment and Support) using development methodologies Waterfall Process, Iterative Process and Agile.
* Designed and developed front end using HTML, CSS, JSP's, Struts (tiles and tag libraries) and user validations.
* Developed the code using Agile methodology with daily meetings to keep track of the progress and issues pertaining to the project.
* Involved in implementing persistent data management using JDBC.
* Played an active role in testing the application by writing test cases for different.

***Environment:*** JDK 1.3, J2EE, JDBC, Servlets, JSP, XML, CSS, HTML, JavaScript, UML, Eclipse 3.0, Tomcat 4.1, MySQL