**Vinod Konakan (Certified Salesforce Developer)**

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**Professional Summary**

* **5 years** of professional experience in Application **Software Designing**, **Development, Testing, Administration, Implementation.**
* Experience with **Implementation, Design, Salesforce Configuration, Salesforce Customization, Security Access, Workflow Approvals**, and **Data Validation**, Data Utilities, Analytics, Sales, Marketing, Customer Service and Support Administration in **Salesforce.com CRM and Force.com Platform.**
* Experience in configuring **Apttus CPQ** and working with **Apttus** objects to create Quotes, bundles and manage products.
* Expertise in standard **Salesforce configuration** that include workflow rules, page layouts, Record Types, Approval Processes, Assignment rules, Validation rules, bulk Triggers, etc.
* Gathering requirements, functional and technical, for several projects and involved in the design of prototypes.
* Hands on experience with Sales force Lightning Builder, Sales force lightning components.
* Technical Knowledge about **Salesforce lightning schema builder**, **process builder, app builder, components and lightning connect**.
* Experience in building **re-usable Lightning components** and using Lightning Framework.
* Experience in using client side and server-side controllers in **Lightning Design**.
* Technical Knowledge about **Salesforce lightning** schema builder, process builder, app builder, components and lightning connect.
* Experienced using **Salesforce Lightning UI**. Created **Lightning** Apps combining **Lightning Design** System, Lightning **App Builder** and Lightning Component features.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in **Lightning Applications**.
* Used reactive properties to read/ change data in JavaScript file in **Lightning Web Components.**
* Experienced in **Lightning Web components** to communicate between parent to child components.
* Strong **Agile Methodology, Scrum Framework** Experience.
* Expertise in Code review and release life cycles.
* Experience with Salesforce platform **Sales Cloud / Service Cloud, Force.com. Administration/Configuration, Apex, Force.com APIs, data loads.**
* Experience on Salesforce CRM platform Worked on different environment of SFDC such as **Sales Cloud, Marketing Cloud** and **Service Cloud.**
* Worked on the designing of custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of **Visual Force Pages**, and various other components as per the client and application requirements.
* Extensive business knowledge and customization experience on various **salesforce.com** standard objects like **Accounts**, **Contacts**, **Opportunities**, **Products** and **Price books**, **Cases**, **Leads**, **Campaigns**, **Forecasting**, **Reports** and **Dashboards**.
* Experience in **Market configuration and customization**
* Experienced in web technologies like **HTML**, **XML**, **CSS**, **AngularJS**, **JavaScript**, and **SOAP API**
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.
* Experience with Managing the complex data Experience in Integrating App Exchange Applications with Salesforce, Informatica On Demand, Mass E-Mail Management, Application management using **Force.com Plug-in Eclipse IDE** in **Sandbox** and Production Environments, Working with different aspects of Web Services (S3, EC2, XML, WSDL, BULK API, SOAP API, REST API, SSI, AJAX) & web integration with SDFC.
* Expert in migrating data from various systems into **Salesforce CRM** using **ETL tools – Informatica Demand**, to synchronize data between **Sales.com** and **web service** endpoints. Data Junction (Pervasive), Excel connector and DQC.
* Experience in different testing procedures and dealt with training aspects of the technology.
* Proficiency in writing Apex Classes, Apex-triggers, Controllers, Visual force pages, Force.com IDE, SOQL and SOSL.
* Experience in Eclipse IDE with Force.com Plug-in for writing **business logic** in **Apex** programming language.
* Involved in the planning of Salesforce.com and the projects that are associated with the CRM and the sales related Activities.
* Experience in Generating Reports, Dashboards, customized reports and analyzing the data in Salesforce.com.
* In depth knowledge in CRM features and modules like Forecasting, Campaign management, Lead Management, Order Management, Account Management, Case Management (Email-to-Case and Web-to-Case).
* Experience on **Apex callouts** and **web services integration**.
* A skilled **problem solver** and an efficient **team player**. Can effectively work in both independent and collaborative work environments.

**Certifications:**

Salesforce Certified Administrator

Salesforce Certified Platform Developer (PD1)

<https://trailhead.salesforce.com/credentials/certification-detail-print?searchString=n4bPgjw3e3MQStr7THG9BS3/hCuecdPXwTOyONryFp6DIhKbfcZAsZTqicXCgwGH>

**Education Details:**

Masters, Computers Information Science, Kent State University, OH.

Bachelor, Electronics and Communication Engineering, Amrita Sai Institute of Science and Technology, India.

**TECHNICAL SKILLS**

* **Programming Languages**: APEX, Visualforce, JavaScript.
* **Web Developing Languages:** HTML, CSS, jQuery.
* **Web Services:** SOAP, WSDL, SOA, RESTful, XSLT.
* **Database Management:** SQL Server, Oracle, MySQL.
* **Office Tools:** MS-Word, MS-Excel, MS-PowerPoint.
* **Technologies:** Salesforce.com, Force.com, Salesforce Lightning, Salesforce CRM, AURA UI Framework,Sales cloud, Service cloud, Marketing cloud, Community cloud, Apex Classes, Apex Triggers, Test Classes, Apex Custom Controllers and Extension, Visual force (Pages, Components & Controllers), Validation Rules, Work Flows, Dashboards, Reports, Custom Objects, Force.com Eclipse IDE Plug-in, Apex Web Services, Apex Explorer, Sandbox development and testing, Apex Data Loader, Connect Offline, S-controls, SOQL, SOSL, App Exchange Data Loader
* **Tools:** Apex Data loader, Developer Console, Data Loader, Demand Tools, Cast Iron, Jitterbit, Force.com explorer, Workbench, Force.com Migration tool, Eclipse, CPQ, Lightning, Salesforce-to-Salesforce.

Professional Summary

**Salesforce Lightning Developer**

**Riverbed Technology, Sunnyvale, CA Aug 2019 – Present**

**Responsibilities:**

* Performed the role of **Salesforce developer,** and interacted with various business user groups for gathering the requirements for **salesforce.com, Lightning** and **CRM implementation**.
* Developed various **lightning** components that integrate to form a single point of interactive payment calculator to generate a payment plan.
* Developed **various Apex Classes, Triggers, Controller classes** and **methods for functional needs** in the application compatible with **lightning**.
* Involved with **Salesforce.com Premier Support** and handled **the support cases** with the help of salesforce.com support.
* Strong Experience in **testing, SFDC platform fundamentals** including **security and sharing model**
* **Provided development, implementation, and updating focusing** **on PRM Sales cloud Service** cloud and **marketing cloud.**
* Built **validation rules** and **workflows** to support **business processes and maintain data integrity**.
* Developed **Apex program and Apex triggers** for various functional needs and worked with dynamic Apex to access objects and fields to describe information, execute **SOQL, SOSL and DML** queries from scratch.
* Supported the **data migration and data export** activities through various business centers using **Apex Data Loader, Apex Data Export, Force.com Excel Connector** and **Import Wizard**.
* Employed **Data Loader to migrate data** from **Oracle to Salesforce database** and **configured** in **Oracle application to Salesforce platform; migrated leads, accounts** and **contacts** to Sales Cloud using third party tools
* Worked on **sales cloud** and customized objects Accounts, Contacts, Opportunities, Products, Price Books and custom objects, implemented **Web-to-Lead and custom Lead conversion**.
* Experience in working on **Sales Cloud (Partner Portals)** as well as **Service Cloud (Customer Portals)**. Good knowledge in writing test classes before deploying into production.
* Implemented on Force.com/ service cloud functionality leveraging **web and email services/web-to-custom object/email-to case** functionality.
* Assisted in **Plug-In’s** with **MuleSoft.**
* Triggered interface events by user interactions, which includes **Lightning Web Components** framework and involved in building **Lightning Field Services** using the **Aura framework**. Integrated **web services** by making **WSDL** files to extract data from external systems to display in salesforce.com
* Established **SOAP API** with the aid of a two-way communication between Salesforce and other applications. Code deployment was done using the **Eclipse IDE, Deployment Change Set** and **Snapshot.**
* Designed and deployed **custom tabs and objects, page layouts, Lightning Web components, visual force pages, validation rules, approval processes and auto-response** rules; added fields and functionality using **custom controllers and extensions**
* Salesforce **Lightning** Design System and **Lightning** App Builder.
* Developed enterprise **Einstein Analytics** strategy to replace the tableau dashboards.
* Experience in **Powerful command-line interface (CLI)** removes the complexity of working with your Salesforce org for **development, continuous integration, and delivery using Salesforce DX.**
* Configured product and pricing setup using **CPQ**/Product consoles Formatted and migrated the user data into **Lightning** Experience.
* Worked on **Partner Portals for clients** and updating **price books** often for the vendors.
* Worked with **Accounts, Contacts, Leads, Campaigns, Cases, Solutions Standard Objects and Custom Objects.**
* **Implemented pick lists, dependent pick lists, lookups, master detail relationships** and **record types** to enforce data quality setup **marketing campaigns and assignment rules**
* Implemented **search, filtering** and **tagging** features on page layouts for sales to locate relevant marketing content and documents in SalesForce.com CRM content; ensured effective ways to leverage Saleforce.com CRM features
* Developed enterprise **Einstein Analytics** strategy for data integration, mobile first approach in designing the dashboards.
* Worked with different record types to setup page layouts based on profiles.
* Used **Sandbox** for testing and migrated the code to the deployment instance after testing
* Created **summary reports, matrix reports, pie charts and dashboards** and setup report folders to authenticate users based on profiles permissions; created objects screen that compares **databases** and **schema** changes
* Performed **periodic data cleaning** and administered custom objects, workflow and campaign management
* Involved in project documentation review cycles and followed-up for reviews to see them through to completion.

**Environment**: Saleforce.com Platform, Salesforce APIs, Reports, Dashboards, Email, Triggers, Chatter, Sharing Rules, Validation Rules, SOQL, SOSL, OOTB, Documentation, Data Loader, App Exchange, WSDL, Reports, AppExchange, Data Tools.

**Salesforce Lightning Developer**

**Realtor.com, Scottsdale, AZ Jun 2017 - July 2019**

**Responsibilities:**

* Measured the effectiveness of **multi-channel marketing campaigns** including TV, Online and direct marketing
* Created dashboard reports to track overall business results as well as lead efforts using Tableau.
* Performed present Lead, Enrollment and Retention to **forecast** Trend analysis
* Development of SFDC **B-2-B solutions** using **Cloud Craze & Service Cloud Infrastructure**.
* Involved in creating Gap Analysis document identifying the data, business process and workflows of the organization with respect to SalesForce.com implementation.
* Gathering requirements, functional and technical, for several projects and involved in the design of prototypes.
* Queried databases, performed data extract requests, list pulls and **Statistical Analysis**.
* Defined, Designed and Developed reports to support marketing activities.
* Created **Email Templates** and **Mail Merge Templates** and was involved in doing the mail merge for different standard and custom objects with **lightning**.
* Deployed many applications on **sales cloud, service cloud** which includes the call center and **marketing** applications.
* Implemented and customized Salesforce **customer relationship management (CRM**) for **Marketing, Sales** and Case Management also implemented **sales cloud and service** cloud to improve customer retention and service delivery process improvement.
* Developed **Salesforce Lightning applications** using Lightning **Components, Controllers** and Events and used **custom CSS** in the components.
* Configured the **GitHub** to maintain the different versions in common development environment.
* Involved on creating Lightning Pages inside Lightning community Builder
* Worked on Custom Setting and Test Case and Experience in **Salesforce Lightning - upgrade, migration, setup, and development**. Worked on Lightning Experience, Lightning Connect and **Lightning Component**.
* Provided functionality to create sales illustrations/cases by uploading JSON within Lightening page.
* Upgraded some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of page.
* Developed **Sales Cloud to improve forecasting, campaign** and partner portal.
* In-depth understanding of Salesforce.com’s **Sales Cloud, Service Cloud** and Force.com product offerings and **Health Cloud** experience.
* Worked on to **prioritize tasks** across all their **patients’ needs with health cloud.**
* Created the email templates to be used in **Workflows, Assignment Rules** and **Auto Response Rules** related to Lead Management module in Sales Cloud.
* Experience working in **service cloud, supporting cases**, developed **workflows and triggers** for automated case resolution
* Analyzed the changes performed **in CRM application for marketing, sales** etc. translated them to business and functional requirements for Sales and Service Clouds in SFDC.
* Maintained the **Requirements Traceability Matrix** (RTM) across the deliverables of a project.
* Collected and Reported on external sources of data to drive business decisions
* Verified Analysis and Report accuracy with minute detail
* Created offline surveys and data collection forms.
* Migrated data from **.NET** to Sales force using **DB Sync**.
* Developed various **Custom Objects**, **Reports**, **Tabs**, **Components** and **Visual Force Pages** and **Controllers** for different user profiles based on the need in the organization.
* Developed **Salesforce.com ETL** processes using **Cast Iron**, **Informatica**, **Java** and **Salesforce Web Services Java API.**
* Worked on sharing rules by setting an Organization-wide default sharing access level, and then grant additional access based on the Requirement.
* **Unit test** all items developed prior to testing.
* Experience working with **Salesforce** mobile integration resolving cases on the go and deployed applications from **Sandbox** to production
* Exposure toJ2EE environment for User Interface Configured Marketing **Campaign Management** and Hierarchies**, Campaign** Influence, Lead Conversions Lead Queries, Assignment rules, as well as **Case Management Process.**
* Prepared pictorial Use Cases Diagram, **Sipoc Diagram**, **Swim Lane Diagram**, and **High-level Process Flow Diagram** using **MS Visio** and **MS Word**. In addition, have strong exposure and ability to analyses Activity Diagrams, Sequence Diagrams.
* Integrated **IBM Cast Iron** with **Salesforce.com** using **web services**.
* Used **Data Loader** for **insert**, **update**, and **bulk import** or **export** of data from (SFDC) **Salesforce.com** subjects. Used it to **read**, **extract** and **load data** from comma separated values (CSV) files.

**Environment:** Saleforce.com platform, MS Visio, MS project, Standard and Custom Objects, Validation rules, Workflow & Approvals, Record types, Reports, Apex Language, Visual Force (Pages, Component & Controllers), Web Services, Pages, Data Loader, Informatica on Demand, CRM Fusion, HTML, CSS, Java Script, AJAX, Custom Tabs, Access and Security Controls, Code Migration, Eclipse, Force.com IDE.

**Salesforce Administrator**

**Sonata Software, Hyderabad, India Jan 2015 - Nov 2015**

**Responsibilities**

* Involved in End-to-End development, design, and requirement Analysis.
* Customized the Content Object and created Custom Object, Fields, Validation rules, Reports and Page Layouts.
* Developed **Visual force pages** and **Apex Controllers, Apex, Triggers** on Contact and Custom Post Objects, Workflows, Workflow Email Alerts, Workflow Email templates, Workflow Field Updates and Approval Processes.
* Migrated Data using **Data Loader**.
* Developed site pages using **Site.com** and **Test Classes** to achieve Code Coverage.
* Deployed to **SIT**, **UAT** sandboxes and Production using **Change Sets**.
* Created Test Cases, Scenarios on analyzing requirements at each phase of testing in **SIT, UAT** and verified & validated in QC.
* Interacted with Client, Business Analysts, Testing Team and Lead the Offshore Team.
* Implemented **Apex Trigger** to validate the files attached to attachments Object are encrypted with VSF encryption Tool or not.
* Verified the test cases, log defects with complete information and attaching screenshots in QC.
* Interpret Data, Analyze results and Develop reports
* Create **dashboards, summaries** and **charts** with focus on numbers and patterns
* Develop new and clean existing data by identifying data gaps to improve Data quality
* Acquire data from primary or secondary data sources to analyze and identifying patterns
* Set up **MySQL server** for integrating new data in to Salesforce
* Provide consultation and technical assistance to staff regarding data/database reporting needs
* Work with Data preparation, Data analysis, Report building.
* Implemented **Email-to-Case**, **Web-to-Case** entry, and manual case entry for entering customer’s cases in **Cases Tab**.
* Created **page layouts**, **search layouts** to organize **fields**, **custom links**, **related lists**, and other components on record pages.
* Executed various levels of **Unit**, **Integration**, **User Acceptance** and **Operational Acceptance testing**using test cases to prove that system conform to specifications of business and quality requirements.
* Worked on **SFDC**, **CRM**, **SFA** and **Billing Modules** (Sales Process Automation, Lead and Marketing Automation, Mass Marketing Automation, Customer Care, Accounts Receivables, Credit Limit process, Collections, Rating, Billing, Discounts, Catalogues, Invoicing, Reporting).

**Environment:** Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.