**Pavan** **Raj**

**Salesforce Developer/admin**

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**234-817-7596**

**Certified Salesforce.Com Consultant** (**ADM-201, Platform Developer-1**) with **Around 7** years of extensive and progressive IT experience in various stages of Software Development Life Cycle (SDLC), ability to independently perform Analysis, Requirement gathering, Architecture Design, Administration, Development, Testing, Classic to lightning Migration, Deployment and Maintenance of Enterprise Level Applications including Techno-Functional experience in salesforce.com.

Professional Summary:

* Salesforce.com Configuration and Design of **Service Cloud**, **Sales Cloud,** and Force.com solutions, with an emphasis on Service Cloud solutions
* Integrated **Marketing cloud** instance and Sales cloud using marketing cloud connect to personalize marketing campaigns and provide services for email, mobile, social, and online marketing.
* Implemented **Community Cloud** and built multiple communities to connect to customers, partners, and employees with each other, also to provide better service to customers.
* Enabled **Aura Framework**, by adding **Aura Attributes**andAura HandlersforEvents to focus on Logic and Interactions in **Lightning Applications**.
* Experience in creating modern Enterprise **Lightning Apps** combining **Lightning Design System** **Lightning App Builder** and Lightning Component features.
* Worked on various **Lightning components** for developing dynamic web apps for mobiles and desktop devices.
* Hands-on experience with **Salesforce Lightning Process Builder** and associated new actions of invoking **apex classes and Lightning app Builder**.
* Good knowledge of **Field Service Lightning**. Created and Managed work orders for field service operations with this automated system.
* Proficient with **Salesforce customizations** using **Apex Class** (Custom, Extension), **Triggers, Visualforce pages, components,** and processing large data using **Apex Batch classes**.
* Strong front-end development experience using **Visualforce pages, Components, HTML, CSS,** and front-end validations using **Javascript, jQuery**, and **CSS** for rich look and feel.
* Experience in the usage ofAngularJS for developing single-page applications. Implemented Bootstrap Framework for Custom Visualforce Pages for Optimization.
* Profound experience in **integrating Salesforce** with external systems by developing custom **Apex Restful web services** and outbound calls to the external system using native salesforce Http classes and methods.
* Good experience in working on **Eclipse IDE** with **Force.com Plug-in** for writing business logic in Apex programming language.
* Worked with **Git** repository and **Jenkins** for building applications also experience with Force.com Migration tool (ANT), **Changesets** (inbound and outbound Changesets) for deployment.
* Used **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Good at configuring **MyDomain** and **SSO** (single sign-On) in salesforce instances.
* Familiar with **Steel Brick CPQ** for subscription, billing, invoicing, and can take control of the sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ. Have in-depth knowledge of Products, Discounting, Quotes, Pricing in CPQ.
* Expertise in Data Migration using **Import wizard**, **Workbench,** and other data integration tools like Pentaho, Jitter bit, **Apex Data Loader** using **BULK API.**
* Strong administration experience in designing data security using **Sharing model (OWDs, sharing rules), Role Hierarchy, Permission sets,** permission configuration Profiles, and third-party apex change products.
* Extensive experience in designing of **custom objects, custom fields, master and lookup relationships, Record types, Validation rules, Workflow Rules,** and **Actions, Assignment rules,** and **Approval Processes**.
* Responsible for unit, integration and regression testing and an end to end user testing.
* Good knowledge with SDLC methodologies like **Agile, Waterfall** Model, implemented in requirements analysis, functional design, implementation and development of projects.
* Proven Interpersonal, Communicational, Organizational and Project Management skills.

Technical Skills:

|  |  |
| --- | --- |
| Salesforce Technologies | Sales Cloud, Service cloud, Marketing Cloud, Community Cloud, Health Cloud.  |
| Business Processes | Service Requests and Activities, Opportunities, Quotes and Proposals, Campaign Management, Case Management, Approval, Data Cleansing and De-duplication. |
| Salesforce Concepts | Lightning, Communities, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages / Components, Apex Web Services, Integration, Salesforce.com API, deployment, Triggers, Batch Apex, Scheduled Apex, Future Methods, APEX Data Loader, validation rules, workflow rules, Approval Process, Lightning Process builder. |
| Salesforce Tools | Flosum, Apex Data loader, Workbench, change set (inbound and outbound), Salesforce for Outlook, Salesforce CPQ (Steel brick CPQ), Journey Builder, Marketing Cloud connect, Email Studio, Quip, Wave Analytics, Field Service Lightning. |
| Integration | Third-party integration using Web services such as REST and SOAP API |
|  Third-party Tools  | Eclipse, Conga Composer, Conga contracts, Visual Studio Code, JENKINS, JIRA, ANT, GitHub, Excel connector, Pentaho, Dupe Blocker etc.. |
| Software Methodologies | Agile, Scrum, Waterfall and Spiral Model |
| Programming Languages | APEX, JAVA J2EE, Apex Triggers and Visual Force Pages |
| Database Languages | PL/SQL and ORACLE |
| Operating Systems | Windows and Macintosh |
| Web Languages |  HTML, XML, CSS, Java Script, JQuery, Angular JS and bootstrap |
| Documentation Tools |  MS Office, Notepad, MS Paint, and Snag IT |

**Certifications:**

* Certified Salesforce Administrator
* Certified Salesforce Platform Developer I

**Professional Experience**

**Kar Global, Carmel, IN July 2019 - Present**

**Sr.Salesforce Developer(Sales &Service Cloud)**

**Description:** Kar Global is an Auction based company that auctions used Cars and maintains Physical and online auctions using sites.

**Responsibilities:**

* Worked on integrating **Marketing cloud** with **Sales Cloud** where data needs to fetch from the Marketing cloud and need to update Lead and Contact related fields.
* Worked on **Enhanced Notes** for better maintaining and exporting documents as required by the business which could replace the old **Notes and Attachments**.
* Created **Page layouts** to organize fields, custom links, related lists & other components on a record detail and edit pages.
* Worked on **Salesforce1** for creation of new interface and Mobile based views in Lightning for an enhanced and better look and feel for new **Mobile Lightning interface**.
* Worked on **Salesforce1 mobile** on various Lightning updates that happened after the **Spring20** release of salesforce mobile.
* Developed **Apex test utility classes** and test methods and **achieved 80-100**% of code coverage across the organization by reducing test methods.
* Followed **Agile, Scrum Methodology** that included iterative application development, weekly sprints, and daily stand up meetings.
* Created multiple **Lightning Components, Lightning pages, and web components** to look and feel better, which help in **sales enhancements**.
* Implement feature sets using **standard and custom objects**, **workflows**, triggers, user roles, security, profiles**, workflow rules**, email alerts and templates, and campaigns.
* Implemented requirements on the **Salesforce.com platform and Force.com** IDE and **Visual Studios with SFDX packages** and **CLI Integrations**.
* Developed Multiple projects using **SFDX packages and CLI integrations** using **Visual studios** to develop scratch org and make testing.
* Developed few testing scenarios to test visual force pages quality using **Chrome Dev Console**.
* Worked on **MDM Integrations** for integrating and migration. Involved in data import into **SFDC using Apex Data Loader** through CSV files.
* Developed several **Batch Apex Classes** and scheduled those using **Apex Schedulable classes** on an hourly and daily basis.
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various API’s and displayed them on to the component. Added **Lightning Component to Lightning Pages** and **Record Pages**.
* Designed various **Visualforce pages** for capturing various customer inquiries and implemented logic for migrating cases to different queues based on the type of customer inquiry.
* Worked with **Business leaders** and team on implementing solutions based on **Salesforce.com's** best practice.

**Environment**: Salesforce.com, Salesforce1, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Flosum integration, Sales cloud, Marketing cloud, Community Cloud, Chrome Dev Console.

**Cummins, Columbus, IN Jun 2018 – June 2019**

**Sr. Salesforce Lightning developer (Sales Cloud & Marketing Cloud)**

**Description:** Cummins is an American Fortune 500 corporation that designs, manufactures, and distributes engines, filtration, and power generation products. Cummins also services engines and related equipment, including fuel systems, controls, air handling, filtration, emission control, electrical power generation systems, and semi-trucks.

**Responsibilities:**

* Worked with business leaders and the current development team to document and develop enhancements to our current **Salesforce.com org**.
* Followed **Agile, Scrum methodology** that included iterative application development, weekly Sprints, and stand up meetings.
* Created business requirement documents, system requirement documents and maintain **Agile Boards**, and **User Stories** in **JIRA**.
* Integrated with Salesforce by using a **Marketing cloud connector** (V5). Worked on **Automation studio**, **Email Studio**, and created related activities.
* Effectively communicate between technical, operational, and strategy groups. Configured and designed the journeys using **Journey builder**.
* Used **Community cloud** to build deeper relationships with customers to provide better service and assist them online. Created **Visualforce pages** for custom login and configuration of communities.
* Implemented **Salesforce Steel brick CPQ** (Salesforce CPQ), enhanced functionalities to make the Sales operations smoother, more aggressive and automating quoting, contracting, and billing processes.
* Created multiple **Lightning Components**, added **CSS and Design Parameters** that makes the Lightning component look and feel better, which help in sales enhancements.
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various API’s and displayed them on to the component. Added **Lightning Component to Lightning Pages and Record Pages**.
* Used **Salesforce Lightning Inspector** to debug the **lightning components** during the development process.
* Designed various **Visualforce pages** for capturing various customer inquiries and implemented logic for migrating cases to different queues based on the type of customer inquiry.
* Used **Force.com developer toolkit** including **Apex Classes, Apex Triggers and Visualforce pages** (customized using HTML5 and CSS3 for intuitiveness) to develop custom business logic.
* Developed various **Batch Apex Classes** and scheduled those using **Apex Schedulable classes** on an hourly basis.
* Implemented **SFDC Integration** using **REST/SOAP Web Service API'S**. Integrated the **SOAP/REST API** based Web Services on Demand for extracting the data from external systems.
* Created different folders to store the **Reports** of different groups and categories. Displayed quarterly and yearly results on the Dashboards of the users.
* Written **SOQL, SOSL query language** necessary for the application in **Apex Classes and Triggers**.
* Developed Apex test utility classes and test methods and achieved **85-100% of code coverage** across the organization by reducing test methods.
* **Debug Apex scripts** using Debug Logs and **System Log Console** to catch Exceptions and execute **Governor Limits**.
* Tested apps by appending multiple components to a **Lightning Application** thereby deployed Applications from **Sandbox to Production**.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Steel Brick CPQ, Email services, AppExchange, Sales cloud, Marketing cloud, Community Cloud.

**Nationwide Insurance. - Columbus, OH Aug 2017 – May 2018**

**Salesforce Developer (Sales/Service/Health Cloud)**

**Description:** Nationwide Mutual Insurance Company and affiliated companies with large group of U.S. insurance and financial services companies based in Columbus, OH.

**Responsibilities:**

* Analyzed business needs, distinguish between needs and wants, identify gaps between **business needs** and standard application **functionality, design** and **document solutions** that fill the gaps.
* Migrated and implemented foundational **Health Cloud data model** to enable member and provider 360 experiences for Medicare Advantage potential members, members, brokers, and providers
* Implementation of **Salesforce Health Cloud** including Field Service Lightning, Service Cloud.
* Developed [**Health Cloud Objects**](https://developer.salesforce.com/docs/atlas.en-us.health_cloud_object_reference.meta/health_cloud_object_reference/sforce_api_objects.htm)**,** [**Patient Creation**](https://developer.salesforce.com/docs/atlas.en-us.health_cloud_object_reference.meta/health_cloud_object_reference/admin_create_integration_job.htm)**,** [**Health Cloud Custom Fields on Standard Objects**](https://developer.salesforce.com/docs/atlas.en-us.health_cloud_object_reference.meta/health_cloud_object_reference/health_custom_fields.htm)**.**
* **Worked on Health cloud Custom Metadata Types for the creation of a business model over a health-based project.**
* Customized **Salesforce CRM** beyond native functionality with **Visualforce and Apex code** as per the requirements.
* Upgraded some **Apps** from **Salesforce Classic to Lightning Experience** to develop the rich user interface and better interaction of pages.
* Analyzed Scenarios for switching between **Salesforce Classic and the Lightning Experience**.
* Used **Salesforce Lightning Design System** (SLDS) and Bootstrap for the design of Lightning components. Built and tested single page application using **AngularJS** and the **Salesforce REST API**.
* Written various **SOQL, SOSL queries** in **Apex triggers**, classes using a query language, and wrote **DML statements** to update data in Force.com platform Database.
* Integrated with the external system by making **Callouts** from **Salesforce using Apex Web services** (Http classes) for getting data and updating in Salesforce.
* Written code not to hit **Governor limits** and implemented Salesforce best practices in writing **Apex Classes and Triggers**.
* Implemented **lead and case management** through web and email sources and set up auto-response rules upon submission.
* Generated various **Reports and Dashboards** in **Lightning for Sales** performance tracking.
* Configured **Single Sign-On** (SSO) for increased security, reduced helpdesk requests for password reset and login issues.
* Worked on **GIT version** control systems to keep the history of developed files and involved in the **Code Review board** to maintain the standard of Apex code.
* Involved in **data mapping and migration of data** from **legacy systems to Salesforce.com**. Objects and fields using **Data loader**.
* Created **Page layouts** to **organize fields, custom links, related lists & other components** on a record detail and edit pages.
* Configured **Chatter** for the Users in the **Organization for collaboration**.
* Implemented **Conga composer** with Conga Contracts for quote generation, negotiation and to deliver **Salesforce CPQ** quote process to accelerate sales.
* Supported and improved **sales cycles by implementing CPQ solutions effectively**.
* Created **Email templates** in Text, HTML, and Visual Force necessary for the application. Used jQuery for manipulating the **Document object model** (DOM).
* Created and maintained the documentation for **Design, Migration, and Integration**.
* Deployed applications from **Sandbox to Production**.
* Worked in **Agile & Scrum environments**.

**Environment**: Salesforce.com platform, Code Collaborator, Lightning Experience, Visual Force, Apex Language, Data Loader, HTML, Workflow & Approvals, Custom Objects, Sandbox management, Eclipse IDE, GIT.

**Kroger -Cincinnati, OH Jan 2017 - Jul 2017**

**Salesforce Developer/Admin**

**Description:** Kroger is the only major U.S. supermarket company to operate an economical three-tier distribution system. Kroger also operates 38 food production or manufacturing facilities producing high quality private-label products that provide value for customers and enhanced margins for Kroger.

**Responsibilities:**

* Discussed and analyzed the requirements with the **business team** and converted the requirements into **detailed technical requirements**.
* Involved in **Salesforce.com Application** Setup activities and customized the apps to match the functional needs of the organization.
* Implemented **Salesforce Lightning Components** for a small set of users for customizing **reports and dashboards** and processes to continuously monitor data quality and integrity.
* Experience in building **reusable UI components** and pages with the **Lightning component** framework.
* Developed **Apex web methods** to **integrate force.com applications** with the company’s website.
* Created custom controllers and controller extensions while developing **Visualforce pages**. Developed the **Apex Triggers** to ensure the correct data entries into the system.
* Involved in creating the **Tabs, Links, and Visual Force pages** to configure the application in **Salesforce Managed** ongoing support requests and administrative needs of users.
* Maintained **users, roles, profiles, sharing rules, and public groups** as part of managing security on SFDC.
* Developed **training plans, materials, and documentation** for Salesforce.com users to keep materials updated.
* Developed and communicated a schedule for **future releases/enhancements**. Involved in **data import into SFDC using Apex Data Loader** through CSV files.
* Developed **Unit test class** for Apex class and worked for improving code coverage.
* Created **custom Dashboards** for the manager's homepage and gave access to the dashboard for authorized people for individual divisions.
* Involved in the building of the **Customer Portal** in the organization.
* Used **Data Loader** for insert, update, and bulk import or export of data from **Salesforce.com** subjects.
* Implemented requirements on the **Salesforce.com platform** and **Force.com** IDE Plug-in using **Eclipse**.
* Supported **end-users** with solutions and issues they face with any **functionality**.
* Created **Documents, Presentations, and Reports** using **Conga Composer** by automatically populating templates with data from any standard or custom object.
* Administrated and monitored the company's **Salesforce CRM application**.
* Developed on **Sandbox environments** and performed timely deployments on **production servers**.

**Environment:** Salesforce.com Production, Salesforce.com Sandbox, Lightning components, Visual force, Apex, Data Loader, Quality Center, Approval process, Workflow rules.

**FlatPebble – Hyderabad, India Jun 2014 – Nov 2016**

**Salesforce Developer/Admin**

**Description:** Design & development of a custom application mainly focuses on connecting with customers. To access their profile, displaying key information from any device at any time. To filter and prioritize leads, referrals, Service cases instantly route right information to write employees. To make it easy for the customers provided user friendly digital

experience to provide a good insight into their financial status.

**Responsibilities:**

* Performed **detailed analysis** of business and technical requirements and designed the solution by customizing various standard objects of **Salesforce.com (SFDC)** and using other Platform based technologies like **Visualforce, Force.com API, and Web Services**.
* Developed various **Custom Objects, Tabs, Entity-Relationship data model, and validation rules**.
* Worked with **Visualforce Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Classes, Apex Triggers**.
* Created various **Reports 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 organization's need.
* Developed and deployed **workflows and approval processes** for opportunities and products/ assets management.
* Integrated **web services** by generating the necessary **stubs from the WSDL files** for extracting the data.
* Worked with **Data loader for loading the attachments into salesforce.com**, related to objects like **Accounts, Contacts, Opportunities, and Activities.**
* Worked as an admin for **Creating Users, Profiles, setting up organization role hierarchy and public groups**.
* Help users with **Chatter teams/Groups** and follow the application as well.
* Development of **SOAP and REST-based web services** used for custom development.
* Collaborated with the **QA team** in **reviewing and validating test plans** and **test cases** and ensure that the application meets user requirements.
* Used **SOQL & SOSL** with consideration to **Limits for data manipulation needs** of the application using platform database objects.

**Environment:** Salesforce.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.

**NowFloats - Hyderabad, India Feb 2012 – Apr 2014**

**Salesforce Developer /Administrator**

**Description:** NowFloats main product is Boost, an online business management suite which comprises of (a) the Boost business website, (b) the Boost website management app and web portal and the most important thing, (c) the automatic search engine optimization (SEO) of the website. Which means, the business simply updates the website and our technology ensures it becomes discoverable.

**Responsibilities**:

* Involved in **Salesforce.com** **Application Setup activities and customized the apps** to match the functional needs of the organization.
* Interacted with various **business team members** to gather the requirements and documented the requirements.
* Created detailed **data mapping document for integrating various systems with Salesforce.com**.
* Worked as **Salesforce admin support** governing **user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup**.
* Involved in setting up **field level access** for each **custom object** created based on the user's role within the organization.
* Developed and configured **Dashboards, Reports, and Report Folders** for different user profiles based on the need in the organization.
* Involved in the development of **Time-based Workflow Rules, Triggers, Validation Rules,** and other customizations with **Salesforce.com**.
* Customized different objects at **field-level**, implementing advanced fields such as **Picklists, Field Dependencies, Custom Formula Fields, and Validation Rules**.
* Implemented the requirements on the **Salesforce.com platform** and **Force.com IDE Plug-in** using **Eclipse**.
* Customized **User Roles, Role hierarchies, Profiles, and Sharing settings** to ensure that the protected data is available only to authorized users.
* Defined **lookup** and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* 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.
* Involved in **data mapping and migration of data** from **legacy systems to Salesforce.com** Objects and fields.
* Customized the **Dashboards** to track usage for productivity and performance of **business centers** and their sales teams.
* Used **field level security** along with **page layouts** to manage access to certain fields.
* Designed and developed application on **Force.com Platform** in Salesforce.com
* Designed, developed, and deployed **Apex Classes, Controller Classes, and Apex Triggers** for various functional needs in the application.
* Participated in the **training sessions provided by the Salesforce team**.

**Environment**: Salesforce.com platform, Chatter, Data loader, Salesforce.com Data Loader, Force.com API, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls.