**PROFESSIONAL SUMMARY:**

* A Certified SalesForce Administrator and Platform developer with Overall 5 years of experience as a SalesForce consultant in Force.com Administration, development and providing support for CRM projects implementation, SFDC.com CRM integration and deploying custom integration solutions in Telecom, banking & financial, Gaming technology
* Expertise in Salesforce.com Apex Coding, Apex Classes and Apex triggers, Visualforce, Force.com API, development of Test Classes, Batch Jobs and Scheduled Jobs and Service Cloud.
* Expertise in various stages of Software Development Life Cycle (SDLC) including developing, deploying, enhancements and integrating SalesForce.com CRM solutions.
* Have experience in SalesForce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers, Server-side Controllers.
* Experience in deployment of code from one environment to other using ANT scripts, GIT, Jenkins, Force.com IDE and Change-sets.
* Extensive experience in creating Custom Objects, Custom Fields, Roles, Profiles, Permission Sets, Record Types, Page Layouts, Workflow Rules, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Sharing Rules and Dashboards.
* Experience on analysing CI/CD process using Jenkins in the Org and recommends new approaches for minimizing post deployment steps.
* Proficiency in Object Oriented Languages like C, Java, J2EE and J2EE framework Struts.
* Experience in web technologies including HTML, XML, CSS, Java Script, and JQuery.
* Proficient in databases including MS SQL Server MS Excel.
* Experience in downloading, installing and upgrading App Exchange packages.
* Involved in SalesForce Administrative tasks like creating Custom Objects, Profiles, Roles, Users, Page Layouts and setting up Web to Lead, Email to Case, Web to Case, Reports and Dashboards, configuration of SalesForce for Outlook and Chatter.
* Experience in maintaining multiple SalesForce organization and created profiles, permission sets and assignment rules.
* Experienced in implementing business flows using the Declarative framework via Workflow Rules, Approval Processes, Email Templates (HTML-5 & Visual Force Templates).
* Extensive experience in taking care of sandbox refreshes and creating backup sandbox activities.
* Debugged Apex scripts using Debug Logs and to develop Apex code using best practices to avoid hitting Governor Limits.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Knowledge on SalesForce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, SalesForce support communities and Chatter groups.
* Migrated data from legacy applications (like Siebel, SAP) to SalesForce using Import wizard and Apex Data Loader utility and also migrated code from Sandboxes to Production using Change Sets.
* Participated in BRD walk-through calls and functioned as a part of cross-functional team that addresses strategic business issues involving CRM and Sales/Marketing operations.
* Strong knowledge and working experience in Software Development Life Cycle (SDLC) methodologies such as Agile, SCRUM and waterfall model.

**TECHNICAL SKILLS:**

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| **Force.com** | Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), Apex Data Loader, AJAX, Dashboards, Reports, Analytic Snapshots, Custom Objects, Force.com, Eclipse IDE Plug-in, Aura Framework |
| **Business Process** | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Pricing, Approval, Partner Deal Registration, Data Cleansing and De-duplication, Agreements and Entitlements |
| **Visual Force** | Custom Visualforce Pages |
| **ETL/Integration Tools** | Informatica, Apex Data loader, Force.com Workbench |
| **Languages** | C, Apex, Java, J2EE, JavaScript, SQL, Excel |
| **Database** | MySQL |
| **Web** | HTML, JavaScript |

**CERTIFICTIONS:**

* SalesForce Certified Administrator
* SalesForce Platform Developer I
* SalesForce Marketing Cloud Email Specialist – (Undergoing).

**EDUCATION QUALIFICATION:**

Bachelor of Technology in Computer Science and Engineering - Sridevi Women’s Engineering College, India (GPA -3.75).

**WORK EXPERIENCE:**

**Client:** Conch Technologies Inc., Memphis, TN**. Role:** June 2020 - Present

**Role:** SalesForce Developer/ Administrator

Conch Technologies, Inc connects technology professionals with small and large-scale organizations to accelerate their business goals. For over a decade Conch Technologies, Inc has led the industry in providing innovative workforce solutions.

Working on CPQ project to build/enhance Smart List Application. As a SalesForce Admin/ Developer, provided software design, development, and testing of the CPQ application.

**Contribution:**

* Performed detailed analysis for business specific metrics for production management for current and potential issues provide thresholds to ensure timely remediation.
* Worked in both AGILE/SCRUM and SDLC based development environment and participating in SCRUM sessions that includes Analysing, Designing, Coding, Testing and Implementation.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects
* Create outbound change sets, validate inbound change sets, and deploy the changes to multiple organizations
* 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.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Experience working with data loader, Import wizard and legacy import wizard.
* Worked closely with Business Leadership to establish, document and implement various sales related processes to ensure application functionality.
* Experience creating objects, fields, case management, and lightning flows and designed and maintained UI as required.
* Worked in implementing field service Lighting in service cloud to track the installation process in the application.
* Experience working in field service Lighting to connect customers, agents and dispatchers and automate work order scheduling
* Custom Lightning App Setup including page and profile assignments
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Involved in the implementation of Validation rules, Email Templates, Sharing and Security rules for the application.
* Configure and customize most of the Sales Cloud components including contacts, opportunities, and products page layouts of the Accounts, contacts and opportunities objects for Sales profile.
* Provide continuous Pro-Active monitoring and improvement of systems – job automation, performance tuning, capacity planning.
* Extensive experience in taking care of sandbox refreshes and creating backup sandbox according to the plan prepared.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Worked in GIT version control systems to keep the history of developed files and involved in Code Review board to maintain standard of Apex code.
* Work with team members to identify areas of focus, where training may improve team performance, and improve incident resolution
* Good understanding in CRM business process in Sales Cloud, Service Cloud and Marketing Cloud.

**Environment:** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers,CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**Client:** Comcast, Philadelphia, PA.  **From:** Nov 2019 – May 2020

**Role:** SalesForce Developer/ Administrator

Working on Frictionless project to build/ enhance Smart List Application at Comcast. As a SalesForce Admin/ Developer, provided software design, development, and testing of the frictionless application. Gathering and defining current and future business requirements that best reflect customer needs, based on product capabilities and best practices, ensuring high business value and influencing the interconnections between the business processes, technology, data and people.

**Contribution:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Involved in deploying the CRM tool Salesforce.com to include business requirement development, dashboard development, report & list view development, process flows and documentation.
* Configured security and organizational hierarchy for Salesforce implementation.
* Created Custom Objects and fields for transactional and contractual information.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Worked in GIT version control systems to keep the history of developed files and involved in Code Review board to maintain standard of Apex code.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Used field level security along with page layouts to manage access to certain fields.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Implemented Web Services for integrating internal non-SFDC systems to update relevant fields in Salesforce.com pages/objects.
* Validating application code against unit tests, security tests, and profiling tools.
* Assisting in identifying, troubleshooting, and resolving defects encountered during various stages of project delivery, including during the deployment and implementation of the solution in production environments.
* Assisting the architectural team in making decisions regarding web services & micro services integration with Salesforce Force.com platform.
* Providing operational support for the data pipeline and analytics infrastructure.
* Evaluating and advising on technical aspects of open work requests in the product backlog with the project lead and assist with planning and execute releases of components into production.
* Identifying and recommending technical and operational improvements resulting in improved reliability and/or efficiencies in maintaining and/or developing the application.
* Salesforce Apex Design/Development fordozens of Visualforce pages and a large array of Triggers & Classes applying best practices using various Apex patterns to avoid Governor Limits.
* Collaborating with others to solve problems and actively incorporates input from various sources. Conducts analysis to determine configuration / integration needs.

**Environment:**Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Workflow.TDD, Web Services, SOAP, REST, WSDL, Sales Cloud, Service Cloud, Custom Objects, Tabs, Email Services, Workflows, Approval process, Data loader, Cast Iron, Reports, Dashboard, Sharing rules, Force.com IDE, HTML, CSS,

Capgemini Pvt. Ltd. **From:** Aug 2018- Sep 2019

**Client:** Amgen

**Role:** SalesForce Developer/ Administrator

Amgen Inc. (formerly Applied Molecular Genetics Inc.) is an American multinational biopharmaceutical company which sells drugs used to prevent infections in patients undergoing cancer chemotherapy. Project scope covers migration of legacy systems to Salesforce Platform, as part of the scope we gather the requirements from the existing technology, document them as per the Amgen documentation process and develop the new system.

**Contribution:**

* Customized and managed user profiles to facilitate appropriate access and read/write permissions.
* Created workflow rules and defined related tasks, email alerts and field updates.
* Created page layouts, search layouts to organize fields, custom links and related lists on record pages.
* Created dependent picklists, lookups, master detail and lookup relationships, validation Rules and formula fields in custom objects.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed report types, custom reports; maintained and organized standard sets of reports for different user groups.
* Configured Data Loader for mass uploading data into production during data integration and sandbox environments for testing.
* Worked on MS Access database to fetch all the data required for migration.
* Educated and trained users in using the newly developed Salesforce application.
* Worked closely with the users during UAT sessions and helped them understanding the business flow in Salesforce.
* Performed the roles of Salesforce.com Developer / Administrator in the organization.
* Interacted with various business team members to gather and documented the requirements. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components.
* 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 creating Profiles, took care of setting up Sharing and Permission sets for Profiles and Users on Objects and Fields.
* Developed Apex Triggers, Apex Classes and Visualforce pages with various customizations requested by business users.
* Written SOQL, SOSL for data manipulation needs of the application using platform database objects.
* Developed VisualForce pages with java Script and Apex classes.
* Developed salesforce.com visualforce pages using Java script, and Ajax toolkit for client side validations and rendering sections/components based on user options.
* Used Force.com IDE for developing apex classes, triggers, visualforce pages, objects and validation rules.

**Environment**: Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Client:** Verge IT, India. **From:** 2016 March – Feb 2018

**Role:** SalesForce Administrator/ Analyst

**Contributions:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Data migration to SalesForce using Data Loader.
* Queried SalesForce database using SOQL SOSL queries using work bench.
* Involved in analysis of functional and technical requirements created the custom objects, formula fields, lookup and master-detail relationships.
* Created Workflow Rules, Validation Rules, Record Types, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates.
* Created various Reports summary, matrix, tabular and dashboards to assist managers to better utilize SalesForce as a sales tool.
* 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 and created public groups.
* Developed Assignment rules, Escalation rules to enable proper routing of cases to the case team members.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Configured multiple Outlook settings for various users and perform field mapping and matching criteria and other advanced settings based on the requirements.
* Worked on making minor enhancements to SFDC application required by business users from time to time.
* Worked with developers to modify Visualforce Pages, Apex Classes, Apex Test Methods and Triggers.
* Involved in SFDC application support for business users.
* Advised the sales and support team on efficient utilizing of SalesForce.
* Analyzed different business reports and guided the team on deployment and customization of those reports in SalesForce.

**Environment:** SalesForce.com Platform, Workflow Rules, SOQL, SOSL, Data Loader, Import Wizard.