**Jyothika**

**Professional Summary:**

* An astute professional with over 8+ years of IT experience in which 6+ Years of experience in Salesforce.com on configuration, customization, integration, deployment and Data migration, 2 Years of experience in Java/J2EE Technologies.
* Analyzed Sales, Marketing, Customer Service, and Customer Support business processes used by salesforce.com customers and recommended ways to improve their processes using salesforce.com.
* Strong knowledge on Administration setup, Apex, Visualforce, and experience with different SFDC development tools like Force.com Eclipse IDE and integration tools like Apex Data Loader.
* Experience in developing client-specific solutions on force.com platform using Apex classes and Triggers, Visualforce, Force.com IDE, SOQL, SOSL
* Experience in designing of custom objects, custom fields, pick lists, Controller/dependent picklist Custom Formula Fields, Field Dependencies role based page layouts, Triggers, Workflow Approvals, Validation Rules, Approval Processes, Custom Tabs, custom reports, report folders, report extractions to various formats, Reporting Snapshots, Dashboards, and Email templates according to application requirements.
* Used different data tools – Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete etc.
* Good Understanding of Health cloud, Commerce Cloud, Field Service Lightning and Marketing cloud.
* Excellent depth in Front End Technologies such as, HTML, JavaScript and AngularJS.
* Demonstrated expertise in Sales cloud, Service cloud, Marketing cloud, Health Cloud, Partner portal and Customer portal.
* Knowledge on Salesforce.com Web Services APIs - Force.com SOAP and REST-based Web Service APIs, the Bulk API, and the Metadata API.
* Configured and maintain User profiles, role hierarchy, sharing rules and Security, password policies
* Experience in developing Client-specific solutions on force.com platform using Apex Classes and Triggers, Web service API, Force.com IDE, Validation rules, SOQL and SOSL
* Acquainted and well versed with CRM processes like Sales, Customer Service and Customer Support, Business Processes, and recommended solutions to improve their processes using SFDC
* Knowledge on Salesforce.com Web Services APIs - Force.com SOAP and REST-based Web Service APIs, the Bulk API, and the Metadata API.
* Extensive experience in implementation of Salesforce Chatter
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quantity and data consistency.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Implementation of Salesforce Health Cloud including Field Service Lightning, Service Cloud.
* Worked with various version control tools like AutoRabit, GitHub.
* Experience with SFDC Service console, customer portal, case management, knowledge base, and customer communities and service account management.
* Knowledge on Salesforce Lightning framework to drive the client server management and lightning app builder to build Visualforce pages for lightning experience.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
* Strong knowledge in developing Lightning Components (Aura attributes) by creating events in controller and styling the container page and then lightning components to lightning pages.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Exposure to different types of software development life cycle methodologies including Agile & Scrum methodologies and have experience in using applications like JIRA for issue tracking and project management.
* Proficient in learning new technologies and adapting to new environment.
* A well-organized, goal-oriented, highly motivated effective team member with excellent analytical, troubleshooting, and problem solving Skills.
* Flourished in both independent and collaborative work environments with quick learning abilities and excellent communication skills and presentation skills.

**Certifications**:

* Salesforce Certified Administrator
* Salesforce Certified Platform Developer I

**Education:**

* B.Tech, Information Technology in Gitam University, India-2013

**Technical Skills:**

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| **CRM TOOLS** | Salesforce.com |
| **SALESFORCE TECHNOLOGIES** | Force.com platform, Apex Classes, Test Classes, SOQL, SOSL, Visual Force (Pages, Component & Controllers), S-Controls, Triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing |
| **SALESFORCE TOOLS** | Force.com Eclipse IDE Plugin, Change Sets, Import Wizard, Force.com Data Loader, Workbench, Dataloader.io, Force.com Excel Connector, Connect for Outlook, Exchange Sync, Informatica Cloud Data Wizard, Adobe Esign, S-Docs, Conga, Heroku, CRM fusion. |
| **Web Design Tools** | Eclipse, Spring STS, IntelliJ, JBoss Developer Studio, SQL Query Analyzer, Adobe Photoshop, Dreamweaver, Tortoise SVN, GITHIB, MS Office, Visio 5.0, Adobe Acrobat Pro. |
| **LANGUAGES** | Apex, Ajax, C, C++, Java, J2EE, JSP, Java Script, Angular JS, JQuery, HTML, XML, SQL, CSS. |
| **DATABASES** | Force.com DB MySql, Oracle 8i/9i/10g/11g, Microsoft SQL Server 2000/2005/ 2008, DB2, NoSQL. |
| **Frameworks** | Spring, Hibernate, ANT, Apache Camel, AutoRabit. |
| **OPERATING SYSTEMS** | Windows 98/2000/XP/2003/vista, Windows Server 2000/2003/2008, Linux, Unix. |
| **WEB TECHNOLOGIES** | Web Services, XML, HTML, CSS, DHTML |

**Professional Experience**:

**Lincoln Financial Group (LFG), Radnor, PA Sep’ 2019 – Till date**

**Salesforce Marketing Cloud Developer/Admin**

**Responsibilities:**

* Worked with business owners to understand their requirements for Salesforce Marketing Cloud application.
* Provided application support and coordinated with offshore team.
* Built high level data flows to meet business requirements.
* Monitored automations in **Automation Studio** and was responsible to enhance the system by implementing data retention methods.
* Created Email Templates in **Content Builder** and was responsible for email tracking.
* Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
* Effectively communicated between technical, operational and strategy groups. Created many Data extensions to accommodate custom scenarios.
* Automated the import, extract and **Query activity using Automation Studio**. Used Dynamic content for subject lines.
* Used AMPscripting to use data from DataExtensions. Used SOAP API in order to invoke triggers and create redundant data.
* Responsible for technical coordination including email QA in HTML, writing SQL query and AMP Script logic and leveraging assets to build and deploy email campaigns.
* **Used HTML, CSS, AMP Script** and other technologies to build customized solutions that support critical business functions.
* Running **data extracts** for each business unit and determining the **email sends** volume per day daily.
* Coded mobile responsive emails, landing pages and digital ads from scratch, and stay up-to-date with emerging email marketing best practices.
* Assisted in building Journeys in **Journey Builder** for campaigns that are by the business team.
* Implemented **Data Loader** to load data from Marketing Cloud to Service Cloud.
* Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
* Closely interacted with Salesforce team to implement Data Retention policies for the business.
* Wrote SQL Queries in **Heroku** to ensure data integrity between the systems.
* Generated **discover reports** and presented campaign engagement statistics to business owners to direct future strategies and initiatives.
* 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.
* Worked on Admin tasks related to **Page Layouts, Fields, Dashboards and Custom Objects** in Service Cloud.
* Created **Users and granted permissions in Service Cloud**as per the requirements.

**Environment:** Marketing Cloud Marketing Cloud Admin, Marketing Cloud Integration, Automation Studio, AppExchange, Journey Builder, Audience Builder, Email Campaigns, HTML, Java Script, CSS, Triggers, AmpScript, Heroku, SQL, Web Services, Reports,, Email Services, Tracking, Data Import/Export.

**Grubhub, Chicago, IL June’2018 – Aug’2019**

**Salesforce Marketing Cloud Developer/Admin**

**Responsibilities:**

* Worked with business process owners to understand their requirements for Salesforce Marketing Cloud application.
* Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
* Developed and executed marketing campaigns using **Marketing Cloud's Email Studio.**
* Trained vendors to use **Content builder**to build and maintain marketing content.
* Created folder structure to house marketing email templates and **executed A/B testing** on email templates to improve engagement.
* Responsible for technical coordination including email QA in HTML, writing SQL query and AMP Script logic and leveraging assets to build and deploy email campaigns.
* Used **Journey builder** in running more than 50+ different campaigns along with Automation Studio and Contact Builder.
* **Used HTML, CSS, AMP Script** and other technologies to build customized solutions that support critical business functions.
* Built **validation rules and workflows** to support business processes and maintain data integrity.
* Customized Contacts in Salesforce org to store relevant marketing data points.
* Generated **discover reports** and presented campaign engagement statistics to business owners to direct future strategies and initiatives.
* Created journeys and also implemented marketing campaigns using marketing cloud tools like **Journey Builder, Email Studio and Automation Studio.**
* Created **Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visualforce Pag**es that suit to the needs of the application.
* Created Formula Fields, Validation Rules, Workflow and Approvals for the flexibility and functionality of force.com platform application.
* Designed personalized email content using **Adobe Creative Suite, HTML and CSS3, AMP script** in **Content Builder.**
* Employed**Data Loader** to read, extract, and load data from CSV files .
* **Developed and deployed A/B testing strategies** to roll out the control version to be used in the final email campaign.
* Used **Automation Studio** for performing actions such as imports, extracts and SQL query activities.
* Designed and configured **journeys** using activities within the**Journey Builder** and launched in the production after thorough testing.
* Involved in setting up or creating Admin options, User Interface, organization-wide defaults, role hierarchy and workflow rules and handled escalated support tickets.
* Coordinated with **Service cloud team** members to build, test and support system functionality in the salesforce org.
* **Environment:** Exact Target/ Marketing Cloud Marketing Cloud Admin, Marketing Cloud Integration, Automation Studio, Activities, Journey Builder, Audience Builder, Email Campaign, HTML, Java Script, CSS, Triggers, Web Services, Reports,, Email Services, Tracking, Sandbox data loading, Agile Methodology.

**Nuance,** [**Burlington, Massachusetts**](https://www.google.co.in/search?sxsrf=ALeKk02qPXEU5YNdIV9GgGqRmoBsaFFm_g:1601402629509&q=Burlington,+Massachusetts&stick=H4sIAAAAAAAAAOPgE-LUz9U3MM61NMpVAjMNc41yC7W0spOt9POL0hPzMqsSSzLz81A4VhmpiSmFpYlFJalFxYtYJZ1Ki3Iy89JL8vN0FHwTi4sTkzNKi1NLSop3sDICAOa59eVjAAAA&sa=X&ved=2ahUKEwjA7v7W-Y7sAhWjlEsFHfNwCRYQmxMoATAoegQIJhAD) **April’2017 – May’ 2018**

**Salesforce Developer/Admin**.

**Responsibilities:**

* Interacted with various business user groups for requirements analysis, design and prepared Technical Design Document.
* Written complex relationship SOQL, SOSL queries in Apex Classes, Batch Processes Triggers to retrieve data from standard and custom objects.
* Developed Apex Custom, Extension Controller classes, Triggers, Visualforce pages in the application for customizing Lead Conversion, Campaign, Opportunity and Custom objects.
* Worked on XML/JSON Parsing and mapping the XML/JSON string into the object entities for Integration.
* Involved in integrating Salesforce with external systems by making HTTP callouts.
* Written Apex test classes and achieved 90% of the organization code coverage by writing test utility methods.
* Involved in all phases of Software Development Life Cycle (SDLC) starting from Requirements Gathering and Design.
* Designed, developed and customized custom objects, entity-relationship data model using Lookup, Master-Detail and Junction Object.
* Configured and created Out of the Box Page Layouts, Record Types, Custom Tabs, and Validation rules, Sales Processes, Workflows and Approvals.
* Created workflow rules and defined related actions like Email Alerts, Field Updates, creating Tasks and Outbound messages.
* Written Sharing rules for data security on various Objects, for records visibility across various users in the organization based on role hierarchy using Criteria-Based, Owner-Based and Apex Managed Share.
* Implemented Inbound Email Handler interface for creation of records in Salesforce based on the Email received using Apex class.
* Installation and support of App Exchange applications like exact target and Marketo.
* Part of team tasked with migration from Salesforce Classic to Lightning. Experience with Lightning App Builder, Lightning components and Lightning Design System.
* Worked with Exact Target marketing automation suite for emails, landing pages, camping web analytics, lead scoring, assert management, and trigger workflow.
* Worked on Journey/Audience Builder in creating Email Campaigns.
* Created and customized Reports and Dashboards on Custom and Standard objects for different channels in the Organization.
* Created Data Dictionary and Field level mapping of Salesforce and Siebel CRM systems for Integration and Migration, performed data migration using Data Loader.
* Deployed components across Sandbox and Production instances using Force.com migration tool, Change Sets.
* Used C# Web Services to integrate Salesforce from e-marketing web site using Web service API.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce (SFDC).

**Environment:**Saleforce.com CRM, Force.com Platform, Apex Classes, Controllers (Custom and Extension), Visualforce Pages, Components, Web Services, SOAP, WSDL, REST, HTML, CSS, JavaScript, jQuery, Workflows, Approvals, Apex Data Loader, Sandbox, Lightning, Eclipse IDE Plug-in, Windows 7.

**TCS, Hyderabad, India Aug’2014-Nov’2016**

**SALESFORCE Developer**

**Project2:**

**Responsibilities:**

* Used Force.com developer toolkit including Apex Classes, Apex Triggers, and Visualforce pages to develop custom business logic.
* Customized application to extend Salesforce functionality and wrote Apex Classes to provide functionality to the visual pages.
* Implemented Security Settings and configured profiles and permission sets.
* Experience working in service cloud, supporting cases, developed workflows, and triggers for automated case resolutions.
* Implemented Apex Data loader "Command Line Interface (CLI)" to automate the data loading process for the sandbox refresh activity.
* Designed various Webpages in Visual Force for customers to select a variety of services offered by the org and integrate them with the pricing team.
* Involved in architectural discussions around real time synchronization of SharePoint Document libraries with Salesforce content Libraries.
* Created and used Email templates in HTML and Visualforce.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Worked on the security level setting in the company for all the levels.
* Used force.com connects to interact Salesforce with lotus notes to insert contacts and add the emails and, also integrate the chatter with same time (a feature for messaging within lotus notes)
* Used Salesforce Automation Process (SAP), Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Designed, and developed Apex Classes, Controller Classes, extensions, and Apex Triggers for various functional needs in the application.
* Worked as enhancement developer and team member, performed the roles of SalesForce.com Developer and Administrator in the organization.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Responsible for setting up web service integrations.
* Implemented Inside sales telephonic plug-in application implementation.
* Worked closely with sales team and business analysts and performed detailed analysis of business and user requirements, designed the solution by customizing various standard objects of SalesForce.com.
* **Environment:**Saleforce.com platform, Apex, Visual Force, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, SOQL, SOSL, Email Services, Sales cloud, Service cloud, Security Controls, Visualforce Controllers, Sandbox data loading, Data Loader, SQL.

**TCS, Hyderabad, India May’2013-July’2014**

**Project:1**

**Java/J2EE Developer**

**Roles and Responsibilities:**

* Developed modules in Java and integrated with MySQL database.
* Responsible for coding using Java Servlets, Java Beans and XML.
* Worked with OOPS concepts such as Inheritance, Encapsulation, Abstraction and Polymorphism.
* Expertise in performing operations such as Collections, Exception Handling and Multithreading.
* Developed web applications using Spring MVC framework.
* Setup the class path for the Java JDK and managed the JVM(Java Virtual Machine) settings.
* Involved in Analysis, Design and Development of different phases of Process Flow module.
* Designed and developed highly customized front end screens using Sencha ExtJs framework library, JavaScript, HTML, CSS as a Rich Internet Application(RIA).
* Designed Graphical User Interfaces using JSP’s.
* Worked on various design patterns UML and Enterprise Application Integration.
* Implemented Action class and Action Forms using struts
* Worked on the design of the entire end-to end architecture fro the Classification Web Application.
* Added Dynamic functionality to the user interface using Java Script.
* Implementation of components and wireframes using cross-browser compatible JavaScript, JQuery and AJAX.
* Experience in Programming with SQL, PL/SQL.
* Used JDBC for administering and managing users and clients.
* Implemented XSLT transformation for converting XML to HTML.
* Implemented database tables, middleware designing, client-side web programming and server-side java programming.
* Followed Scrum Agile methodology for the iterative development of the application.
* Scripting of Test cases base on the specifications received for the request.
* Utilized various Testing methodologies for testing application on various levels like system testing and integration.

**Environment:** Java 1.3, Java Script, Java Beans, Java Servlets, JQuery, Apache Tomcat, Eclipse, AJAX, Windows, PL/SQL, JDBC, XML, CSS, HTML.

**Gitam University Vizag,India May’2012-April’2013**

**Internship/ Jr Java Developer**

**Responsibilities:**

* Involved in Analysis, Design and Development of different phases of the Process Flow module.
* Developed the web interfaces for Process Flow using JSP technology, which provides flexibility in page design and makes easy for maintenance and modifications.
* Scripting of Test cases based on the Specifications received for the request.
* Responsible for testing of application on various levels like integration and System testing by utilizing various methodologies.
* Implemented Maven and used Jenkin build tool to build jar and war files and deployed war files to target servers.
* Managing Build using Maven.
* Responsible for Coding using JSP, Java Servlets, Spring MVC and XML.
* Responsible for proactively monitoring performance, diagnosing problems and tuning queries and databases.
* Worked on Dynamic, object-oriented programming language RUBY.
* Used PL/SQL extensively to generate stored procedures and functions to use with Java.
* Involved in implemented all components of the application including database tables, middleware designing, client-side web programming and server-side java programming.
* Solid understanding in Object-Oriented analysis and design. Worked on various Design Patterns, UML and Enterprise Application Integration.

**Environment:** J2EE, Java Servlets, Java, SQL, PL/SQL, Oop,Maven,Jenkins,Apache Tomcat, XML, CSS, AJAX.