**Preetika Soni**

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Certification Link:

<https://trailhead.salesforce.com/credentials/verification>

**Summary:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Over 8 years of IT experience with 5 years of Salesforce Administration and Development.
* Worked onClassic to lightningmigration process**.**
* Experience in Development, Administration, Configuration, Implementation and Support of Salesforce CRM based on Apex languageand leveraging Force.com Platform.
* Proficient Knowledge in Salesforce Lightning UI, Lightning programming, Aura framework programming.
* Created various Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Worked extensively on Lightning component building, worked on many components to convert

existing classic programming work like Visualforce into Lightning components.

* Experience in use of Standard and Custom controllers of Visualforce in development of custom

Salesforce pages as expected by business requirements.

* Experience in working on web services and giving solutions by SOAP and REST integrations.
* Proficient knowledge of Governor limits. Experience in optimization of existing code in accordance to the governor limits.
* Participated in all stages of Software Development Life Cycle(SDFC)System Analysis, Design, Development and Testing Expertise.
* Strong Knowledge of SFDC standard Data structures and familiarity with designing Custom Objects and Force.com platform and Force.com Sites.
* Experienced in managing Campaign, Contacts, Leads, Opportunities, Reports and Dashboards.
* Proficiency in all Microsoft Office programs (Word, PowerPoint, Excel, and Access).
* Good organization skill and manage priorities based on requirements.
* Good experience in web related technology and managing web pages.
* Excellent skills to develop web pages using HTML, CSS and JavaScript.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Actions, Tasks and Events.
* Experience in SFDC Development in implementing Apex classes, Triggers, Visual Force, Migration Tools, Force.com IDE, SOQL and SOSL.
* Experience in working with Salesforce.com sandbox and production environments.
* Proficient in Data Migration from Traditional Applications to Salesforce using Import Wizard, Data Loader and other migration tools.
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce custom objects, Junction objects, master-detail relationships and lookup relationships.
* Good experience in lead, case management, Web-to-lead, Web-to case, Email-to-case.
* Sound ability to integrate various business processes across different systems.
* Experience handling managed and unmanaged Salesforce package.
* Experience working with Lightning Salesforce components.

EDUCATION AND CREDENTIALS

* Bachelor’s degree in Electrical Engineering.
* Training and Internship in Salesforce Admin and Developer.
* Salesforce Certified Administrator (ADM 201).
* Salesforce Certified Platform Developer 1 (PD1).

# TECHNICAL SKILLS

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| --- | --- |
| Languages | Apex, Visualforce, HTML, SOQL,SOSL |
| SFDC & Web Technologies | Standard Objects, Workflow and Approvals, Data Loader, Reports and Dashboards, Force.com IDE, Force.com Platform (Sandbox and Production), XML, HTML 4/5, CSS, Ajax, Web Service. |
| Scripting Language | JavaScript |
| CRM Tools | SFDC, Force.com Data Loader |
| Database | SQL Server 2008/2012/2014 |

**BCBS, Washington DC Jan2020- Present**

**Salesforce Administrator/Developer**

BCBS is a million-dollar business serving many customers across the globe, is using Salesforce platform to maintain its huge insurance business. They use various standard features of Salesforce like lead management, case management and ensure quick solutions to customer as well as business growth. By using featuring like web-to-lead, web-to-case they are providing an interactive platform for customers. Also we have used many custom objects; automation and custom code used like APEX, Visual Force page in this project to maintain this insurance business on Salesforce.

We are working on classic to Lightning migration phase now.

**Responsibilities:**

* Setup the integration with Microsoft® Outlook 2013.
* Link emails in Microsoft Outlooks to contacts, leads, accounts, opportunities, and cases in Salesforce.
* Involved in gathering and analysis of business requirements and then effectively took part in sprint planning to achieve the requirement.
* Analysed the business process of client and then involved in creating the application and data model required for the requirement.
* Creates custom application, objects, tabs, fields with the custom functionality to efficiently meet the business requirement.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Responsible for requirement gathering and project scoping for Service, Sales and Community Clouds.
* Responsible for requirement gathering and project scoping for Pardot, Financial Services, Sales, Service and Community Clouds
* Created reports, dashboards, and processes to continuously monitor data quality and integrity and assisting users with report design and management.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user profiles and created permission sets where necessary.
* Worked on Assigning creating Roles Hierarchy, Profiles and Security setup within the organization.
* Responsible for setting up Filed Level Security.
* Developed custom Workflows and Assignment Rules for case escalation.
* Implemented Field Level security for sensitive data holder fields.
* Implemented Salesforce automation using web-to-case forms, email-to-case, assignment rules,

Automation and queues, auto response rules, escalation rules, chatter groups, person accounts, cases and solutions.

* Created and used Email templates in HTML and Visualforce.
* Involved in end-to-end testing and gathering feedback from business users.
* Involved in Working with Standard Salesforce features like Objects, Workflows, Record Types, Page layouts, Workflow Rules, Case Assignment Rules, and Escalation rules, Validation rules, Profiles, Roles, Reports and Dashboards etc.

**Environment:** Salesforce CRM (SFDC / Force.com), Apex, Visual Force, SOQL, SOSL, Triggers, Custom Objects, Custom Tabs, Reports, Dashboards, Security controls, Workflow and Approvals, Sales Cloud, Service Cloud, Community Cloud, Marketing Cloud.

**American Red Cross, MD June2018- Dec2019**

**Salesforce Administrator/Developer**

America Red Cross is a huge organization which has many activities related to health care. They have 1000s of clients and volunteers to run their activities in the world. For this mass process, they regularly conduct corporate seminars throughout the world and for that they are using one mini project of Salesforce. This project has information like seminar details, speaker details and various processes they followed. They mostly conduct 100s of such seminars in the world per month. The project was created for employees of the organization to enter these data and maintain the details.

**Responsibilities:**

* Involved in SFDC application setup and customization to match the functional needs of the Company
* 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.
* Responsible for full implementation of Sales Cloud for MAPI, Group including:
  + Account and Contact Management
  + Product and Pricebook Management
  + Standard and custom functionality around Opportunities and Contracts
* Involved in setting up field level access for each custom object created based on the user’s role within the organization.
* Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components
* Involved in the Data Transformation and Data Cleaning activities while transferring the data to the external system using Informatics on Demand.
* Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
* Involved in customizing custom objects, tabs, fields, page layout as per the business need.
* Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.

**Environment:** SalesForce.com CRM Application Platform, Force.com Apex Language, Apex Triggers and workflows, SOQL, SOSL, Visual Force, Data Loader, Custom objects and tabs, Sales Cloud, Service Cloud, Community Cloud, Reports and Dashboard.

**Beatcancer.org, PA July2017- Jun2018**

**Salesforce Administrator/Developer**

**BeatCancer**.**org** known as The Center for Advancement in Cancer Education provides research-based education on how to prevent, cope with it. They deliver cancer education by  [Educational materials](https://beatcancer.org/store/) for [cancer prevention](https://beatcancer.org/services/cancer-prevention/) and control, Free individualized [counseling](https://beatcancer.org/services/cancer-counseling) for people battling cancer, Health Professional [Training / Certification](https://beatcancer.org/services/cancer-certification) for Doctors and other Health Professionals, Public [seminars and conferences](https://beatcancer.org/events) for cancer prevention and control.

**Responsibilities:**

* Configured Identity Confirmation and Login Restrictions.
* Configured User Interface settings and configured the Company Profile.
* Customized Profiles and created custom fields.
* Used workflows to govern data flow across various objects. Set up Workflow and Workflow Approval processing.
* Performed data validation and use data utilities including Data Loader and Mass delete.
* Configured and used standard reports, custom reports and custom report types.
* Configured and used dashboards and dashboard components.
* Worked with standard objects, business processes and field-level security.
* Created/Modified Dependent Picklists, Lookup Fields, Formula Fields, Roll-up Summary Fields, Page Layouts and Record Types
* Set security and access rights using Organization Wide Defaults, Roles & Roles

Hierarchies, Sharing Rules, Public Groups, and Sales teams, Account teams, Case teams and Folders.

* Responsible for requirement gathering and project scoping for Service, Sales and Community Clouds.
* Set up Salesforce Console functionality and navigation.
* Configured custom objects, applications and tabs
* Installed/Uninstalled packages from AppExchange.
* Added custom fields and validations to new and existing objects and added custom functionality using custom controllers and custom extensions.
* Designed and developed User Interfaces for Salesforce users as per requirements installments.
* Worked on complex formula fields, workflows and Validation Rules.
* Develop and customize Salesforce application using Apex, Visualforce, JavaScript, SOAP and REST Web Services

**Environment:** Salesforce CRM (SFDC / Force.com), Google Apps, Apex, Visual Force, SOQL, SOSL, Triggers, Custom Objects, Custom Tabs, Reports, Dashboards, Security controls, Workflow and Approvals, Service Cloud, Sales Cloud, Marketing Cloud.

**Volunteer Loudoun, VA Aug2016- July2017**

**Salesforce Administrator**

**Responsibilities:**

* Involved in supporting the implementation of Salesforce and administration of the same.
* Created various Custom Objects, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rule / approval process including Field updates, email alerts.
* Composed and defined various Custom Reports, dashboards and Report Folders for different profiles based on volunteer Loudoun opportunities.
* Created new customized lead generating features like web to lead and email to lead.
* Linking of custom feedback pages to the corresponding course feedback related lists and automated email alerts to the department instructor/supervisor regarding the same, to effectively improve the learning process and handle any queries.

**Environment:** SalesForce.com CRM Application Platform, Force.com Apex Language, Apex Triggers and workflows, SOQL, SOSL, Visual Force, Data Loader

**Highmark, Pittsburgh PA Feb2013- Dec2015**

**Web Developer**

The application keeps record of patient information visit to the hospital or clinic. The system assigns doctor appointments, keeps record of patient medical history, generates the prescription and sends a copy to the pharmacy.

**Responsibilities:**

* Designed and Created Tables, Stored procedures using MS-Access, SQL Server 2008
* Implemented Business Objects, Business logic layer using Custom Generic Collections.
* Extensively used AJAX enabled web controls to achieve rich interactive user interface.
* Designed and developed custom .NET Web controls and user controls using [ASP.NET](http://ASP.NET) and C#.
* Developed the generic data access components that support multiple data sources.
* Involved in database design and developed data modals included tables, views, stored procedures, custom types, diagrams, and optimization plans.
* Involved in Preparation/Execution of Unit Test Cases.

**Environment**: Microsoft Visual Studio Team Suite 2010, SQL Server 2008, MS-Access, ASP.net 4.0, C#, HTML, CSS, JavaScript, jQuery.