Around **9** years of IT experience in all phases of Software Development Life Cycle (SDLC) which involves requirement gathering, requirement analysis, design, development, implementation & enhancement of projects using Salesforce.com CRM, Salesforce Administrator and Java/J2EE technologies and followed Agile (SCRUM) & Waterfall Methodologies. Involved on salesforce configuration, customization, integration, deployment, communities and classic to lightning migration, lightning component, lightning design system. Good Knowledge on Software Development Life Cycle (SDLC), Agile and Scrum Methodologies.

***Professional Summary***

* Around **9 years of total** experience with **6 years of experience on Salesforce.com, service cloud and Force.com customizations as Administrator**
* Experienced on **developing LWC, Lightning Components, Apex classes, Visual Force Pages, Apex** **Components and Controllers, Triggers, Batches and working with Force.com IDE**.
* In depth understanding of CRM business processes like **campaign management, lead management, account management, opportunity management and forecasting.**
* Expertise in creating various reports (**summary reports, matrix reports, pie charts, dashboards and graphics**) and report folders.
* Upgraded some Apps from **Salesforce Classic** to **Lightning Experience** to develop rich user interface and better interaction of pages.
* Used standard and custom controllers in visual force for development of **custom Salesforce pages** as per business requirements.
* Created **Workflows, Approval processes, Validation rules, Apex/Visualforce development** and sharing rules.
* Good experience with HTML, VBScript, JavaScript and XML various database access technologies.
* Proficiency in administrative tasks like creating **roles, profiles, users, email services, page layouts, workflow alerts, actions** and **approval processes**.
* Designed **junction objects** and implemented various advanced fields like **pick lists, custom formula fields, field dependencies, validation rules, sharing rules** and **approval processes** for automated alerts, field updates, and email generation according to application requirements.
* Experience with **Commerce Cloud** where the customer has both **B2B and B2C initiatives**
* **Experience with SDLC process in agile methodology. Strong implementation** and rollout experience with salesforce.com CRM (**Sales cloud, Service Cloud, Marketing cloud, FSL), Communities, Sites and Force.com platform**
* Experience in building new Applications with the Lightning App Builder and Lightning components. Experience on Salesforce Lightening for Customizing Reports and Dashboards for business use.
* Excellent understanding of salesforce.com **Sales Cloud**, **Service Cloud**, **Chatte**r and Force.com product offerings.
* **Proficient in Developing Apex Triggers, Apex Classes and Test Methods to facilitate details capturing and updating on Facility assignments and Primary roles and Profiles in creating User territories and sharing records in FSL**
* Created a **service territory** as a FA and assigned **service resource** as per business requirement**.**
* **Worked on FSL scheduling and work rules, service objectives.**
* Well versed with salesforce **Commerce Cloud** order management.
* Experience in **Architecture, Performance Optimization** of highly scalable e-Commerce platforms
* Integration with **Workday** - Transfer new employee hires automatically from Workday to Salesforce as Users
* Strong knowledge of Salesforce configuration, data migration, system integration and familiarity with **Visualforce (Pages, Components, Controllers) MVC architecture and Apex (Classes, Controllers & Triggers)**. Experience working with Force.com IDE and SFDC Sandbox environments
* Good understanding of Salesforce.com **Governor Limits** with an ability to optimize code to respect those limits
* Communicated with different teams in the **project like testing team, unit, system, UAT and production deployment**, business process team to make sure of the quality product.

***Technical Skills***

|  |  |
| --- | --- |
| **Salesforce Technologies:** | Salesforce SFA, Apex Language, Sales force CRM, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, Workflow & Approvals, Analytic Snapshots, Case Management Automation. |
| **Sales force Administration**  | Reports, Dashboards, Validation Rules, Users, Roles and Profiles Deployments (Change sets), Workflow Rules, Approval Process, Lightening Process Builder, Visual Flows, App Exchange Sandbox Refreshments, Apex Data Loader, Import Wizards, Data Security, Process Automation, Sales force Connect, Lightning App builder, Salesforce1 Mobile Basics, Chatter. |
| **Databases** | MS SQL Server, Oracle, PL/SQL, MS Access, and MySQL, RDBMS |
| **Salesforce Tools**  | Eclipse, Force.com Explorer, Force.com Eclipse IDE Plug-in JIRA, Excel Connector, Force.com Data Loader, Force.com, SOQL Xplore, Force.com Platform (Sandbox and Production). |
| **Technologies:** | C++, Java, Java Script, Action Script, WCF, Silverlight, LINQ, SQL, UML, HTML, XML, XHTML, DHTML. |
| **Web Design Tools** | SQL Query Analyzer, SQL Profiler, Adobe Photoshop, Dreamweaver, MS Office, Visio 5.0, Adobe Acrobat Pro, Adobe Flex Builder. |
| **Testing / Frameworks** | Idea on Selenium IDE/RC/Web driver/Grid, JUnit, TestNG, JMeter, Load Runner, Quality Center, Test Director, Quickest Pro, One, JIRA and Manual Testing, HP Quality center, Defining test cases, GIT, Bit Bucket |

**Certifications:**

* Salesforce Certified Platform Developer 1 (**Credential ID: 19894467)**
* Salesforce Certified Admin **(Credential ID: 19960376)**

**Education:**

* Masters in MBA (Business Statistics & Data Analysis), Westcliff University, Irvine, CA - 2019.
* Bachelors in Computer Engineering, Gujarat University, India – 2010.

***Professional Experience***

**Client: Well Fargo, Phoenix - AZ**

**Role: Sr. Salesforce Developer Jan 2020 - Present**

**Responsibilities:**

* Involved in Salesforce.com **Application Setup activities** and customized apps to match
**functional** needs.
* Set up **sales processes, which included lead and account management**.
* Integrated with the company’s website to capture leads.
* Created various **profiles and configured permissions** based on organizational hierarchy
requirements.
* Worked on standard objects like **Accounts, Contacts, Leads, Campaigns, Reports, Cases** (case management) and Opportunities.
* Set up **Marketing Campaigns, Campaigns hierarchies, Lead Queries, Assignment Rules, Web-to-Lead** and **Auto Response Rules** (Marketing Cloud).
* Used sandbox for **testing and migrated code** to deployment instance after testing.
* **Setup profiles, permission sets, OWD, Role Hierarchy and Sharing Rules** for access and data security.
* **Proficient in Developing Apex Triggers, Apex Classes and Test Methods to facilitate details capturing and updating on Facility assignments and Primary roles and Profiles in creating User territories and sharing records in FSL**
* Created a **service territory** as a FA and assigned **service resource** as per business requirement**.**
* Expertise on **FSL** the **service lifecycle** and related status transitions**.**
* **Worked on FSL scheduling and work rules, service objectives.**
* Worked on integrating Salesforce **with 3rd party products**, ideally using web services on **REST API** based integrations.
* Developed **Triggers, Apex classes and visual force pages** as per the needs of the application.
* Created mini **page layouts, search layouts and page layouts** to organize custom fields, custom links and other components on detail and edit pages of the record.
* Created the workflows for **automated lead routing, lead escalation, alerts and action items**.
* Implemented **inbound** email handler **interface** for creation of records in salesforce based on the email received using apex class & created data dictionary and field level mapping of salesforce and 3rd party for integration and migration, performed data migration using data loader.
* **Created UI pages as per business requirement using Lightning web components (LWC).**
* Migration of Build to different orgs using **bitbucket,** **GIT** and Validate the projects and Deployment status for each instance.
* Experience on **integrations**, i**ntegrating** with external systems using **a SOAP API**, **REST API** as a calling services and calling out services.
* Retrieve all **metadata and apex classes** from a salesforce org and push to a **GitHub** repository hosted on Bitbucket using vs code.
* Experienced in **Gitlab CI and Jenkins for CI and for End-to-End automation for all build and CD.**
* Assisted the testing team in **regression, progression integration** and smoke testing and approved/rejected test cases as and when deemed necessary.
* Worked with various **Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities.**
* Created **Lightning components, added CSS and design parameters that makes the Lightning components look and feel good.**
* Used Lightning Component framework, is built on the open-source **Aura framework**.
* Integrating SF Case management with Financial system for the public fund transfers and we used **Oracle Fusion** as the middle ware
* Deployed the code developed in **the Dev Sandbox** to the **Test Sandbox** and the **Production sandbox.**
* Used **aura namespace components** to simplify app logic and used UI namespace contains components for user interface elements like buttons and input fields. The force namespace contains components specific to Salesforce.
* Written test classes for a **Process Builder** to test its efficiency.
* Worked with **SOQL, SOSL, SObjects, Visualforce, APEX, ETL, SOAP API Force.com and Web services API.**

**Environment:** Force.com platform, FSL, Service Cloud, Chatter, Apex Classes, Sales Cloud, Service Console, Visual Force Pages, Bit bucket, Jira, apache ant, Custom Objects, Custom Tabs, Controllers, Email Services, Workflow Approvals, Security Controls, Reports, Eclipse IDE, Windows, Role Hierarchies, Sharing Rules, Email Templates, Reports, Dashboards, Custom Objects, Custom Tabs, Agile Methodology, Record types, Custom objects and Fields, Workflows, Rules, Web Services Email Services, Security Controls, Approval process, FSL

**Client: Prudential, Roseland-NJ**

**Role: Sr. Salesforce Developer May 2019 – Dec 2019**

**Responsibilities:**

* Created **Users, roles, profiles, public groups** and implemented role hierarchies and sharing rules to provide shared access among different users.
* Setup Live Agent as part of **case management implementation** inside service cloud.
* Implemented the duplicate management rules on contact and Account.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better, created Aura based Components, Attributes, and Controllers which can be compatible to access through Lightning App builder.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* In order to retrieve data from server-side controller to the lightning component, utilized Apex Controllers which makes a call outs for external requests through different API's.
* Designed, developed and deployed **Apex Classes, Controller Classes and Apex Triggers, packages** for various functional needs in the application.
* Performed detailed analysis of **business and technical requirements** and developed the Apex classes using other Platform based technologies like **Visualforce, Force.com IDE**
* Worked on standard objects like Accounts, Contacts, Leads, Campaigns, Reports, Cases (case management) and Opportunities.
* **Maintained user security permissions** as per the organizational needs.
* Created mini page layouts, search layouts and page layouts to organize custom fields, custom links and other components on detail and edit pages of the record.
* Created **Custom Objects,** defined lookup and **master-detail relationships** on the objects and created junction objects to **establish many-to-many relationship** among objects.
* Worked on **Custom Labels and Custom Settings** for setting up different languages.
* Communicated regularly with the SFDC designated super users to support them in their role and provide information and training on new features and functionality.
* Used **Quality Center** as Test Repository for Requirements, Test plans.
* Involved in authoring **Business Requirement Documents** (BRD) into System Requirement Specifications (SRS) and identifying interface and business process specifications.
* **Implemented Sales, Service cloud** and Involved in requirement **gathering, analyzing the information**, documenting the functional and non-functional requirements.
* Performed object cleanup and data migration to and from Salesforce.com.

**Environment:** Saleforce.com platform, Role Hierarchies, Sharing Rules, Email Templates, Reports, Dashboards, Custom Objects, Custom Tabs, Agile Methodology, Lightning, Record types, Custom objects and Fields, Workflows, Rules, Web Services Email Services, Security Controls, Approval process, ServiceNow

**Client: ESRI, Redlands-CA**

**Role: Salesforce Developer Jul 2017 – Apr 2019**

**Responsibilities:**

* Actively involved in interacting **with business users (subject matter experts), requirement gathering, defining functional and technical specifications.**
* In the **service cloud environment, performed the role of Salesforce.com Administrator in the organization**. Also Participated in translating and documentation of business requirements into functional requirements.
* Worked on integration team for the Salesforce.com based Veeva CRM implementation project.
* Used MuleSoft for integrating with salesforce helps to build some applications on CRM and ERP Platforms, Force.com Web Services API to connect your salesforce environment to MuleSoft.
* Responsible for Unit testing and performance testing of SFDC API/Web Service.
* Managing Sandboxes and moving metadata between sandboxes using Change Sets.
* Perform detailed **analysis of business and technical requirements** and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API.
* Worked on **Service Cloud to complete customer service** platform with features and capabilities that include service console, **case management, account and contact management**, social media customer service, customer self-service, live chat, and more.
* Designed, developed, planned, tested& **integrated salesforce cloud services**, configured chatter usage to generate **dashboard reports**.
* Salesforce **development lifecycle implementation** covering **sales cloud, service cloud**, chatter and app exchange applications.
* Created the **Custom fields** for sales force CRM content management.
* **Customized Company Profile, Page layouts, record types, Security & Access Controls** and

Communication Templates as per the organization requirements.

* **Used Chatter, worked together on sales opportunities**, service cases and marketing campaigns and monitored the latest developments at the organization.
* Created **case escalation rules to escalate cases** automatically if they are not resolved within a certain period of time, also worked on app-exchange tools for tracking orders.
* **Created formula fields and Roll-up summary** to validate the information provided by the customer using validation rules.
* **Exported data from legacy system** and imported into SFDC through Apex data loader for data migration.
* **Created various Reports** (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles.

**Environment:** Saleforce.com, Security Controls, Escalation rules, Apex, Assignment rules, Agile Methodology, Record types, Custom objects and Fields, Workflows, Rules, Web Services, HTML, CSS, Eclipse, Data loader.

**Client: Unity Infoway, India**

**Role: Jr. Salesforce Developer/Admin Oct 2013 – Dec 2015**

**Responsibilities:**

* Developed web pages using **Struts framework, JSP, XML, JavaScript, HTML/ DHTML and CSS**, configure struts application, use tag library.
* Used the Log4j **framework** to log the system execution details to log files
* Developed Application using **Spring and Hibernate**, **Web Services like SOAP and RESTful Web services**.
* Used **Maven tool** to build project and **JUnit** to develop unit test cases.
* Used **Spring Framework** at Business Tier and Spring Bean Factory for initializing services.
* Used **Spring IOC** to inject services and their dependencies.
* Used **SOAP-UI** to test the **Web Services** using **WSDL** and developed **REST** services using JERSEY.
* Used **AJAX, JavaScript** and GWT to create interactive user interface.
* Performed **Test Driven Development** (TDD) using JUnit.
* Implemented **Hibernate** to persist the data into Database and wrote HQL based queries to implement CRUD operations on the data.
* Followed top down approach to implement **SOAP** based web services & used **AXIS** commands to generate artifacts from WSDL file.
* Extensively used design patterns like Singleton, Value Object, Service Delegator and **Data Access Object**.
* Developed JSTL custom tags to support custom user interfaces.
* Configures **Dispatcher Servlet** and View Resolver to intercept incoming requests, manage Spring MVC flow and invoke view components with the help of Dispatcher Servlet
* Developed test code in Java language using Eclipse IDE.
* Developed **Web Services** to communicate to other modules using **XML based SOAP and WSDL**
* Implemented Hibernate to persist the data into Database and wrote HQL based queries to implement CRUD operations on the data.
* Responsible for requirement gathering, design and development of the module in the product. Involved in making improvements in core logic by utilizing the Core Java design patterns like Factory and Singleton. Used agile methodology (**Scrum**) in the project development.

**Environment:** Web Sphere Server, Struts 2.0, JSTL, CSS, DB2, JSP, JDBC, EJB, RAD, J2EE, Java, UMLs, HTML, Joint, Log4j, JavaScript, J2EE Patterns, SQL, MVC, Saleforce.com platform, Force.com IDE - Eclipse Plug-in.

**Client: A-One Technology, India**

**Role: Java Developer/Automation Jun 2010 – Sep 2013**

**Responsibilities:**

* Transitioned **user stories** and collected test **requirements** in creating test cases and test **procedures** with emphasis on automation testing and scripting
* Involved in various internal releases of the application and supported the application modules during testing and pre-production phases.
* Involved in the overall system analysis, design, development, and documentation.
* Used JDBC to connect and perform operations on database.
* Created SQL queries and Stored Procedures for CRUD (Create, Read, Update and Delete) operations on database
* Involved in Object Oriented Analysis and Design (OOAD) using UML for designing the application.
* Eclipse was used as Integrated Development Environment (IDE).
* Developed and deployed Servlets and JSP's on Tomcat server.
* Designed and developed the Web-based User Interfaces, JavaScript, HTML and CSS.
* Used Maven to build, run and create JARs and WAR files, also used JENKINS for deploying applications into WebSphere Application Server.
* Contributed to the system study to understand the functionality of the current system Requirement Specification document.
* Used log4j for logging messages, CVS as Version Control, and ANT for Build automation tool.
* Consumed Web Services (WSDL, SOAP) from third party for authorizing payments to/from customers
* Applied the **set of operations**, and **disciplines** for the **planning**, **analysis**, **design** and **construction** of information systems across a major sector of the organization
* Participated in **test case coverage**, **test case design**, and **script design** and **reviews**
* Developed **test scripts** along with maintaining and enhancing the **automated test framework** supporting a continuous **integration** environment with automated **smoke** and **regression** testing
* Ensured high test and **code coverage**, maintainability of **scripts**, **reliability** of equipment, and overall **robustness** of environment and solution during the entire **development cycle**
* Responsible for performing **analysis** of **requirements**, writing **requirements** **verification** points and providing **feedback** on **requirement testability**
* Responsible for having a thorough understanding of the projects **test environment**(s) and the **projects policies** for working in the **test environment**(s)
* Responsible for **installing software** into and upgrading **test environments** (hardware and software) including in-house applications and 3rd party applications
* Responsible for **integration testing** applications as appropriate to use on the internet portal
* Responsible for working with a team including development, system engineering and customer representatives in **combined integration test efforts**
* Involved in **continuous support** of overall **software** **quality** and testing with continuing **refactoring** of scripts and test cases as required and enhanced **test coverage** (system, performance, interoperability, stress, negative testing, etc.)
* Clearly **logged defects**, maintained **test data** and results, and monitored/analyzed **automated test** runs and reports
* Supported the **identification** and **debugged** of software **defects** and champion the **resolution** of **bugs** and **issues**
* Wrote **SQL**, **PL/SQL** scripts used **RDBMS** testing especially **CRUD** operations and verified **ACID** properties with the SQL queries on databases
* Responsible for developing manual test cases in **HP Quality Center** and executing tests according to software test processes and procedures
* Responsible for developing automated test cases within **Quick Test Professional** and custom scripting as appropriate to the test case
* Used **Quality Center** to manage and organize STLC activities like Requirements coverage, Test Case Management, Test Execution Reporting, Defect Management, and Test Automation
* Used automated test scripts designed and defined by **VBScript**
* Used **LoadRunner** to create user Scripts using VuGen, used Controller to generate and executed LoadRunner scenarios
* Provided test **status report** for the pinnacle management

**Environment: Windows, Linux, Java, J2EE, Oracle, SQL Server, VB.Net, QTP, Test Director.**