**Around 8 Years of IT experience in all Software Development Life Cycle (SDLC) phases** from requirement gathering to analysis, design, development, implementation, and enhancement of projects in Salesforce.com CRM and JAVA. **7+ experience in implementation and design** of Salesforce.com CRM and Force.com platform with proficiency in using Java and Scripting languages as Salesforce Administrator and Developer. Facilitate communication between Business Owners and Development team to produce effective project outcome. Strong interpersonal communication, time management, process optimizations and problem-solving skills with detail orientation in the technology arena.

## Experience SUMMARY

* Exposure to working in **multi-cultural & well diversified work environments** – Worked in India & Abroad.
* **SFDC development** using Visual Force Pages, VF Components, Apex Classes, and Custom Controllers, Controller extensions, tests, test cases, SOQL, SOSL, MVC architecture and Force.com IDE from scratch.
* Very good experience in working on **Client/Server Technology, Web Technology & Cloud Technologies** across business functions like **ERP, CRM** etc.
* Expertise in writing the **SOQL and SOSL**. Experience in developing **Visual force pages.**
* Experience in creating **Custom Objects, Custom Tabs, Custom Fields, Pick List.** Experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles, Permission Sets, Role Hierarchy and configured the permissions based on the organizational hierarchy.
* Created and managed Record Types, **Workflow Automation, Process builder, Approval Processes.**
* Expertise in creating page layouts, search layouts to organize **fields, custom links, related** lists and other components on a record detail and edit pages.
* Experience in creating **Custom reports, Dashboards**. Expertise in Data Migration from Traditional Applications to Salesforce using Import Wizard and Data Loader Utility.
* Experienced in defining custom formulas and creating **validation rules** to suit the needs of the data model and ensure data quality.
* Extensive experience in **customization, configuration, Eclipse IDE, Apex, Visualforce pages**. Full SDLC designing and implementing Salesforce or CRM platforms and/or CPQ.
* Strong Experience on **Sales cloud, Service Cloud, Communities** have hands on experience on Email to Case, Web to Case, Case Assignment rules, Escalation rules and Entitlement Process, CTI Implementation using B&S App exchange app.
* **Agile Methodologies, Scrum Software Development processes** as well as **Waterfall** model.
* **Salesforce CRM UI customization** using Apex, Custom Controllers, Visual force, CSS, JavaScript libraries.
* **CRM Business processes** like Forecasting, Campaign management, Lead Management (Web-to-Lead), Order Management, Account Management, Case Management (Email-to-Case and Web-to-Case).
* **Salesforce Integration** with Oracle, SAP ERP using Apex web services WSDL and outbound messaging.
* Implementing the **build automation process** using Jenkins, Bit bucket.
* Excellent domain knowledge of the **Telecom** **& Finance Industry Verticals.**
* Diverse & extensive experience in managing **Software Development/Deployment and Customer Interaction**; Excellent experience in all phases of the **Software Development Life Cycle (SDLC).**
* Demonstrated expertise in leading teams to successful **Project Implementation with Project Management, Scope Containment and Quality Assurance**
* Demonstrated excellence in the process of deployment for high impact development projects across several functional domains.
* Expertise in preparing **Work Breakdown Structure; Planning, Executing, and participating in Project Management** activity.
* Possess strong problem solving, analytical and critical thinking skills to provide data-driven and result-oriented solutions to complex business problems, resulting in Cost Optimization and Revenue Growth
* Strong solution centric approach, with process orientation; an effective communicator with excellent analytical, problem solving, organizational abilities and flexible attitude.
* Experienced working with various AppExchange products and CPQ products like Salesforce CPQ (formerly Steel Brick CPQ) and APPTUS CPQ.

**PROFESSIONAL CERTIFICATIONS:**

* SALESFORCE.COM CERTIFIED ADMINISTRATOR (ADM 201)
* SALESFORCE.COM CERTIFIED PLATFORM DEVELOPER I
* SALESFORCE.COM CERTIFIED PLATFORM DEVELOPER II

**EDUCATION DETAILS:**

* Bachelor of Technology -- Jawaharlal Nehru Technological University Hyderabad.
* Master’s in computer science – Silicon Valley University in 2016.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| **Technology Expertise** | **Description** |
| **Salesforce Technologies** | SFDC Certified Force.com Developer, Sales force CRM, Sales force SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/ Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects. |
| **Programming Languages**  | Java, JavaScript, HTML, XML, DHTML, C, C++, C#, SQL |
| **Scripting Technologies** | HTML, JavaScript, XML, jQuery |
| **Tools & Utilities** | Apex Data Loader, ETL Data Extraction, Force.com Apex Explorer, Force.com Migration Tool, Force.com Excel Connector and Force.com Eclipse IDE Plug-in. |
| **Configuration Tools** | Microsoft TFS, SVN, GIT, Bit Bucket, Jenkins |
|  |  |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com, Workbench, Force.com Platform (Sandbox and Production). |

**PROJECT SUMMARY**

**Client: - Wells Fargo ( Jan 2022 – Till date )**

**Location: -New Jersey**

**Role: -Sr. Salesforce Developer**

**Company Details: -** Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with $1.9 trillion in assets. Wells Fargo’s vision is to satisfy our customers’ financial needs and help them succeed financially. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, investment and mortgage products and services, as well as consumer and commercial finance, through 8,050 locations, 13,000 ATMs, the internet (wellsfargo.com) and mobile banking, and has offices in 38 countries and territories to support customers who conduct business in the global economy. With approximately 265,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 26 on Fortune’s 2018 rankings of America’s largest corporations. News, insights, and perspectives from Wells Fargo are also available at Wells Fargo Stories.

**Responsibilities:**

* Salesforce Lightning Developer Created many Lightning Components and server-side controllers to meet the business requirements.
* Proven experience **building with Lightning Tools**. And for developing desktop and mobile applications.
* Created custom **visual Force pages using Salesforce Lightening.** Proven experience **building with Lightning Tools**. And for developing desktop and mobile applications. Worked on **Lightning Process builder** flows, Connect API, Chatter, and quick Action.
* Experienced in migrating the standard and custom objects in standard experience to **lightning experience**.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Implemented Salesforce **Lightning Components** for small set of users within the organization.
* 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.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component. Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Experience in **Lightning components** and Web components
* Developed Custom Objects, Custom reports and configured Analytical Snapshots to dump the data into on a regular basis for sales performance and lead generation statics.
* Visualforce Pages for **Lightning Experience**, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Responsible for Salesforce.com Development and Administration in the organization.
* Created user Roles and Profiles, security controls and shared settings.
* Worked on various Sales force standard objects like Accounts, Contacts, Leads, Reports and Dashboards Case, Solutions and Opportunities.
* Used eclipse Force.com toolkit for creating Apex Classes and Apex Triggers to develop custom logic and objects.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
* Involved in APTTUS X-Author excel for migration of products, price lists and price list items in salesforce.
* Worked in developing various lightning components, events, and lightning applications.
* Created Lightning Component Tabs and Visual force Tabs.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Data Loader, HTML, Workflow & Approvals, Lightning Web Components (LWC), Sales Cloud, Service Cloud, Community Cloud, Apex Language, Visual Force Pages, Reports, Custom Objects, Lightning, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Client: - WL Gore (Oct 2018– Dec 2021 )**

**Location: - Newark DE**

**Role: -Sr. Salesforce Developer**

**Company Details:** WL Gore & Associates, Inc. is an American multinational manufacturing company specializing in products derived from fluoropolymers. It is a privately held corporation headquartered in Newark, Delaware. It is best known as the developer of waterproof, breathable Gore-Tex fabrics. Also Providing and supporting creative therapeutic solutions and advanced medical devices to address complex healthcare challenges.

**Responsibilities:**

* Worked on integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Worked closely with business users, analysts for requirements understanding, analyzing, and preparing technical document for the functional requirements and use LWC to increase application performance.
* Created multiple lightning components and LWC to enhance the existing functionalities.
* Proven experience **building with Lightning Tools**. And for developing desktop and mobile applications.
* Created custom **visual Force pages using Salesforce Lightening.** Proven experience **building with Lightning Tools**. And for developing desktop and mobile applications. Worked on **Lightning Process builder** flows, Connect API, Chatter, and quick Action.
* Worked on Lightning Process builder flows, Connect API, Chatter, and quick Action Developed Apex (classes and triggers), Visualforce, (based on specific requirements) to extend Salesforce to support business requirements,
* Custom User Interface development, including Visualforce pages/Lightning pages, Aura Components and Lightning Web Components.
* Developed web applications with functionalities related to sales cloud & service cloud, marketing cloud, community cloud.
* Integrations: Use Salesforce APIs to integrate with other systems used in the organization,
* Worked in the Salesforce.com development environment which includes custom objects, workflows, triggers, migration tools, SOQL and REST-based web services using Apex programming, Lightning web components, and related technology components.
* Providing system administration and customization support of internal and customer-facing Salesforce environment, especially related to customized applications including Apex, LWC, Visualforce and lightning components, user permissions, security settings, process builders, visual flow, custom objects and validation rules.
* Take ownership of release cycles to implement and deploy new/updates to existing applications and code,
* Integrating and maintaining business applications to Salesforce,
* Collaborating with IT / Developers for other systems to integrate across the business*,*
* In-depth knowledge of APEX, Visualforce, and Salesforce Lightning 5+ years in application development, 3+ years with Salesforce development Extensive knowledge of Salesforce security models Deep insight into the technology sales sector and sales enablement Proven background launching start-ups using sales automation.

Environment: Saleforce.com Platform, Salesforce APIs, Reports, Dashboards, Email, Triggers, Chatter, Sharing Rules, Validation Rules, SOQL, SOSL, OOTB, Documentation, Data Loader, App Exchange, WSDL, Reports, AppExchange, Data Tools, Lightning Web Components (LWC), Community Cloud, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Jenkins, Security Controls, Sandbox, Eclipse IDE Plug-in, Dell Boomi.

**Client: Verizon Inc. (Oct 2015- Sep 2018)**

**Location: New Jersey, NJ**

**Role: Senior Salesforce Developer**

**Company Details:** Verizon Wireless (commonly shortened to Verizon) is an American telecommunications company which offers [wireless](https://en.wikipedia.org/wiki/Wireless) products and services. It is a [division](https://en.wikipedia.org/wiki/Division_%28business%29) of [Verizon Communications](https://en.wikipedia.org/wiki/Verizon_Communications). The company is headquartered in [Basking Ridge, New Jersey](https://en.wikipedia.org/wiki/Basking_Ridge%2C_New_Jersey). It was founded in 1998 as a [joint venture](https://en.wikipedia.org/wiki/Joint_venture) of American telecommunications firm [Bell Atlantic](https://en.wikipedia.org/wiki/Bell_Atlantic), which would soon become [Verizon Communications](https://en.wikipedia.org/wiki/Verizon_Communications), and [British](https://en.wikipedia.org/wiki/United_Kingdom) [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) telecommunications company [Vodafone](https://en.wikipedia.org/wiki/Vodafone). Verizon Communications became the sole owner in 2014 after buying Vodafone's 45-percent stake in the company. It operates a national [4G](https://en.wikipedia.org/wiki/4G) [LTE](https://en.wikipedia.org/wiki/LTE_%28telecommunication%29) network covering about 98 percent of the U.S. population, which in December 2015 won or tied for top honors in each category of the [RootMetrics](https://en.wikipedia.org/wiki/RootMetrics) Root Score Reports. Verizon Wireless offers [mobile phone](https://en.wikipedia.org/wiki/Mobile_phone) services through a variety of devices. Its LTE in Rural America Program, with 21 rural wireless carriers participating, covers 2.7 million potential users in 169 rural counties. Verizon Wireless announced in 2015 that it was developing a [5G](https://en.wikipedia.org/wiki/5G), or fifth-generation, network.

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in**Salesforce.com Application** Setup activities and customized the apps to match the functional needs of the organization.
* Upgraded some apps from **Salesforce Classic to Lightning** Experience to develop rich user interface and better interaction of pages.
* **SFDC development** using Visual Force Pages, VF Components, Apex Classes, and Custom Controllers, Controller extensions, tests, test cases, SOQL, SOSL, MVC architecture and Force.com IDE from scratch.
* Expertise in **developing Front-end (UI) pages with Salesforce Lightning**, JavaScript, HTML and CSS.
* Involved in **data mapping and migration** of data from legacy systems to SalesForce.com Objects and fields.
* **Salesforce.com Applications Build and Design** using the best practices.
* Experience working in **Agile methodology**, **Scrum methodology**, **Waterfall model** and **Test-driven**development.
* Experience with Salesforce Lightning security and performance features. Working Knowledge of Financial **Service Cloud or Sales Cloud**. Consistently Appling learned processes, procedures, and workflows to include (however not limited to) the software development lifecycle and/or release processes.
* **Integration Methodologies**, different **API, Trigger framework**, Recursive Triggers, VF Remoting, Asynchronous **Framework & options.**
* **Resolved integration** related issues, which was developed using **REST API.**
* Implemented data integration with .net application using **REST API**. Implemented version management with bit bucket.
* Implemented build configuration with **Jenkins**, this was implemented between development and QA sandboxes. Implemented SLA for Immigration and Mobility process.
* Responsible for technical delivery of the requirements given to us.
* 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.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Customized tab worked with various standard objects like **Accounts, Contacts, Leads, Campaigns, Cases and Solutions.**
* Experience with **data migration and updates through the tool App Exchange Data Loader in Salesforce Lightening.**
* Designed, **Implemented, and deployed** the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Identifying SFDC usage problems (Governor Limits) and craft technical / communication plans to IT/business team.
* Created **Custom Objects** **and defined lookup** and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Create test **scenarios on Sandbox** environment and use Force.com component deployment wizard to migrate data between **Force.com IDE** and **Sandbox environment**.
* Performed data migrations using **Salesforce.com Data Loader.**
* Implemented **REST Endpoint Apex classes** for inbound web services.
* Develop and configure reports for different user profiles.
* Responsible for the technical/approach documents for the requirements. Responsible for Impact and risk analysis.
* Responsible for maintaining coding standards and code review in the deliverables. Deployment of code to production org.
* Responsible for Project schedules of my team. Weekly product status calls with client business team.

**Environment**: Saleforce.com platform, JIRA, Lightning Components with Frontend UI development using JavaScript, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Jenkins, Security Controls, Sandbox, Eclipse IDE Plug-in, Dell Boomi, SOQL, SOSL.

**Client: Arrixon Tech ( Jan 2014– April2015)**

**Location: Hyderabad, India**

**Role: Jr. Salesforce Admin / Developer**

**Responsibilities:**

* Involved in creating multiple analytical reports and report folders to assist managers to better utilize Salesforce as a Sales Tool, developed and configured various reports for different user profiles as per the organizational needs.
* Performed day-to-day administrative tasks and addressed production support issues like unlocking/ re-setting passwords, modifying data, and creating reports.
* Administered Salesforce CRM application for sales, marketing, and support departments.
* Worked with salesforce.com **custom objects like accounts, contacts, and solutions;** planned new Salesforce.com features and functions like new screens, workflow, force.com objects, and reports in response to business needs.
* **Delivered support** for **salesforce.com** maintenance and administration, including workflow, approvals, and data cleansing.
* **Ensured data** is protected and available to authorized users by customizing roles, hierarchies, profiles and share settings; identified and established sharing rules to restrict access to business objects such as **opportunities, leads, and cases.**
* Customized dashboards to monitor lead activities based on sales requirements.
* Developed, enhanced, and **configured workflow rules**, time **triggered workflows**, email templates resulting in actual web to lead communication with customers and partner portals; planned and executed custom formulas and validation rules to maintain data quality, approval process and auto-response rules to automate business logic.
* Worked with **Validation Rules, Workflows, Approval Process and Reports & Dashboards.**
* Worked with **Data Loader** and **App Exchange Applications**.
* Worked with different **Record types** to setup for different **Page layouts** based on profiles.
* Involved in setting up **Profiles** and assigning the **Profiles to the Users**.
* Involved in setting up the **Role Hierarchy** and assigning the Users as per the role.
* Created different profiles and setup the permissions based on the roles in the organization.
* Knowledge in **Apex Classes, Controller Classes** and **Apex Triggers** for various functional needs in the application.

**Environment:** Saleforce.com CRM, Force.com platform, Apex Triggers, Chatter, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow and Approvals, Reports, Security Controls, Force.com IDE, Windows.