**Brinda Selvi**

**Salesforce Developer**

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**Professional Summary:**

* Over 5 Years of IT experience in Salesforce.com CRM Platform working as a Salesforce Developer.
* Experience in various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, architecture design, development, enhancements, testing, and deployment maintenance and of standalone, Multi-tier, web-based, and portals based object oriented enterprise applications.
* Experience in modifying Visualforce pages to be supported in Lightning Experience and good understanding of Lightning mode and its features.
* Experience in administration, configuration, Implementation, and Support of Salesforce CRM, and Salesforce SFA applications based on Apex Language and leveraging Force.com Platform.
* Good experience in designing of custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, Snapshots, Dashboards, Apex Classes, Controllers & Triggers, and various other components as per the client and application requirements.
* Experience in SFDC Integration (Bi-Directional data transfer) using Web Service and Apex Programming (SOAP and REST).  Strong knowledge of SFDC standard data structures and familiarity with Force.com platform.
* Experience in building Visualforce Custom Controllers/ Components, Custom Objects, Reports, Dashboards, Tabs.
* Experience in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, SOSL, Lightning.  Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
* Experience with Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Partner WSDL & Enterprise WSDL, Visual Force (Page, Component & Controllers).
* Experience in working with Eclipse IDE with Force.com Plug-in environment for writing Business logic in Apex Programming Language and IDE tools: MyEclipse, Eclipse, and Force.com Eclipse IDE Plug-in.
* Good work experience in Custom Integration of Outbound Messages, Workflow & Approvals, Reports, Custom Objects and Tabs, Email Services, Security Controls, AppExchange Package & Custom Application, Sandbox data loading.
* Experience in Implemented Salesforce.com for the sales and support user groups based on the user requirements.
* Experience in building reusable UI components and pages with Lightning component framework.
* Working knowledge on Lightning Components for building customized components
* Experience in maintaining, enhance and create workflows and validation rules.
* Experience with tools like Force.com Explorer, Force.com Migration and force.com Excel connector.
* Good exposure to AppExchange applications. Able to find appropriate applications, install and customize.
* Experience in Database Design, writing stored procedures, functions, triggers, DDL, DML SQL queries. Experience in writing SQL and PL/SQL programming with DB2, Oracle and MS-SQL, MySQL Server.
* Experienced in all stages of SDLC that includes duties like providing documentation on design, testing and migration from development to production.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks and a team player with excellent analytical, presentation and inter-personal skills.

**Technical Skills:**

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| **Salesforce.com** | Apex, Visual force (page, Component and controllers), Apex Triggers, Apex Web Services, SOSL, SOQL, Workflows, Approvals, Apex data loader, AppExchange, salesforce.com, Roles and Profiles |
| **Salesforce Tools** | Apex Data Loader, Force.com Eclipse IDE Plug - in, Eclipse, Workbench and Force.com Platforms (Sandbox and production) Force.com service console toolkit, Force.com Connect for Outlook |
| **Methodologies** | Agile, Scrum |
| **Languages** | Apex, Visual force |
| **Operating Systems** | Windows, Windows Server, Linux |

**Professional Experience:**

**Meritage Homes, Scottsdale, AZ Sep 2019 to Present**

**Salesforce Developer**

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Components, Controllers & Extensions), Saledforce.com Data Loader, Apex Triggers, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, SFDC Sandbox, Eclipse IDE Plug-in, Windows

* Designing, developing and deploying Apex Classes, Controller Classes, Extensions and Apex triggers, API integration for various functional needs in the application using the Eclipse IDE.
* Interacting with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Working on Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Developing Visual Force Pages and used standard, Custom Controllers and controller extension Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
* Developing and utilizing JavaScript, CSS for performing validation and assigning style sheet to the visual force page
* Developing HTML to create Custom Email Templates inside Visual force page and under Communication templates section.
* Creating Custom Objects and defined lookup and master-detail relationships on the objects. Also created junction objects to establish many-many connectivity among objects.
* Customizing the Dashboards to the track usage for productivity and performance of business centers and their sales teams. Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages
* Integrating the web services by generating the necessary stubs from the WSDL files for extracting the data from the home grown applications by using the home grown web services.
* Using SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects
* Creating workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic
* Using the sandbox for testing and migrated the code to the deployment instance after testing.

**Ksquare, Irvine, CA Mar 2018 to Aug 2019**

**Salesforce Developer**

**Environment:** Salesforce.com platform, Salesforce Lightning, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Windows Vista

* Participated in requirements gathering from clients, estimating the number of hours required for the development work.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Worked on Salesforce Lightning Components for building customized components replacing existing.   
  Embeded Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.   
  Modified Visual force pages to be supported in Lightning.
* Triggered interface events by user interactions, which includes Lightning Component framework and involved in building Lightning Components using the aura framework.
* Implemented Batch Classes, Scheduled Classes as part of the Business Requirement.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Developed Visual Force Pages, Visual Force Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects. Implemented AppExchange applications on Force.com platform
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects. Deployed using change sets and ANT tools.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other Components on a record detail and edit pages. Created the Public groups based on the access permissions
* Created Custom profiles and assigned to the users based on their roles in the organization.
* Created users using the Data loader and assigned the users to the chatter groups

**UC Innovation, Irvine, CA May 2016 to Feb 2018**

**Salesforce Developer**

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

* Analyzed the business requirements and mapped to Salesforce.
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Developed Apex Classes, Visualforce pages and Apex Triggers to develop the custom functionality as per the requirements.  Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages. Worked on Apex classes, controllers, controller extensions.
* Designed various HTML Email templates for Auto-Response to customers.
* Deployment of code from sandbox to production using Force.com IDE tool. Wrote SOQL, SOSL considering the governor limits. Created and deployed Several Reports using salesforce.com platform.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Conducted interviews with stakeholders to gathering requirements and analyzed their data.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization. Worked on the designing of security model for business processes.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics. Created and used Email templates in HTML and Visual Force.
* Worked in Data Migration from Traditional Applications to Sales Force Using Data Loader
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Exported data using data loader to help organizations need to convert from salesforce to e-CRM
* Worked with Security Controls like sharing settings, field accessibility and data accessibility to restrict data access

**Minuscule Technologies, Chennai, India May 2015 to Jan 2016**

**Salesforce Developer**

**Environment:** Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Marketing Cloud, Service Cloud, Data Migration, Rest API, Soap API, SOQL, SOSL, Workflow & Approvals

* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic. Created Custom Objects and fields for transactional and contractual information.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Designed and deployed Custom Tabs, Validation Rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created Pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to custom objects.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages. Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created Templates, Approval Page Layouts and defined Approval Actions on them to automate the processes.
* 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 based on the need in the organization.
* Used field level security along with Page Layouts to manage access to certain fields.
* Created custom dashboards for manager's home page and gave accessibility to dashboards for authorized people. Used Data loader to load the records on to the force.com platform.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Chatter and App-exchange applications.
* Migrated data from Oracle database to Salesforce application using Apex Data Loader.   
  Participated in Data Migration from Traditional Apps to Salesforce Using Data Loader Utility.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Extracted the data from Salesforce.com application into the external databases for generating large data reports using the Informatica on Demand.

**Education:**

Master of Science in Information Technology SNMV Collage, India in 2007