# C:\Users\Swapnika\Downloads\sf_cert_adm\Administrator Badge\SFU_CRT_BDG_Admin_RGB.jpg Vijaya Y

**Sr Salesforce Developer**

**Contact # 510-574-9420**



**PROFESSIONAL SUMMARY:**

* Around **7+ Years** of IT experience in Salesforce.com CRM Platform as a certified 201 Administrator and developer in Salesforce.com and BI developer.
* Involved in various stages of **Software Development Life Cycle(SDLC)** including analysis, requirement engineering, architecture design, development, enhancements, testing, deployment and maintenance of standalone, Multi-tier, web-based, and portal based object oriented enterprise applications.
* Experience in **administration, configuration, Implementation**, and Support of **Salesforce** CRM, and Salesforce SFA applications based on Apex Language and leveraging Force.com Platform -- world’s first commercial Software as a Service (**SaaS**) application running in Cloud Computing Environment.
* Excelled in working with various salesforce.com standard objects **like Accounts, Contacts, Opportunities, Products** and **Price books, Cases, Leads, Campaigns, Forecasting, Reports** and **Dashboards.**
* Experience in designing of **custom objects, custom fields, custom formula fields, validation rules, custom reports, workflows and approval processes** for automated alerts, field updates and Email generation according to the application requirements.
* Extensive experience in developing **APEX classes, Triggers, Visual force pages, Controllers, writing Workflows, Integration** and **Force.com API.**
* Experience in **Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts, Actions,** and **Approval Workflow.**
* Hands on experience in using force.com **Web services API** for implementing web services in the application for access to data from different users.
* Experience in implementing **Web-to-Case, Email-to-Case** to generate cases for Case objects.
* Installed Salesforce **AppExchange** Apps, configured and maintained user security permissions in compliance with organizational needs.
* Experience with tools like **Account/Contact/Leads Data Importer, Apex Data loader**, Force.com Migration and force.com **Excel connector**.
* Extensive experience of using declarative features like validation rules, workflows, approval processes, dynamic approval process, sharing rules automation for satisfying complex business process automations.
* Worked on **Eclipse IDE** with Force.com Plug-in for writing business logic in Apex programming language.
* Expertise in Force.com technology stack: **APEX, Visualforce, SOQL, SOSL.**
* Experience in data migration and updates through the tool **AppExchange Data Loader, Informatica Data Loader** in Salesforce.com.
* Experience in Installation of Salesforce**AppExchange Apps**, configuration and maintenance of user security permissions in compliance with organizational needs.
* Experienced in, Oracle and SQL.
* Experience in **implementing design pattern** methodologies.
* Experienced in scripting languages like HTML, XML, Javascript and PHP.
* 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.
* Experience in preparing BRD (Business Req. Document). Expertise in analyzing business requirements and gathering information required for implementation.
* Versatile team member with **problem-solving and trouble-shooting** capabilities.
* Excellent communication and interpersonal skills, accustomed to working in both large and small team environments.

**TECHNICAL SKILLS:**

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| --- | --- |
| Salesforce Technologies | Salesforce CRM |
| Reporting Tool | SAP Business Objects 4.0, Central Management Console, Information Design Tool,Web Intelligence |
| Operating Systems | Windows 98/2000/XP/2003/vista. |
| Databases | Oracle 10g/9i, MS SQL Server 2005/2000, UDB DB2, MySQL, MS Access 2007/2000 |
| Languages | C, C++, SQL and PL/SQL. |

**ACHIEVEMENTS:**

* **201 ADM Salesforce Certification**

**EDUCATION: Bachelor’s in Information Technology.**

**PROFESSIONAL EXPERIENCE:**

**Planet Labs, SFO**

**Oct 18 – Till now**

**Role: Sr. Salesforce Consultant**

Planet Labs, Inc is an American private Earth imaging company based in San Francisco. Their goal is to image the entirety of the planet daily to monitor changes and pinpoint trends. Planet designs and manufactures Triple-CubeSat miniature satellites called Doves that are then delivered into orbit as secondary payloads on other rocket launch missions.

**Responsibilities:**

* ·Analysed the business requirements and converted them into detailed technical requirements for better understanding purpose.
* Responsible for designing business processes, rapid user interface configuration, user provisioning, data transfer and cleansing, report / dashboard design, documentation and marketing campaign support.
* Recognized Salesforce.com usage problems and crafted solutions and Coordinated in Cross-Functional teams.
* Developed Objects, Fields, Validation rules, Triggers, Approval processes, and custom code in various systems to address and improve new and existing business needs.
* Responsible for developing the Data Models and maintained the relations between the objects using Erwin.
* Developed and maintained validation rules and Triggers to maintain the quality of data and data manipulations between different objects
* Designed and build unique, internal and external customer-based solutions for extending the value of our Salesforce application Using Apex, Visualforce and Force.com IDE.
* Developed **Apex Classes and Visualforce pages and Apex Triggers** to develop the custom functionality as per the requirements
* Migrated the data from Oracle database to Salesforce application using Apex Data Loader.
* Performed Salesforce.com data Integration using APIs, Batch Integration.
* Maintained Lead management, Case Management, Pulling reports, Data Integrity checks, System Updates regularly.
* Developed Validation rules on various objects. Also, created assignment rules on Lead object to assign the Leads automatically to various groups of users.
* Maintained the functional areas of data management, forecasting, contract management, contacts, leads, opportunities, quotes, dashboards and reports.

Created and Maintained the Sharing Rules for giving the access on the records individually, Role, Role and Subordinates and Public Groups as well.

* Created Email –to-Case and worked on Assignment rules to assign these cases to appropriate Queue
* Assignment rules are used to assign the leads automatically to the users in the system based on the states.
* Implemented Web-to- Lead and Web-to-Case forms based on the user requirements to create the leads and cases directly into the Salesforce system.

Installed Access Hoovers as an unmanaged package to generate Leads.

* Developed reports and dashboards using Salesforce Reporting Feature and assigned the permission to the Custom report folders based on the roles.
* Involved in creating gap analysis documents, clearly identifying the data, business process and work flows of the company with respect to salesforce.com implementation.
* Maintained user roles and coached fresh end users and handled system metrics to track trends.
* Producing and maintaining documentation for all projects and applications.

**Environment:** SalesForce.com CRM Application Platform, Apex Language, VisualForce, S-Controls,

HTML, JavaScript, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse, Sandbox, Production environment.

**NetApp**

**Jan 16 – Oct 18**

**Role: Sr. Salesforce Consultant**

**NetApp, Inc.** is a hybrid cloud data services and data management company. It offers hybrid cloud data services for management of applications and data across cloud and on-premises environments.

**Responsibilities:**

* Meeting Product Owners to gather requirements and implement using **Agile methodology.**
* Implemented internal workflow and manage inter- and cross-department projects
* Map functional requirements to Salesforce.com features and functionality
* Design and solution for the Sales Oops Crediting and Reporting modules with SFDC to accommodate all possible workflows for Multiple Business Processes .
* Perform scope and feasibility analysis of all areas considered for Salesforce implementation.
* Performed 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 Visualforce, Force.com API, and Web Services
* Extracted the data from Salesforce.com application into **the external databases (Oracle 11g) for generating large data reports using the Informatica on Demand.**
* Provided **Post Implementation Support, end-user Training and Day to Day Production Support** for all regions **(US, APAC, LATAM, EMEA).**
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Implemented the requirements on the Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created various **Custom Objects, Custom Settings, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rule and approval process including Field updates and email alerts.**
* **Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages**.
* Perform SFDC **administration and development activities, which include managing roles, profiles, queues, assignment rules, validation rules, workflows, triggers, Apex classes** etc.
* Implemented the requirements on the Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Involved in **Multiple deployments** for all regional functionalities by using **Change sets**.
* Integrated Salesforce.com with an external application called Ad marvel - Ad server using SOAP API based web services.
* As Part of Integration involved in downloading the PARDOT app from AppExchange to Salesforce and also worked on creating mapping between Prospect tables from PARDOT with salesforce lead objects.
* Good experience with PARDOT implementation on Salesforce Lightning with Kanban View to monitor lead Sales path in different stages.
* Involved in Salesforce configurations on to convert Lead (PARDOT Prospect Data) to DEAL object for user
* Implemented Salesforce Service cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visual force sites) for business support and technical support for its channel customers.
* Made new feature enhancements on service cloud console view and developed some Visual force components.

Environment: Saleforce.com platform, Apex Language, VisualForce Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, JavaScript & J-query, Eclipse IDE Plug-in, Windows.

**Client: Hewlett Packard, Bangalore, India**

**Dec 2012- March 2014**

**Role: BI Developer**

**Responsibilities:**

* As a Business Intelligence developer Single Point of Contact Involved in business meetings to gather requirements
* Developed one new universe and modified existing universes, Classes, Objects and Hierarchies based on Business logic. Created Contexts and Aliases for resolving loops and checked the Integrity of the Universes.
* Used Information Design tools as a part of Universe Development for Defining the Parameters of Universe, Inserting the table, making Joins, Resolving Loop's, Creating Classes, and Objects.
* Created complicated reports including Sub, graphical reports, formula base and Highly Complicated-formatted reports according to user requirements.
* Generated analytical reports using input controls, combined queries, Slice and Dice, Drill Down, Cross Tab, Master Detail and Formulae features.
* Prepared for High Level and Low-level design documents.
* Created complex reports using Complicated Formats and aggregate awareness functions for SQL enhancement in Designer to handle user requests for report generators.
* Created Publications on different scenarios
* Trained users on Ad-hoc reporting.
* Tested Business Objects reports and validated values as per user requirements Performed Administrator tasks using CMC to manage groups and users, Calendars and Promotion Jobs

**Environment:** SAP BO 4.0, Crystal Reports, Information Design tool, Design Studio, Publications, and CMC

**Strengths:**

* Very Committed and Dedicated to work and Active team player
* Active team player
* Very keen on learning new things both Technically as well as the Project Domain
* Proactive in taking-up new assignments