VIVEK CHARAK

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Professional Summary

An experienced salesforce developer with a solid java development background, under salesforce.com he is mainly focusing on:

- Sales Cloud
- Service cloud
- Community Cloud
- Marketing Cloud

Skills

- **Force.com Technology** - Apex Programming, Lightning Web Component (LWC), Apex Triggers, Batch Apex, Lightning Flows, Process Builder, Workflow Rules, JavaScript, HTML, CSS, Visual Force, Aura, SOQL, SOSL, API , Salesforce Admin.
- **Marketing Cloud** – Automation Studio, Journey Builder, Email Studio, T-SQL, Analytics Builder, Query Studio, Contact Builder, Mobile Studio.

- **Agile Development** - GIT, Jenkins Maven, Confluence and JIRA
- **Java Development** - Core Java, Spring Framework, Hibernate, SQL, Junit, Collection, Solace, Jenkins, UNIX, and Rest APIs

Work History

Associate Technology L2   09/2019 to Current
Publicis Sapient – Gurugram, Haryana

- In this role, he has a great exposure to various salesforce clouds like sales cloud, service cloud, community cloud, marketing Cloud and salesforce API integration.
- As a consultant, he has acquired a lot of experience in working directly with the customers and can handle project delivery independently. These customers are mainly from United States and APAC region.

- In this role, he has worked on a various engagement starting from a greenfield project to a fully matured solution where he plays an important role in designing and developing these solutions.
- He has been exposed to all the cutting-edge developments in salesforce ecosystem like LWC components, salesforce apex, Trigger, Test Class, Lightning flows, Workflow Rule, Process Builder, Data Modelling and Salesforce Admin Configurations.
- He has been helping senior architects and technical leads by doing quick proof of concepts and technical feasibility study.
- Quite often, He also provides training and support to the new joiners and salesforce enthusiasts.

Senior Software Engineer   03/2019 to 09/2019
GlobalLogic – Noida, UP
- As a salesforce developer, he mainly worked on salesforce integration projects in the marketing cloud arena.
- He had also implemented single-sign-on functionality, automations, and wrote templates for emails in marketing cloud.
- He was also involved in setting and configuring marketing cloud, service cloud and community cloud.
- He had also conducted user trainings and delivered user-guides for the projects delivered.
- He had been involved in few presales' gigs and practice work where he delivered some important proof of concepts and training material.

Software Engineer   07/2015 to 03/2019
Iris Software – Noida, UP
- He started his career as a java developer and eventually he stepped up and seasoned into a salesforce developer.
- He worked with various customers but his experience in banking and financial services domain supersede others.
- he has a solid experience and understanding of java concepts like multi-threading, eclipse RCP, concurrency framework, spring framework, JUnit, messaging Tools (Solace, TIBCO – RMDS), Geneos, Sybase, Maven and Hibernate.
- He had implemented and delivered many end-to-end projects and learnt various project practices like Agile, Scrum and Sprints.
- He was also part of the project support team where he learnt incident management, server requests handling, working on high priority, root cause analysis and disaster management.
- He was proactively involved in the salesforce team building and trainings initiatives by the company. He had leveraged his java and software development experience and delivered many small projects, proof of concepts using salesforce cloud.

Education

Bachelor of Technology: Computer Science Engineering   06/2015
Bharathi Vidyapeeth College of Engineering (GGSIPU)- Delhi, India
The course had given him the full flexibility to combine a solid grounding of hardware and software development. This course helped him to go through a wide range of real-world problems, developing a skill set spanning theoretical and algorithmic foundations and innovative development in computing. It provided comprehensive knowledge and analytical mindset so that he can develop new solutions from the scratch for any system or product.

Achievements

- Achieved "You Make a Difference" award for High Performance Delivered in category: Client and Customer Satisfaction. (IRIS Software : RBC Bank Client)
- Impact Award for delivering a complex work to Client in due time and appreciations from Client. (Publicis Sapient : Daimler Client)

Recent Projects

San Mateo County (United States Government) - APAS April 2020 – Present
- Assessor Property Assessment System (APAS) is a Salesforce CRM based cloud technology system for property assessment processes in San Mateo County under United States. The APAS project's main focuses are addressing existing challenges of COBOL based Legacy system and enabling future business operations to improve processes and add new functionalities and capabilities.
- He is working as a salesforce consultant and responsible for developing LWC components and related Salesforce Apex, Trigger, Test Class, Lightning flows, Workflow Rule, Process Builder, Data Modelling, Salesforce Admin Configurations, etc.
- As a consultant he needs to coordinate with onshore customers, business analysts and team members to implement the requirements.

Daimler (United States) - Reporting Sept 2019 – April 2020
- Daimler Reporting project involves reports generation for the Daimler customers. These reports are generated through salesforce marketing cloud automations and feeding the information into data analytics platform Power BI. These Power BI reports contain customer specific journey

attributes like emails sends, emails open, emails delivered, emails undelivered, emails click, test drive Booked, test drive completed and whole sales journey.

- He worked as a salesforce marketing cloud developer who is responsible for developing automations, building SQL scripts, data extract activity and file transfer activity.
- He has helped customer and product owners in analysing the live Journey in journey builder and their email activity, SMS activity, MMS activity for their respective data and verifying the same result from automations.

Fiat Chrysler Automobiles (Dubai) - FCA Mobilization April 2019 – August 2020

- FCA Mobilization is a Salesforce CRM platform that delivers operational efficiency, insights, analytics, productivity, and consistent communication with customers. FCA includes Salesforce sales cloud, service cloud, community cloud, marketing cloud and salesforce integration. The solution is to be used as a lead nurturing platform for FCA ME to distribute leads to dealers across the region. Data transfer occurs between FCA ME and FCA HQ EMEA. The data transfer will be based on FCA policies and data governance.
- He worked on the integration of Facebook and Instagram with salesforce CRM and storing leads and built users journey through journey builder to send welcome emails to the customers.
- He worked on apex, trigger, object and data model creation, workflows, and process builder.

Dubai Multi Commodities Centre (Dubai) - August 2018 – March 2019

- DMCC (Dubai Multi Commodities Centre) was established in 2002 by the Government of Dubai to provide the physical, market and financial infrastructure establishing a hub for global commodities trade. DMCC Free Zone is the largest free zone in UAE with more than 20,000 registered members.
- DMCC POC involves replacing the mobile app of DMCC to de developed in Salesforce using salesforce sales cloud, service cloud and community cloud.
- He worked on OCR integration as well for reading information into Salesforce CRM through uploaded documents.
- He worked on apex, trigger, lightning development, flows, object, and data model creation. Also set up a community for the system.

Royal Bank of Canada (Canada) – Automated Pricing System August 2015 – July 2018

- A suite of multiple applications used as a Front Office system designed specially by traders. These applications help in pricing securities (using a shared internal library), offering tiered prices, calculating risks & Positions for a book under a trader which in-turn helps in the risk aggregation & net PnL Closing. The purpose of the project is to provide a global pricing platform that can efficiently do pricing in all regions and send accurate prices to electronic exchanges like Bloomberg, TW and MAXESS via ION platform.
- He worked as a java developer in this project and participated in regular client calls to discuss the nature, urgency, and root cause analysis of incidents. Appropriately take decisions to alleviate them in collaboration with the clients.

- He worked on technologies like Java Multi-threading, Eclipse RCP, Concurrency Framework, Spring (Annotation Based), Java Swing, J Unit, Messaging Tools (Solace, TIBCO – RMDS), Geneos, Sybase, Maven and Hibernate.
- He was the first offshore point of contact and to resolve all system issues to ensure business as usual. Interacting with business analysts to get enhancement requirements and implementing in application.
- He also provided knowledge transfer to the new team members and expedited project onboarding process. He used to closely work with quality analysts team for testing support and bugs fixing.

Certifications