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# Experience Summary

* Salesforce certified System Architect professional, working as technical Architect
* Experienced resource in implementing Salesforce Marketing Cloud, Health Cloud, Omni Studio.
* Have almost 11 years’ experience on Salesforce design and development.
* Have 11+ years IT experience in CRM Domain.
* Expert consultant on Salesforce Sales, Service, Health Cloud, Marketing Cloud.
* Successfully delivered multiple projects on Salesforce integration using SOAP API and REST API.
* Successfully implemented Salesforce Einstein Analytics, Tableau CRM.
* Data migration to Salesforce using Kingsway plug-in to SSIS packages.
* Experience resource dealing with jQuery JavaScript and CSS for UI building.
* Active participation in the requirements gathering & technical design of various applications along with client interactions.
* Actively doing efforts estimation.
* Implemented CICD for salesforce.

# Areas/Applications

* Einstein OCR, to read PDF and automate data entry.
* Digital Engagement – to Salesforce Application with different channels like, SMS, Email, Fax, WhatsApp, Facebook Messenger.
* Salesforce Mobile App Enhancement for iOS/Android
* Einstein Analytics
* Admin/Configuration/Apex Scripting/ Workflow/Process Builder
* Assignment Manager
* Integration with External System
* Lightning Web Components/ Lightning Component/ Visualforce Pages
* APEX
* Salesforce and Microsoft SQL integration

# Projects

* Implemented Health Cloud for one of the leading Pharmacy Compony in US.
* Implement end to end Salesforce Marketing Cloud.
* Implemented Sales cloud end to end for leading bank in US.
* CRM development for leading financial institute in Great Britain.

**Career Profile**

Current Employer – Deloitte USI

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| **Title**   | Health Cloud Implementation  |
| **Period**  | Jan 2022 – Present  |
| **Employer**  | Deloitte USI  |
| **Position**  **Role**    | Salesforce Specialist Master  |
| **Responsibilities**   | Design and architect application to capture the enrolment in the form of PDF form through either Fax or Email.Implemented the OCR technology to read the PDF and automate the data entry points.Implement Digital Engagement suite to integrate WhatsApp, LINE, SMS, Chat, FAX to Salesforce.Implemented AWS Connect to connect Telephony with Salesforce System.  |
| **Languages**   | APEX, JavaScript, jQuery  |
| **Special Software**  | VS Code with Salesforce CLI, GIT as Version Controlling, Git Action for pipeline creation and deployment to org with Salesforce CLI.  |
| **Project Location**   | Remote working, India  |

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| --- | --- |
| **Title**   | Salesforce Sales Cloud/ Salesforce Marketing Cloud Implementation  |
| **Period**  | July 2019 - Present  |
| **Employer**  | Citibank  |
| **Position**  **Role**    | Manager - Technical Architect  |
| **Responsibilities**   | Design end to end solution for Salesforce Sales Cloud. Design Application Security. Design Apex Integration pattern for integrating Salesforce with internal Banking applications. Implement Single Sign On with enterprise Identity Provider. Design approach for Salesforce Einstein Implementation and different Einstein component set up to create Dashboard and Einstein App. Design process to bring in Data from on-premises SQL server database to Salesforce using SSIS Packages. Lightning Customization to very extend to meet end user demands. Salesforce Admin Activities – On demand reports and Dashboard’s creation, maintaining Custom Metadata’s and Deployments. Salesforce Development and Integration activities – Write triggers, Apex Classes, Test Classes, and Integration with external system using rest API or SOAP API. Deployment using Change-Set, ANT Migration Salesforce native mobile application for iOS and Android, enhancement to mobile UI and functionality based on business needs. Implementation of CICD with Bit bucket pipeline and Salesforce CLI.  Implement Salesforce Marketing Cloud journeys to send Emails, SMS and WeCom communications to customers. WeCom goes out to Chinese customer. Creation of Data Extensions, Journey Builder, Automation Builder, SQL Query Activities, AMPScripts, to deliver the end to end Marketing Journey. This reduced the 80% of Teams manual touch points and almost double the customer interaction rate.    |
| **Languages**   | APEX, JavaScript, JQuery  |
| **Special Software**  | VS Code with Salesforce CLI, Bit Bucket as Version Controlling, pipeline creation and deployment to org with Salesforce CLI.  |
| **Project Location**   | Pune, India  |

2016**-**2019

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| --- | --- |
| **Title**   | Salesforce Sales Cloud Implementation – Credit Card Processing App  |
| **Period**  | March 2016 – June 2019  |
| **Employer**  | Tata Consultancy Services [ PNC Bank, Pittsburgh]  |
| **Position**   | Senior Technical Consultant Developer.  |
|   **Responsibilities**  | Design a credit card application process in Salesforce. Creation of Custom Objects, Fields, Validation Rules, Workflows, Process Builder. Build Lightning Component to enhance the look and feel of the Application using JavaScript and CSS. Code business requirement using Apex Classes, Apex Trigger, exposing Apex classes as APIs. Code Apex Test Classes to deploy code to higher environment. Work with Security Testing team on Application Vulnerability and fix them. Driving Scum Meetings and make sure there is not obstacle in the sprint deliveries. Worked on Request for Proposal to pitch in new clients.  |
| **Languages**   | Apex, JavaScript, JQuery  |
| **Special Software**   | Eclipse IDE with FORCE.Com, Microsoft TFS as Version Controlling Tool, ANT Migration for Deployment.  |
| **Project Location**    | Pittsburgh, PA, USA  |

2015–2016

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| --- | --- |
| **Title**   | Salesforce Service Cloud Implementation – Case Management App  |
| **Period**  | May 2015 – February 2016  |
| **Employer**  | Accenture [OTE Telekom Greece]  |
| **Position**   | SeniorConsultant-Developer  |
| **Responsibilities**   | Development of functional requirement Automation of process using workflow and Process BuilderDefect solving Interaction with onsite counterpart to understand the business requirement. Involve in Salesforce Admin activities Creating Unit test cases and testing the functionalityAPEX scripting for Batch Processing and Integration. Flow for automating Business requirement.  |
| **Languages**   | Apex, JavaScript, JQuery  |
| **Special Software**   | IDE with FORCE.Com, GitHub as Version Controlling Tool, ANT Migration for Deployment.  |
| **Project Location**   | Pune, India  |

# 2011-2015

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| --- | --- |
| **Title**   | Claim Processing Application for Leading Financial Institute in UK  |
| **Period**  | July 2014 – April 2015  |
| **Employer**  | Cognizant [FSCS UK]  |
| **Position**  **Responsibilities**   | Siebel CRM Consultant  |
|    | Development of UI Automation of process using workflow and scripting Technical Design Document preparation Defect solving Macro writing for non-repository transfer from one environment to otherInteraction with onsite counter-part to understand the business requirement. Creating Unit test cases and testing the functionality  |
| **Languages**   | eScript, JavaScript, JQuery  |
| **Special Software**   | Siebel CRM, Oracle Database  |
| **Project Location**   | Mumbai, India  |
| **Title**   | 3M UK  |
| **Period**   | Sept 2011 – July 2014  |
| **Employer**  | Cognizant [3M UK]  |
| **Position**    | Siebel Consultant  |
|   **Responsibilities**          | Handling User Authorization Requests, Service request for designing SQL queries Siebel Admin tasks like Database extract, Generation of new database for Mobile User. Siebel Configuration, Assignment Management. Responsible for feasibility study of the new enhancement requests and documentation of the same. Reporting metrics and statistics related to Application Maintenance issue and tickets.  |
| **Languages**   | eScript, JavaScript, JQuery  |
| **Special Software**   | MS SQL**,** Siebel CRM  |
| **Project Location**   | Mumbai, India  |