



## CURRICULUM VITAE



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### Carrier Objectives:

**4+ Years** of total experience in the areas of development, Applying for the role of Salesforce developer with the goal of leveraging my knowledge of Apex programming language, Visual Force components, Lightning Components, configuration etc., while providing exceptional customer service experiences.

### Executive Summary:

- **3+ Years** of Experience in Salesforce **CRM analysis**, Administration and Development
- Have worked on deployment using **ChangeSet, Jenkins (Git hub Repository), bit bucket tools..**
- Have worked in **Sales cloud (force.com), Service cloud (Case Management), Community cloud (SFCC) and Marketing cloud (SFMC)** as a Developer and received appreciations from client and senior management.
- Have good knowledge of available Salesforce tools, **Agile methodology** and **Jira**.
- Strong Implementation on configurations **Custom objects, Fields, Relationships, Triggers, Workflow, Process builders And Flow, Validation Rules, Formula fields, Data Loader & Data import wizard, Report and Dashboard.**
- Expertise in Managing Data security like **OWD, Roles, profiles, permission set, sharing rules.**
- Hands On Experience in **Service Cloud** of **Email-to-case, Assignment Rule, Escalation Rule, Assignment rule, Auto response Rule, Omni Channel Routing, Service Level Agreements (SLA), Milestones & entitlements**
- Hands On Experience in **Salesforce Marketing Cloud (SFMC)** of **Advertising Studio ,Journey Builder, Automation Studio, Email Studio, Data Extension, Lead Capture**
- Experience in Web technologies **HTML, CSS, and JAVASCRIPT.**
- Hands On Experience in **Einstein Chat Bot**
- Experience in salesforce **Integration using Rest api and third Party Integration zapier**
- Knowledge and experience in developing **Custom Lightning Components**, using **Standard Lightning Components, building Lightning Apps using Lightning App Builder and Lightning Data service.**

## Work Experience: (4.2Yrs)

**Having total 4.2 yrs. of IT experience in which relevant experience in salesforce 3.6yrs**

Presently working as a salesforce developer at Navigators Software Pvt. Ltd. Kolkata, since December 2021 to till.

Worked as an Associate Software Engineer at Praswebart Technology Pvt. Ltd. Pune from July-2019 to Nov 2021.

## Total Projects-(04)

### Project#1

**Title: SFMC- Advertising Studio Set up for generating leads From Facebook & Instagram**

**Role:** Salesforce developer

**Responsibility:-**

- Establish advertising campaigns like digital or social media advertisements through Google Ads to appeal to new visitors to the landing pages and website.
- Communicating with clients to understand requirements
- Designing, building, and implementing custom Salesforce applications
- Testing application functionality to identify potential issues

**Description:**

Client is one of the famous agriculture company in Brazil, they want to use an advertising studio in the marketing cloud to generate Lead from Facebook and Instagram. Basically, it helps organizations to get engaged with existing customers (accounts/contacts) and prospects (leads) which in return can generate more business. Advertising Studio allows us to create a unique customer experience in terms of ads displayed to users. It leverages the CRM data of each customer to reach them. The data to be used is not limited to one suite, data can be imported from Marketing Cloud, Sales Cloud and Service Cloud. It uses data gathered from multiple sources via interactions through Devices, Email campaigns, Landing Pages, and Site conversions to target existing customers and look-alike audiences on social platforms. Build audiences on Facebook, Google, Instagram, Twitter, and YouTube and with Salesforce DMP (Data Management Platform)

### Project#2

**Title: Service cloud: case management for Different Departments**

**Roles:** salesforce developer

**Responsibilities:**

- Designing, building, and implementing custom Salesforce applications
  - Communicating with clients to understand CRM requirements
  - Deploy the code smoothly
- Integrating Salesforce with other 3rd party applications

**Description:**

Case implementation for Business Consultant, Partners, Customer success Departments. Email-to-case, when customers have a query about the Product so they send the email and then automatically case is created, after the case is created in CRM then automatically assigned to a particular user or queue through the assignment Rule. We have used the Automation rule for instantly email replies sent to customers after they created a case through email. The priority-wise implementation has been done. For all high-priority cases after 2 businesses days, since the case was opened and it is in “New” or “in Progress” status, the case will be escalated to a more experienced user so for that we have used the Escalation rule. We have used different things for implementation: Omni channel Routing Service-level agreements (SLA) with visual timelines.

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**Project #3**

**Title: Community cloud: External Site for partner users.**

**Roles: salesforce developer**

**Responsibilities:**

- Designing, building, and implementing custom Salesforce applications
- Communicating with clients to understand CRM requirements
- Fixing bugs and improving app functionality
- Testing application functionality to identify potential issues
- Deploy the code smoothly
- Integrating Salesforce with other 3rd party applications

Skills Used: Apex class & trigger, Batch apex, Data security, Flow builder, Aura component, Email templates & email alert

**Description:**

The Client has an Agritech Company, They want a community site for Partner users. They have different Requirements like partner can see dashboards, Accounts, Contacts, Opportunities, Leads, Tasks, Commissions tabs.

**Lead / Account Search implementation** -When the user clicks on register new lead, a screen will open to enter the name, phone and email of the lead, after filling it out, the system will search our database to find out if this lead is already registered in the system (either as a lead or as an account) so that there is no duplicate registration. If the lead already exists then a pop-up window with the message ok button will appear when the user clicks on the button then automatically email will be sent to a particular manager. If the lead has not already existed then another custom form will open and in that form, there will be different fields like Name, Address, Phone, Email, Cpf/cnpj, billing address, delivery address, Area, City, State, pin code, etc. So partner users will fill up the form then a lead will be create

**Opportunity Implementation:** In opportunity, there are different custom stages used like Budget, Overdue Budget, Proposal, expired Proposal, Document analysis, opportunity won,

Opportunity lost, etc. each stage has a different purpose.

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**Project#4****Title Sales Cloud: Confidential (Co-Op Banking Project)****Roles: salesforce Administrator****Responsibilities:**

- Managing Salesforce roles, profiles, sharing rules, workflows, groups, and licenses
- Importing, managing, and securing data
- Testing application functionality to identify potential issues

**Description:**

- Worked for US based client on sales cloud & service cloud.
- Implemented Data security (profile, permission set, OWD, Role, Sharing rule,)

**Technical Skills:****DEVELOPMENT TOOLS KNOWN:-** Eclipse, Developer Console, workbench

**Salesforce skills:-** Apex Classes & Triggers, Asynchronous Apex, Visualforce pages, Soql, Sosl, Aura Component, Workflow, Process Builder, Flow, Data Loader, Data security, custom setting And custom metadata, Lightning Web component, Omni Channel Routing, Service Level Agreements (SLA), Milestones & entitlements, Advertising Studio ,Journey Builder, Automation Studio, Email Studio, Data Extension, Lead Capture, Einstein Webchat, Reports& Dashboard etc

**WEB DEVELOPING LANGUAGES: -** HTML5, CSS, JavaScript**PROJECT MANAGEMENT METHODOLOGY: -** Agile Methodology, Jira.**INTEGRATIONS: -** using REST api and Typeform Integration with Salesforce using Zapier**Education Qualification:**

<b>BE(IT) 2017</b>	SRTMU UNIVERSITY	MGM College of Engineering, Nanded <b>57.88%</b>
<b>Diploma in IT 2013</b>	MSBTE Board Of Mumbai	Government Polytechnic Hingoli <b>68%</b>
<b>H.S.C. 2010</b>	Maharashtra State Board	Bahirji College, Basmath <b>47.33%</b>
<b>S.S.C. 2008</b>	Maharashtra State Board	Bahirji Smarak Mahavidyalay, Basmath. <b>80%</b>