  

Jeyabharathi Rajendran

4x Salesforce Certified Professional

[jeysalesforce@gmail.com](mailto:jeysalesforce@gmail.com)

9197286010

# PROFESSIONAL SUMMARY:

* 4x Salesforce Certified professional with 5+ years of Salesforce experience with Wealth Management, Construction, Credit Card Processing, Non-Profits, Healthcare and Insurance clients. Background in Salesforce development, Administration, Business Analyst, Force.com developer, Marketing and involved in various phases of entire project from requirement gathering, architecture development, implementation, training the end users.
* Expertise in Salesforce.com/Force.com development and configuration using advanced Apex / Lightning Apps using lightning components, Lightning Design System, API Integrations, Sales Cloud, Service Cloud, Community builders, Marketing cloud, Pardot, Salesforce CPQ, G-suite and outlook, HTML, CSS, JavaScript, SOQL and Data Migration.
* Proficient in **Data Migration** from Traditional Applications to Salesforce using Data Loader Utility. Proficient in Generating Reports, working knowledge in CPQ and Salesforce communities, experience in developing lightning components, Dashboards, customized reports and analyzing the data in Salesforce Comprehensive experience to integrate 3rd party systems from within Salesforce.
* 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 developing both front end and back end applications using Java, Servlets, HTML, CSS and website development tools like WordPress and webflow.
* Used JIRA Agile for project management and bug tracking. Always willing to learnnew skills to improve efficiency and increase knowledge base.
* Knowledge of developing applications using **lightning Aura Component, Advanced apex and lightning app builder.**

# TECHNICAL SKILLS:

|  |  |
| --- | --- |
| Salesforce | Salesforce CRM, Pardot, Apex Language, Apex Classes/Controllers, Aura Lightning Components, Apex Triggers, batch class, SOQL, SOSL, Visualforce Pages / Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Salesforce CPQ, Marketing Cloud , Community cloud. |
| Salesforce Tools | Force.com Eclipse IDE, Force.com Explorer, Apex Data Loader, Force.com Excel Connector, Force.com Platform, Visual Workflows, Lightning UI. |
| Languages | Apex, Java, C Force.com, MySQL Server. |
| Scripting Languages | HTML, XHTML, PHP, JavaScript, XML, JSP, CSS. |
| Other tools | G-suite, Outlook, Pardot, Mailchimp, DocuSign, Stripo, Map Plotter |

|  |  |
| --- | --- |
| Trailhead Certification Name/Email | **Jeyabharathi Rajendran /** [**jrajendran369@gmail.com**](mailto:jrajendran369@gmail.com) |
| Certifications | **Salesforce Platform Developer I, Salesforce Administrator (ADM 201),**  **Salesforce Service Cloud Consultant (SU20), Platform developer II** |

**PROFESSIONAL EXPERIENCE:**

**Liquidx Inc, NY Jun’20 – Oct’20**

**Salesforce Developer/Administrator**

**Responsibilities:**

* + Created modern Enterprise **Lightning Apps** combining **Lightning Design System**, Lightning App Builder and Lightning Component features.
  + Integrate salesforce calendar and Outlook calendar and created a lightning quick action to create and work on salesforce records form outlook.
  + Worked on **Salesforce1 Platform** to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
  + Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
  + Created multiple **Lightning Components**, added **CSS** and Design Parameters that makes the Lightning component look and feel better.
  + Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
  + Enabled **Aura** Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
  + Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
  + Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
  + Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
  + Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
  + Used refined global search in Lightning by developing Apex classes and Controllers.
  + Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
  + Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
  + Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
  + Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
  + Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
  + **Pardot Implementation**: Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
  + Installed, Configured, and design the drip campaign and setup marketing modules inPardot.
  + Integrate Pardot with WordPress website and maintain accuracy of data to and from the website and track the website visitors using Pardot campaigns.

# ZT Sliver Pay, Houston, TX Jan’19 – May’20

**Salesforce Developer/Administrator**

**Responsibilities:**

* + **Service Cloud Implementation**: Initial enterprise wide implementation of salesforce across customer service and operations. Solution included Solution included a case management structure within the declarative and integrate key account data from the trust accounting system using informatica to enable servicing of accounts via service cloud.
  + Worked on **Field Service Lightning managed package** and Integrated Google Maps with Salesforce to display various Salesforce accounts, leads & opportunities on Google Map. Implemented logic to trigger events to Field service users which better assisted them during maintenance of the power lines products offered to their customers.
  + Worked on Salesforce.com customizations using Apex (Classes, Triggers and Webservices) and Visualforce that consists of several new data integrations.
  + **NPSP Implementation**: Installed and set up household account model on Enterprise edition. Create custom objects and set up Entitlement and level for donor engagement.
  + Integrate form assembly and salesforce to integrate web form and salesforce for Donor capture and donation form integrate with authorize.net to accept donation through website.
  + Create approval queues, process builders and apex to achieve auto response emails to donors and automation for Donor relationship and donation capture process.
  + Create support process for Patient assistance application which includes approval queue and community cloud integration for the patient assistance approval.
  + **CPQ Implementation**: Integrated **CPQ** system with multiple CRMs like Salesforce and CRM on Demand. Worked on **Salesforce CPQ** (Configure Price Quote) and CLM (Contract Life Cycle management) package configurations and customizations as part of (QTC) Quote to Cash process.
  + Converted products to assets, an add-on to an existing contract, renew a deal and give the customers the best price of the client with special offers with **Salesforce CPQ**.
  + Supported and improved sales cycles by implementing **CPQ** solutionseffectively.
  + Performed app exchange integration of CPQ to configure and ensure the pricing & quoting accuracy.
  + Salesforce **CPQ** was used as the main tool for the booking and Sales process. Enabled core **CPQ**

functions on mobile platforms Solution.

* + Configured a Product with multiple Price dimensions which allowed sales reps to adjust pricing, quantity, and discounts for a Product so that one Quote can be divided into multipledimension
  + Implementing a new lightning template to easily code in new lightning components for business purpose.
  + Added Lightning Component to Lighting Pages and Record Pages. Have worked on Apex classes, **Aura Lightning Component**, Controller classes **and Apex Triggers** for various functional needs in the application.
  + Maintained and communicated system metrics to track trends in usage and data integrity. SOQL and SOSL statements within the custom controllers, extensions and triggers properly to avoid Governor Limits.
  + Added Lightning Component to Lighting Pages and Record Pages. Have worked on Apex classes, Visualforce Pages, Controller classes and **Apex Triggers** for various functional needs in the application. Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail.
  + Worked on **Exact Target Salesforce Marketing Cloud** to trigger various types of Email templates for various events.
  + Worked on Automation studios and also created related Activities.
  + Built HTML Email templates using Content Builder in **Marketing Cloud**.
  + Involved in sending email alerts every week for promotions and offers from theorganization.
  + Designed and configured journeys that would identify prospects interests to prepare for more personalized customer experience. Triggered emails with links and content within three areas - corporate, private banking, wealth management. Used Amp Script to track the clicks within these areas.
  + Used automation studio for performing actions such as imports, extracts and **SQL** query activities.
  + Worked on Migration tools Force.com IDE, Eclipse and have knowledge of Changeset migration code and configuration from the Dev sandbox to Production.
  + Was solely responsible for writing web services using REST services to get real-time data from an external SQL database to show on internal visual force and lightning pages. Created Validation Rules, Workflow Rules, Approval Process, Process Builders, Tasks, Email Alerts, Field updates and Outbound messages to manage the Workflow and Approvals.

# Global It Experts, Houston, TX Aug’18 – Jan’19

**Salesforce Developer**

**Responsibilities:**

* + worked on implementing apex triggers and classes to dynamically display patient or member data to Care coordinators.
  + Used data loader to import medical diagnosis data.
  + Worked on Classic to Lightning migration
  + Customized Lightning Scheduler to support specifically health-related activities.
  + Used Workflow Rules to update fields and send emails as per businesslogic.
  + Configured Security Settings for User Profiles and Roles according to the org chart. Moreover, used Role-based access when necessary.
  + Scheduled email delivery of various standard reports to business users on a periodic basis.
  + Wrote test classes for Triggers and ensured proper test coverage.
  + Interacted with testing and the development teams for the development and testing of the code.
  + Resolve the Cases and support the team on urgent bases, implementation and working with real- time troubleshooting.
  + Participated in KT sessions for business users and other associates working with SFDC.
  + Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
  + Involved in Data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
  + Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users
  + Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
  + Used Data Loader to transfer the data to production and Full sandboxes, used Eclipse IDE for complete Apex Programming.
  + Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.

# Remote: Celgene Corporation – Summit, NJ Jan’17 – Apr’18 Role: Salesforce Developer

**Responsibilities:**

* + Integrated various patient profiles/health records data into Salesforce **Health cloud** objects using
  + REST API.
  + Involved in customization of **Health cloud admin** apps and console and configuration of various
  + Health cloud profiles.
  + Also worked on implementing apex triggers and classes to dynamically display patient or member
  + data to Care coordinators.
  + Used data loader to import medical diagnosis data.
  + Setting up community cloud for customer and portal users.
  + Setting up Customer community Plus licenses, Salesforce licenses and Gold partner license customer users.
  + Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
  + Created profiles and implemented Object and field level security to hide critical information on the profile users.
  + Worked on various salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards.
  + Data migration effort includes feed, posts, comments, users, groups, files, personal files, likes, etc., all related to customers data.
  + Used SOQL with consideration to Governor Limits for data manipulation needs of the application using platform database objects
  + Working with stakeholders to gather and write requirements to createsolutions.
  + Setting up custom site, network and site dotcom salesforceobjects.
  + Implementing new code logics and used Salesforce out of the box functionality to achieve most of the business needs and reduced custom coding in the org.
  + Implementing a new lightning template to easily code in new lightning components for business purpose.
  + Salesforce custom Meta data object in various purposes and fulfilled many of business needs.
  + Setting up Salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
  + Developing Visualforce Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
  + Writing triggers to process incoming service e-mail requests from customers to automatically create new case records.

# Prime Softwares, India Jun’15 – Jun’16

**Salesforce Administrator**

**Responsibilities:**

* + Interacted with various business team members to gather and documented the requirements. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
  + Designed, and Implementing the Custom Business objects, Entity-Relationship data model, Page layouts, Custom tabs, Components to suit to the needs of the application.
  + Designed & Deployed the Custom objects, Custom tabs, Validation rules, Auto-Response Rules, Page layouts, to suit to the needs of the application.
  + Developed and deployed workflows and approval processes for opportunities and products/ assets management.
  + Provided administrative level support for users of the Salesforceapplication.
  + Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
  + Created custom links, formulas, Layouts, workflow and approval processes. Set both object-level and record level security.
  + Developed various Ajax functionality buttons to streamline and automate businessprocesses.
  + Interacted with testing and the development teams for the development and testing of the code.
  + Resolve the Cases and support the team on urgent bases, implementation and working with real- time troubleshooting.
  + Worked with development, Infrastructure and production support team for Cognossupport
  + Developed and modified ETL Data Manager Mappings to load data from Lawson financials ERP oracle data warehouse into Cognos Datamart.
  + Created workflow rules and defined related tasks, email alerts, and fieldupdates.
  + Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
  + Developed Custom Objects & Fields, Tabs and Visualforce Pages.
  + Customized Custom and Standard fields, page layouts, record types, searching, list views, queues, reports, and dashboards. Maintained and created workflow rules, validation rules, formula fields, escalation rules, auto-assignment rules.
  + Documented & Maintained overall system configuration, change control, andenhancements.
  + Developed Apex Classes, Triggers and Workflow rules to meet their businessrequirements.
  + Customized User Roles, Role hierarchies, Profiles and Sharing settings to ensure that the data security is available only to the authorized users
  + Supported application code deployment from Test to Production environment using change Set and Force.com IDE.
  + Worked on various Salesforce.com customizations - standard objects and creation of customized business objects, screens, views.
  + Designed and developed Apex Triggers for various functional needs in the application.
  + Migrate the data in excel sheets into CRM using Import/Export Wizard and Data Loader
  + Created Approval Process for complex business process.
  + Created Salesforce Pages and Controllers for module using APEX and Visualforce.
  + Designed and developed the Custom objects, Custom tabs, Validation rules and Workflow Rules.
  + Created Page layouts, Components and Visual Force Pages to suit to the needs of the application.
  + Designed and developed email alerts based on the application requirements.

# Education:

* + Bachelor’s in Mechanical systems Engineering – Anna University, India
  + Master’s in Systems Engineering – University of Houston, Texas