Shreeja Panchal

Salesforce Developer

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**Professional Summary:**

An energetic, self-motivated and Certified Salesforce.com Developer and Administrator with Overall 7+ years IT work experience in Application Software Designing, Development, and implementation including 6+ years of experience in designing, modeling, analysis, and maintenance of Salesforce.com CRM Platform. Proficient in all phases of the software development lifecycle (SDLC). Adept at working with Agile and Scrum methodologies to accomplish project milestones according to specific timeframes.

* Developed **Proof of Concepts** and design prototypes for requirement and design validation with the stakeholders.
* Implemented and maintained Salesforce platform using **Salesforce Sales Cloud**, **Service Cloud and Lightning.**
* Acquainted and well versed with Sales and Service Cloud including **Service Console**, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements.
* Designed, setup and maintained Salesforce **Standard Objects, Custom Objects, and Junction Object** like Accounts, Contacts, Opportunities, Products, Price books, Cases, Quote, Proposal Leads and Campaigns as per requirement.
* Configured and customized Salesforce.com, experienced in creating Custom Formula Fields, Field dependencies, Relationships, Custom Tabs, Validation rules, Work Flows, Approval Processes, Record types, Page Layouts, Search Layouts, **Analytic Snapshots** to meet the client's requirement and functionality using SFDC.
* Exceptionally well in implementing **Salesforce security model** by like creating users, roles, profiles, field level security and permission sets. Implemented OWD, role hierarchy and sharing rules on controlling record visibility.
* Developed Custom **reports, Static and Dynamic Dashboards** to continuously monitor data quality and integrity.
* Built custom solutions with **Synchronous/Asynchronous Apex classes, Triggers, DML, Dynamic SOQL and SOSL**, **Visual Force (Page, Component & Controllers),** Apex Web Service, Partner WSDL & Enterprise WSDL.
* Extensive experience in automating complex business processes using declarative features such as **workflows, approval process, dynamic approval process, Email services, sharing rules and custom validation rules.**
* Work with various functions and end users to identify, document, and communicate standard business processes as they relate to the database. Configure platform to meet requirements including installation and configuration of **app exchange applications.**
* Created data migration strategies and solution from Traditional Applications to Salesforce using **Import Wizard, Data Loader and Informatics Cloud Data Loader for Salesforce.**
* Experienced in upgrading Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components.
* Good Knowledge of salesforce lightning schema builder, process builder, app builder, components, lightning connect and lightning out. Developed dynamic web apps for mobile and desktop devices by using **Aura Framework in Lightning.**
* Advised for architectural decisions with Salesforce.com, Data Loader and other **ETL integration** tools for automated migration strategy from large variety of systems.
* Knowledge on **CI (Continuous Integration), CD (Continuous deliver) models using Bitbucket, GitHub and Jenkins.**
* Good Knowledge on Integration with **REST API, SOAP API, BULK API, Streaming API and Asynchronous Apex.**
* Experience in preparing **Test Strategy, Test Plans, Test Cases, and Test Reports** for continuous unit test runs and automated deployments to **QA, UAT and Production.**
* Proficient in deploying metadata from one org to another using **Change Sets, Workbench, Force.com CLI, Eclipse with Force.com IDE migration tool and Salesforce Package.**
* Coordinate with cross-functional teams (Sales Team, Business Development) to ensure effective utilization of the Salesforce platform.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile team player with excellent analytical and presentation skills.

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | SOQL, SOSL, Apex Classes, Apex Triggers, Workflow and Approvals, Sharing Rules, Apex Extensions, Formulas, Validation Rules, Assignment Rules, Knowledge Articles, AppExchange, Custom Objects, Custom Fields, Dashboards and Reports, Opportunity Management, Case Management, SOAP API, REST API, Analytic Snapshots APTTUS Q-to-C (CPQ and CLM), Salesforce mobile app, Lightning Components, Salesforce Mobile SDK, Visualforce pages, Visual force Components and Controllers. |
| **ETL Tools** | Apex Data Loader, dataloader.io, Import Wizard, Workbench**, Jitterbit Data Loader, Mass Effect**  |
| **Languages** | APEX, Visual Force, SOQL, SOSL, JAVA/J2EE, C++, C, AngularJS, Python |
| **WEB Programming** | HTML, CSS, JavaScript, XML |
| **IDE** | Force.com IDE, Force.com Eclipse Plug-in, Visual Studio, cloud9 |
| **Operating Systems** | Windows/XP/Vista/7/8/10, UNIX, Mac OS X |

**CERTIFICATIONS:**

* Salesforce Certified Platform Developer I: Certification Number:**19049485**
* Salesforce Certified Administrator: Certification Number: **19043577**

**EDUCATION QUALIFICATION**:

* Bachelors of Computer Science 2004 (Gujarat University) India
* Masters of Computer Application 2007 (Gujarat University) India
* Masters of Information Assurance 2017 (Wilmington University) USA

**WORK EXPERIENCE:**

**BANK OF AMERICA**

**Charlotte, NC**

**Salesforce lightning Developer January2019-Till Date**

**Responsibilities:**

* Worked closely with **Product Owners** and **Business Analysts** and performed detailed analysis of business and technical requirements. Designed the solution by customizing various standard objects of Salesforce.com (SFDC)
* Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.
* Excelled in working with various salesforce.com standard objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.**
* Involved in designing, development and deployment of **custom objects, custom tabs, custom fields, Record types**, **fieldsets, page layout, Apex classes, Triggers and Visualforce Pages** as per business requirements.
* Configures **New Product** Instance to meet business needs with **validation rules, workflows**, along with dashboards and reports. Experience in working on **Field level, Object level and Record Level Security** based on **Roles and Profiles**.
* Provided data access reports to Compliance and Security ensuring that data and roles are properly defined and transparent.
* Created various Profiles and Configured **Permissions** based on the **Organizational Hierarchy** requirements
* Developed **Apex Classes,** **Controllers & Triggers** considering governor limits to achieve the salesforce out of box functionality. Enforced best practices and developed unit tests to achieve good coverage for the apex classes
* Written various **SOQL, SOSL** queries in **Apex triggers**, classes using query language and wrote **DML statements** to update data in Force.com platform Database. **Debugging** and **Troubleshooting** Production Issues.
* **Debug Apex scripts** using **Debug Logs** and System Log Console to catch Exceptions and execute **Governors and Limits.**
* Updated the **Apex Controller** and **Helper** functions regularly, making the Component Context aware as per business requirement.
* Expertise in all stages of SDLC. Experience in presenting **proof of concept** to idealize the complex customer requirement, requirement impact analysis, creating integration and application technical design documentation, estimating project timelines and highlighting potential risk.
* Used **Data Loader** to transfer the data into Objects and Fields from the legacy system to salesforce.com. Involved in data mapping and migration of data from legacy system to saleforce.com.
* Experience in deploying Customization and code base from Sandbox to another environment by **Git, Bit Bucket**, **Jenkins** build tool.
* Used **Jira** defect tracking tool for maintaining of user stories and raising defects.
* Enhance and Customize the Core Banking App **NCino**. Experience with Integrated **Ncino** Package in salesforce
* Hands on experience for understanding the **Business domain**, **Data model**, and **Design** of the code base for the **NCino** product
* Experience in working with client specific solutions like Salesforce.com Sandbox deployments, **Force.com IDE**, **Eclipse IDE, SOQL, SOSL** and various production environments.
* Hands on experience of **Build & Deployment phase** and usage of Continuous Integration (CI/CD) tools, build configuration, automation & smoke test processes, managing, configuring, and maintaining source control management systems.
* Analyzed and evaluated the performance of the application from various dimensions and conducted user acceptance test (UAT) for successful implementation with the help of **RAFT Tool**.
* Worked on bug fixes and enhancements for the required functionality.
* Documented the functionality of the requirements for the future reference for users.

**Environment: SaleForce.com platform, Sales cloud, JavaScript, HTML, Apex, Visual Force, Apex Explorer, SOQL, SOSL, Triggers, Apex Data Loader, Custom Objects, Custom Tabs, Reports, Visualforce Controllers, Workflow and Approvals and Eclipse IDE, Git, Bit Bucket,**

**AT&T June’17-Dec 18**

**Atlanta,GA**

**Salesforce Lightning Developer**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce and documented the Business and Software Requirements.
* Extensively used **Agile Scrum methodology** to reach our business team goal by gathering day to day requirements and building them using Force.com platform.
* Validated the requirements and ensured its traceability in various applications like **JIRA & Confluence**.
* Created POC on Salesforce Lightning Experience by recreating the functionality of an object with multiple relationships by **Creating Lightning tabs, Controllers, Components with Aura Framework, by adding Aura Attributes and Aura Handlers for Events.**
* Implemented **Chatter Communities** functionality across sales channel and internal teams to post updates on sales, feedback on requests.
* Hands on experience in Administration setup like manage **Users, Security Controls and Data Managem**ent on sales cloud.
* Implemented deal registration process utilizing **Web-to-Leads** with approval processes and workflow automation.
* Worked on **Sales cloud with Lightning** to customize Page layouts & Home page, **Task Management,** **Lead & Opportunity Management**, **Productivity Improvements,** and **Reporting.**
* Configured the utility bar to access productivity tools like **Lightning Dialer and Macros** and modified the Sales console to assign all standard and custom user profiles to grant access to right people.
* **Re-factored** **Apex triggers** to improve performance and **Bulkified** **triggers** using best practices by using collections like **Lists**, **Sets** and **Maps**.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in **Lightning App builder.**
* Accessed external data in real time with **Lightning Connect** to integrate with legacy systems like SAP, Microsoft and Oracle.
* Experience in aura framework, Lightning Components and **Salesforce Lightning Design System (SLDS).**
* Worked on Salesforce Lightning Process Builder to easily automate Business Processes. Developed re-usable UI Components with **Lightning Component Framework.**
* Involved in creating new Lightning pages and build custom Salesforce 1 Lightning apps for different business groups in the organization using Lightning App Builder.
* Enabled **Aura Framework,** by adding **Aura Attributes and Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Worked on developing various **Lightning Components, Events and Lightning Applications.**
* Worked on **Visual flows & Process Builder**. Implemented jQuery Tables, and enhanced with JavaScript.
* Build new apps with the Lightning App Builder and Lightning Components.
* Used Salesforce **Lightning** **Inspector** to debug the lightning components during the development process.
* Loaded data with **Apex Data Loader** and prevented data corruption and solved localization issues during data loading process.
* Extended the sales cloud with Salesforce CPQ to automate the proposal and quote process.
* Integrated Salesforce data and external data into **wave analytics** to enable users to explore and visualize the data with explorer and designer.
* Executed user acceptance testing (UAT) process including creating and validating **UAT scripts and coordinating UAT process with end-users & clients.**
* Used **Jenkins** for deployment, once the Component merge has been done in **Bitbucket** and the source is ready, into the other Salesforce instance.

**Environment: Salesforce.com, Service cloud, Apex, Visualforce, Lightning, Controllers, Workflows, Approval Process, Web Services, SOAP, REST, Reports, Dashboards, Data Loader, HTML, CSS, JavaScript, jQuery, Visual Force (Pages, Component & Controllers), Custom settings, Workbench, Force.com, IDE, SAP, Custom Tabs, Email Services, Security Controls, SourceTree, Jenkins and Bitbucket.**

**Citi-Bank Mar 16 – May17**

**Fremont, CA**

**Salesforce Developer**

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com.
* Implemented **on Sales Cloud (Partner Portals)** as well as **Service Cloud (Customer Portals**).
* Worked on site.com for customization of content management along with creating various site maps and landing pages.
* Worked with the content management team to decide various contributor and publisher users.
* Participated in the identification and evaluation of third-party applications from **AppExchange** to support a multi-year implementation roadmap.
* Implemented CPQ solution using **Apttus CPQ and Contract Lifecycle Management (CLM)** for various customers in industries.
* Involved in CPQ to manage configuration, pricing, quoting, discounts, incentives, & proposals by using Apttus.
* Good experience in APTTUS **Product Configuration and Pricing Configurati**on with some advanced functionality of SFDC. **Quote/Proposal and Agreement document** generation using Apttus.
* Extensive experience in developing **Apex Classes, Triggers, Visual Force pages, writing Workflows, Integration, Force.com API, Custom Tabs, Custom Objects, Controllers, App Exchange Package & Custom Application, Analytic Snapshots, and Dashboards**
* Implementing Price Rules, Constraint Rules, Categories, Price list, Quote Creation and few more complex pricings functionality using Workflow, **APTTUS Approval Process, APEX, Visual Force,** **APTTUS Pricing Callback Class**.
* Configuring **Products (Standalone/Bundle)** with complex price rules, Categories, Price Matrix, PL, PLI, Attributes.
* Worked with Quote Documents using **X-AUTHOR** for Word also developed Customized login screen for community user and functionality to redirect the user from **SFDC to APTTUS CPQ** Quote creation using **APTTUS-APIs, APEX, Visual Force, Trigger.**
* Troubleshoot and worked closely with **DocuSign integration**.
* Migrated data using **Apex Data-loader** to centralize data and processes across different divisions that were previously using decentralized systems/databases.
* Extensively used REST APIs for integration between Salesforce and on external systems.
* Integrated applications using Web services by consuming the WSDL files for extracting the data from the external systems.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Created Visual Force Pages using **Standard Controllers, Custom Controllers, Extension Controllers & Web Services API.** Created new User Interface using JavaScript, HTML, and CSS in Visual Force Pages.
* Good knowledge in writing test classes before deploying into production.
* Managed development and QA teams through the migration and consolidation of three legacy CRM systems into Salesforce.com.
* Worked closely with the **Informatica integration** team to define and map system objects, data elements and transformation logic between systems.
* Manage different versions of code using **GitHub** and deploy the changes to higher environment.
* Developed Apex Classes and Apex Triggers for various functional needs in the application and managed the version of Code through GITHUB. Worked on different Sandboxes for development & testing and Involved in migrating the code to production instance in installments using **Change Set and Data Loader.**
* Used **Flosum tool** for migrating the code from sandbox to production environment.

**Environment: Saleforce.com platform, Apex, Visualforce, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, SOQL, SOSL, Email Services, Sales cloud, Service cloud, Security Controls, Visualforce Controllers, Sandbox data loading, Data Loader, SQL, Flosum tool, GitHub, X-Author, Informatica, Ajax, APTTUS(CPQ&CLM).**

**Tibco Feb’13-july15**

**Pune Maharashtra**

**Salesforce Developer**

**Responsibilities:**

* Developed prototypes on SFDC environment for **Proof of Concept demo** and for customer endorsement.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Involved in Agile development following SCRUM process and daily stand-up meetings. Mainly worked on Managed package and released new updates to end users after every sprint.
* Worked on customization, implementation and update focusing **on Sales, Service and Marketing Cloud**.
* Created and maintained the email templates to be used in the **Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.**
* Worked on customization **of Sales Cloud schema** by customizing standard objects like **Leads, Accounts, Contact and Opportunity, Products.**
* Worked on Data cleanliness & accuracy by adding custom validation rules, custom formulas, reports, and dashboards.
* Implemented **Service Cloud including Service Console, Customer Portal Communities, Case Feed, Knowledge**

**Base & Entitlements.**

* Integrated ERP systems with **Informatica Cloud** to get the live data to different Salesforce Objects.
* Integration of Sales cloud with external information systems using **SOAP API web services.**
* Involved in querying Salesforce tables using **SOQL & SOSL** queries using Force.com Explorer.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles and groups.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules. And, also monitor standard analysis and reporting for marketing campaigns.
* Designed and developed custom UI using **HTML5, CSS, Visualforce** components and used **jQuery, JavaScript** for front-end validation.
* Designed, and developed **Apex Classes, Controller Classes, extensions and Apex Triggers** for various functional needs of the application.
* Implemented various **Batch Apex, Queueable, Schedulable classes and the Future method** for handling huge data transactions.
* Integrated external applications with Salesforce.com both Inbound and Outbound by writing **Apex SOAP and REST Web Services and Apex Callouts.**
* Used SOQL with consideration to **Governor Limits for data manipulation** needs of the application using platform database objects.
* Designed various Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Worked on web technologies like **HTML, XML, CSS, JSP, JavaScript, PHP, and bootstrap.**
* Handling complex data migration **from SQL and Oracle databases** to Force.com using **Jitterbit Data Loader**.

**Environment: Saleforce.com platform, Sales cloud, Service cloud Force.com IDE, Apex, Visual Force, VF Pages, Data Loader, HTML, Angular JS, JavaScript, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Batch Apex, Schedulable classes, Sandbox data loading, Eclipse IDE Plug-in, Windows XP Pro, SQL, Oracle, Jitterbit, jQuery, JavaScript, SOAP API web services.**

**Reliance Infotech**

**Mumbai, India**

**Salesforce Developer / Admin Feb 2012 – Jan 2013**

* Worked as enhancement team member and performed the roles of Salesforce.com Developer in the organization.
* Designed, Implemented and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Developed workflow rules for various tasks and Email alerts as per the requirement.
* Worked on Rest API web services for lead management.
* Developed Approval process for the application by implementing custom formulas in different stages of approval.
* Developed Batch Apex jobs, Scheduler Apex Jobs. Scheduled the batch jobs to run every day night.
* Experience in Apex Class Controllers & Triggers considering Governor Limits.
* Designed various web pages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Used the sandbox for testing and also performed User acceptance testing.
* Created various Reports (summary reports, matrix reports, pie charts, and graphics) and Report Folders to assist Service managers to better utilize Sales force and configured various Reports and for different user profiles based on the need in the organization.
* Created Customized dashboards for the service representatives and case team members to keep track of the cases assigned to them and to share insight across the company.
* Worked on trigger to delete the contacts that are associated with the deleted facilities.
* Creating documentation for deployments and deploying all Salesforce.com changes in Developer Sandbox to test Sandbox to QA sandbox once Sanity Check has been done.
* Customized the Reports & Dashboards to track usage for productivity and performance of business centers and their sales teams.