**Tom Reicher**

**reicher.tom@yahoo.com**

**Sr. Salesforce Administrator/Developer**

**SUMMARY**

* Expert in development of software solutions with **Almost 7years** of IT industry experience and more than 5years of experience as a **Salesforce.com Developer/Administrator**.
* User maintenance including but not limited to **setup, profiles, roles, permissions, and groups.**
* Implemented, administered, and maintained changes to **Salesforce.com and related programs/processes.**
* Worked with **sales staff and production personnel to manage data in all sales tools to ensure accuracy, consistency and timeliness of updates.**
* Good Experience on **Salesforce Lightning**. Experience in third party integration with ERP (**Marketing Cloud, Service Cloud**)
* Experience in **Administration, Configuration, Implementation, Lightning,** and support experience with Salesforce platform.
* Identified and **resolved technical problems, escalated and tracked problems appropriately.**
* Created and **customized standard and custom objects including fields, formula fields, page layouts, security rules, and Workflow and validation rules.**
* Evaluated new **Salesforce releases and apps, participated in plans for their implementation, and remain current with Salesforce administration best practices.**
* Created and maintained **documentation on processes, policies, application configuration and help related materials for users as new applications or processes are developed.**
* Strong, **demonstrated knowledge of Salesforce.com setup menu and configuration.**
* Designed, **developed and delivered meaningful Reports and Dashboards.**
* Experienced working in **Agile environment.**
* Experienced in **working with importing data into Salesforce using Data Loader.**
* Conducted user training sessions. Provided ongoing **Salesforce.com maintenance and administration services including periodic data cleansing. Good knowledge of DocuSign.**
* Experienced in **creating packages to deploy code from sandbox to production.**
* Ability to effectively interact with **Sales team, production staff and translate business needs into solution.**
* Strong problem s**olving, proactive thinking and analytical skills, self-motivated, independent worker that delivers on-time results.**

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce Technologies** | Objects, Workflows, Approvals, Formulas, Automation, Validation Rules, Relationships, Page Layouts, Email Templates, Roles & Profiles, Reports & Dashboards, Security and sharing rules, Apex, Lightning, Visualforce AppExchange, Apex DataLoader |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, AJAX Toolkit, Force.com, Workbench and Force.com Platform (Sandbox and Production Deployment). |
| **Programming and Databases** | Java, HTML, DHTML, JavaScript, Applets, J2EE, C and C++, CSS, XML, MS SQL Server 2000/2005, PL/SQL, RDBMS, Oracle 8i/9i/10g and MySQL. |
| **Other software** | Rational Rose, Adobe Photoshop, MS Access, Network Programming, Jira. |
| **Operating Systems** | Windows NT / 2000 / XP Pro / Vista/7/8/10, Windows Server 2000 / 2003 / 2008 and Linux. |

**PROFESSIONAL EXPERIENCE**

**State of New Jersey DOAS, Trenton, NJ**

**MAY 2019 – Present**

**Sr. Salesforce Developer /Administrator**

Project was to understand the client requirements and develop a new Community Application for the State, Implemented, administered, and maintained changes to Salesforce.com and related programs/processes.

**Responsibilities:**

* Administered, **configured and maintained user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.**
* Involved in **Project Technical Design Plan, Conversions, Mapping, and Configuration of portions of the SFDC application.**
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action**
* Developed **Apex Classes, Controller Classes, Test Classes, and Apex Triggers for various functional needs in the application.**
* Migrated data from **external sources and performed insert, delete, upsert, export operations on millions of records.**
* Responsible for **Configuring, Customizing and Maintaining Email to Case Functionality.**
* Designed and built interfaces using custom **Lightning Components, Lightning Pages, Lightning Data Service, and Apex Classes.**
* Created Custom **Apps, Fields, Custom Reports, Custom Formulas and Field History Tracking, Validation Rules.**
* Wrote various **approval processes and used Process builder and Flow to automate the business process.**
* Customized **Applications, Page Layouts, Lookup Fields, Standard Related Lists, Tabs, and defined dependent Pick Lists**
* **Created a Community application for their Aging services with Portal Access to check on all applications submitted and being processed.**
* **Customized Dashboards to track project status and performance of business centers.**
* Integrated **Web Services for extracting the data from external systems.**
* Managed **ongoing support requests and administrative needs of users.**
* Coordinated and conducted **Salesforce training to drive user adoption and enforce sales processes.**
* Created Relationships and **created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.**
* Implemented Security/Sharing rules, **configured permission sets, Field level Security, Record level Security, Profiles, Roles and resource monitoring at different hierarchical level of Organization.**
* Did periodic Data clean ups and maintained the **org. Created Sandboxes and did deployments to production.**
* **Implemented their address verification program Telesys into their application for proper address validation.**

**Environment:** Salesorce.com 45.0, Apex Data Loader, Visualforce, Reports, Dashboards, Security Controls, SOQL, SOSL, Sandbox, Eclipse IDE Plug-in, Custom Objects, Lightning, Apex Classes/Controllers, Saleforce.com platform, Agile, Workflow Alerts, Approvals, Validation Rules, Sharing rules, Reports, Standard & Custom Objects, Tabs, Email Templates, Roles, Profiles, HTML, jQuery, JavaScript, Force.com IDE, Selenium tests.

**Fleetcor, Atlanta, GA**

**Apil 2017 – MAY 2019**

**Sr. Salesforce Administrator/Developer**

Project was about to understand the client requirements and Implemented, administered, and maintained changes to Salesforce.com and related programs/processes.

**Responsibilities:**

* Administered, **configured and maintained user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.**
* Involved in **Project Technical Design Plan, Conversions, Mapping, and Configuration of portions of the SFDC application.**
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action**
* Developed **Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.**
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* Customized **Applications, Page Layouts, Lookup Fields, Standard Related Lists, Tabs, and defined dependent Pick Lists**
* **Customized Dashboards to track project status and performance of business centers.**
* Integrated **Web Services for extracting the data from external systems.**
* Managed **ongoing support requests and administrative needs of users.**
* Coordinated and conducted **Salesforce training to drive user adoption and enforce sales processes.**
* Experienced using Data Loader for importing data. **Extracted the data from Salesforce.com application into the external databases for generating large data reports using the Informatica Power Center.**
* Created Relationships and **created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.**
* Implemented Security/Sharing rules, **configured permission sets, Field level Security, Record level Security, Profiles, Roles and resource monitoring at different hierarchical level of Organization.**
* Did periodic Data clean ups and maintained the **org. Created Sandboxes and did deployments to production.**
* **Conducted user training sessions every week.**

**Environment:** Salesorce.com 36.0, Apex Data Loader, Visualforce, Reports, Dashboards, Security Controls, SOQL, Sandbox, Eclipse IDE Plug-in, Custom Objects, Lightning, Apex Classes/Controllers, Saleforce.com platform, Agile, Workflow Alerts, Approvals, Validation Rules, Sharing rules, Reports, Standard & Custom Objects, Tabs, Email Templates, Roles, Profiles, HTML, Force.com IDE, Selenium tests.

**Palmetto GBA, Columbia, SC**

**Sep 2015 – Mar 2017**

**Sr. SFDC Administrator/Developer**

I was working as Sr. SFDC Admin/Developer for managing Salesforce users, creating and maintaining Role Hierarchy, Custom Profiles, Permission Sets, Public Groups and more. Designing and developing various Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Page layouts, Approval Process to suit to the needs of the company.

**Responsibilities:**

* Install**, configure, set up and manage organization approves Apps to our Salesforce.com org.**
* Support **Sales, Channel, operation and support team to resolve various issues such as quoting, order processing, partner enablement, licensing and more.**
* Create and maintain lead assignment rules, case **assignment rules, territory management, service contract and entitlement rules. Support and work with marketing team on integrating Salesforce with Marketo, rating leads and assigning leads in Salesforce to Inside sales team and various queue.**
* Designed and implemented **POC license approval process for our Sales Engineering team to receive evaluation license. Create and maintain Workflow for partner and deal registration notifications.**
* Approval and **expiration date notification to partner or sales team.**
* Built Lightning Process Builder to post to **chatter to notify channel enablement team regarding partners training status. Managing and streamlining our portal access and process to various team such as customer, partner, sales team, channel team.**
* Using Data Loader for **insert, update, and bulk import or export of data from Salesforce.com objects.**
* Used it to read, **extract, and load data from comma separated values (CSV) files.**
* Creating **Reports and Dashboards for different user profiles based on the need in the organization.**
* Report and dashboard building for all business group using Looker **BI Tool which requires building LookML, data mapping, building SQL query with PostgreSQL.**
* Involved in User Acceptance tests and helping **Quality Assurance team in creating Test Plans and Test Cases.**
* Heavily involved in gathering business requirements from **sales, channel, marketing and engineering, business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce (both Service and Sales Cloud).**
* Continuously work on **updating business process documents and custom settings.**
* Performed data mapping and **migration of data from legacy systems to Salesforce.com Objects and fields.**

**Environment:** Saleforce.com 29.0, Apex Language, Lightning, Visualforce (Pages, Component & Controllers), Saledforce.com Data Loader, Workflow, SOSL, SOQL, HTML, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**Duke Energy, Charlotte, NC**

**Jun 2014 – Sept 2015**

**SFDC Administrator/Developer**

Worked as **enhancement team member and performed the roles of Salesforce.com Developer in the organization.**

**Responsibilities:**

* Involved in **Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.**
* Implemented **Salesforce.com platform and Force.com IDE Plug-in using Eclipse.**
* Designed & implemented **Custom Objects, Page layouts, Custom tabs, Components to suit application needs.**
* Defined Lookup and **Master-Detail relationships for objects and created necessary Junction Objects that were needed to automate business process on Salesforce.**
* Designed Custom **Formula Fields, Field Dependencies, Validation Rules, Workflows, Pick List, Search Layouts and Role Based Page Layouts, and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.**
* Deployed changes from **sandbox to production environment using Change Sets.**
* Analyzed the **integration flow and helped the developers in implementing Service Max App in the organization.**
* Participated in **KT sessions for business users and other associates working with SFDC.**
* Interacted with various **business team members to gather and document the requirements for Salesforce Interface development and documented them.**
* Hands-on expertise with **administrative tasks such as User Management.**
* Created Profiles and Roles based on **Organizational role hierarchy.**
* Implemented Record-Level and **Field-level security and configured their sharing settings.**
* Created **Workflow rules, defined related tasks, email alerts, & field updates to automate manual processes.**
* Used Salesforce Automation (SFA) for **Sales Lead Management, Account and Contract Management and Approvals and Workflow. Developed Web Services for data transfer from client to server and vice versa using Apache Axis, SOAP and WSDL. Designed various Communication templates.**
* Worked with onsite and **offshore teams to resolve all production issues as per support SLAs.**
* Involved with **Salesforce.com Premier Support.com and handled support cases with help of Salesforce.com.**

**Environment:** Salesforce Unlimited Edition, Salesforce.com / Visualforce, Salesforce APIs, Custom/Standard Objects, Case Management, Custom Tabs, Page Layouts, JavaScript, Workflow & Approvals, Service Cloud, jQuery, Ajax, Sales Cloud, REST, Web Services, SOAP, Reports, Eclipse, Force.com Eclipse Plug-in.

**CISCO SYSTEMS, SAN JOSE, CA**

**Dec 2013 - Jun 2014**

**Salesforce Developer/Administrator**

Cisco Systems Inc. is an American multinational corporation head quartered in San Jose, California, that designs, manufactures and sells networking equipment. Cisco wanted a cloud-based CRM solution that would eliminate ongoing maintenance and expensive customizations. I was part of a team implementing SFDC Marketing, Sales and Case Management.

**Responsibilities:**

* Worked on Agile methodologies where requirements, **design, testing, deployment needs to be done as early as possible. Worked on pivotal tracker and TFS tracker for tracking issues.**
* Participated in **object-oriented analysis, design, design reviews and use case specifications using Unified Modelling Language (UML).**
* Design and **implementation of Service Cloud product applications.**
* Implemented Service Cloud for **customer service, including configuration of email to case, case assignment rules, Managed migration and release of Service Cloud.**
* Redesigned, **worked, and solved several production issues**.
* Worked closely with **Business and users to get the approval.**
* Created several **Workflows, Record Types, page layouts, lead processes and sales processes.**
* Used Data Loader to migrate the data between multiple **Salesforce sandboxes**.
* Worked on standard objects like **account, contract, opportunities and products.**
* Wrote triggers between the multiple objects. **Developed Apex Triggers, Apex Classes and Test Methods. Used to maintain more than 85% code coverage in Salesforce production.**
* Used the sandbox for developing and **UAT and change sets for the deployment after UAT.**
* Wrote **SOQL and SOSL queries.**

**Environment:** Salesforce.com platform, Apex classes, Visualforce Pages, Controllers, CSS, Encryption Fields, Custom Objects, Custom Tabs, Security Controls, Page Layouts, HTML, jQuery, JavaScript, Reports, Dashboards and Eclipse IDE Plug-in.

**Savannah River Site, South Carolina**

**Apr 2013- Dec 2013**

**Salesforce Business Analyst**

**Responsibilities:**

* Participated in Daily scrum call with Clients to understand their requirements.
* Used Change Log Object to get and Track the requirements.
* Developed requirements assigned to me.
* Created objects, fields, Workflow rules, assignment rules, auto response rules, profiles, users, validation rules.
* Gathering and interpreting relevant data and presenting results in an unbiased manner.
* Acted as primary liaison between operations, technical areas, and business line.
* Reviewing completed requirements to ensure that requirements are built correctly.
* Testing, performance testing (using a custom simulator) and production support.
* Provided critical business analysis to senior management for economic modeling, return on investment resource optimization.

Environment: Agile/SCRUM, HPQC, UAT, C#.net, MS Visio, MS Office, SQL Server 2012, MY SQL, PL/SQL, TFS, MS Project.

Education:

* Oglethorpe University| Atlanta, GA| May 2018

Bachelor of Science in Computational Physics and Mathematics (Major)| Computer Science (Minor)