**Sruthi M**

**(Certified Salesforce Admin/Developer)**

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* Around**8** years of IT experience and **5** years as a **Certified Salesforce Platform Developer**and **Salesforce Admin**.
* Extensive experience with the Salesforce.com development **life cycle**, **application design patterns**, **integration patterns** and **deployment planning**.
* Experience in SFDC Development implementing the **APEX Classes, APEX Triggers, Visual Force pages, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
* In-depth experience in CRM business processes like Forecasting, **Campaign Management**, **Lead Management**, **Pipeline Management**, **Order Management**, **Account Management**, and **Case Management**.
* Proficient in dealing with functionalities related to **sales cloud**, **service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud**.
* Created test scenarios on **Sandbox** and **production environment** and migrated code to deployment upon successful testing.
* Review/Adjust/Write **Apex** and **Visual Force** page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in customizing standard Objects like **Accounts**,**Contacts**, **Opportunities**,**Products**,**Cases**,**Leads**, **Campaigns, Reports**(**Summary reports**,**tabular reports**, **Pie charts**) and**Dashboards**and **Report folders** for different user profiles as per the requirements.
* Created **lookup** and **master-detail relationships** on the objects and created **junction objects** and various advanced fields like **Picklist**, **Field Dependencies**, **Custom Formula**, **Approval Process**, **Sharing rules** for **automated alerts**, **field updates** and **Email generation**.
* Implemented **Security** and **Sharing rules** at **Object Field** and **Record levels** for different users in the organization.
* Developed **Lightning Component Framework** and also built **Lightning component** using **aura framework**.
* Knowledge on **Salesforce Lightning Process Builder**, **Lightning UI/UX**, **app builder, Web Component(LWC)**and creating **Visual Workflows**, salesforce support **communities** and **Chatter** groups.
* Built reusable **UI/UX components** with **lightning component framework**.
* Experience in querying salesforce.com database using **SOQL&SOSL** queries using Force.com Explorer.
* Experience in data migration from **ACT, Excel, MS outlook and Legacy Systems using Data Loader, Import Wizard**.
* Expertise in developing applications using **Java, Servlets, XML, Eclipse, Apache server with Tomcat, HTML, Java Scripts**
* Designed and developed **SOAP** and **REST** based web services to integrate Salesforce with different external system.
* Strong knowledge & experience working in teams implementing **Agile Methodologies**

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| Salesforce Technologies | Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers), ETL, Triggers, Custom Objects, Web services, Validation Rules, Workflows, Dashboards, Reports, Sandbox development and Testing |
| Custom Integration | Outbound Messages, Workflow & Approvals, Field Updates, Reports, Custom Objects Custom Settings, Custom Labels and Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application. |
| Force.Com Tools | Force.Com IDE, Force.Com API Tools (Data Loader), Force.Com Explorer, Force.Com Migration Tool, Force.Com Excel Connector. |
| Web Technologies | HTML, DHTML, HTML-5, CSS, Java script |
| Web Services | SOAP, WSDL, XML, REST |
| Operating Systems | Unix, Windows/Vista/7/Nt/2000/2003 |
| Databases | Oracle, MS Access, Microsoft SQL Server, SQL & PL/SQL |
| Programming Languages | Apex, Java, J2ee, C, C++, C#, MySQL, SOQL, SOSL |
| Methodologies | SDLC Methodology Waterfall, Agile Scrum |

**Skills:**

**CERTIFICATION:**

* Salesforce Certified Administrator
* Salesforce Certified Platform Developer-I
* Salesforce Certified Platform Developer- II

# **WORK EXPERIENCE**:

**Client: Irvine Company Apartments, Irvine, CA Feb 2020 – Present**

**Role: Salesforce Consultant**

* Worked with Stake holders and Various divisions of Business using **agile methodology** to gather and document requirements for CRM Implementation.
* Working on the data migrating from Pivotal to Salesforce sandboxes.
* Owning the responsibility of **Code and Data Migrations - collaborating with the Scrum development** teams to promote the tested requirements from Sandboxes to Production Environments.
* Create new User Accounts and assigned Profiles as per their Role Hierarchy.
* Generated **SOQL, SOSL Queries for maintenance of multiple objects,** to select the data from SFDC
* Assist with building of test plans, scenarios, and scripts to support QA/ UAT efforts.
* Migrated data from legacy CRM systems in batch or one-time using Data Loader.
* Worked on **Record Types**, **Validation Rules**, **Triggers** and **Page Layouts**.
* Used JIRA for issue tracking, and confluence for developers to write run scripts and documenting proof of concepts.
* Developed **Lightning Web Component (LWC)** in Visual force page.
* Created Aura based Components, Attributes, Controllers which can be compatible to access through Lightning App builder
* Managing End to End functionalities like Email, report generation and design a solution using Native Salesforce functionality like Web Services API's and **Visual Force**.
* Worked with **Case Management**, Assignment and Escalation to Support representatives, used Assemble for reporting and documenting tasks to quickly resolve the issue.
* Used Salesforce WSDL to integrate with other applications and use **Rest API** to make inbound and **outbound calls**, migrate existing data from legacy systems, using **Data Loader** and **Web Services**.
* Used **SOQL** and **SOSL** with consideration to Governor Limits, data migration and custom developments for data manipulation needs of the application using platform database objects.
* **Data Migration** and **Web service integration** of marketing data like Accounts, Contacts, Opportunities, sales orders from Legacy Systems to Salesforce.
* Create and Customize Visualforce pages to enhance the functionality and display information from different objects.
* Maintained and Managed Visibility and Created user roles, security with field level security wherever necessary in various sandbox instances.
* Migrated our code to UAT and Production using inbound and outbound change sets.

**Environment**: Salesforce.com Platform, Apex Language, Visual Force Pages, Lightning Components Cast Iron, Workbench, SOQL, Data Loader, HTML, Java Script, Work Flow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows 7.

**Client: Auction.com, Irvine, CA June 2019 – Jan 2020**

**Role: Salesforce Lightning Developer/BSA**

**Responsibilities:**

* Involved in identifying, planning, and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code) to meet business requirements.
* Worked with Business partners and offshore teams.
* Developed **various Custom Objects, Tabs, Components and Visual Force Pages and** Controllers.
* Developed Community pages for Auction website.
* Use of data-loader, **data exporter and migrated the attachments from legacy CRM (MLH)to Salesforce**.
* Created CPQ process using Apptus CPQ and CL AppExchange tool in Quote.
* Triggered interface events by user interactions, which includes **Lightning Component** framework and involved in building Lightning Components using the **aura framework**.
* Involved in End to end **testing and gathering requirements to feedback from business users**.
* Implemented **SFDC based products, including contract management, revenue and rebate management, and other related** solutions.
* Developed **APEX Classes, Controller Classes and APEX Triggers for various functional needs and implemented** the business logic as per the requirements.
* Implemented multi-channel service desk including email to case, web to case, CTI integration using Ingenious open CTI, live agent setup, case escalation and assignment rules.
* Developed **Unit test class for Apex class and worked for improving code coverage**.
* Used SOQL & **SOSL with consideration to Governor Limits for data manipulation needs of** the application using platform database objects.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Used Data **Loader for insert, update, and bulk import or export of data from Salesforce.com** subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Integrated **Salesforce with Informatica on Demand for the proper mappings** and extraction and transformation of data.
* Worked on **Sales cloud, service cloud**, **Customer Portal** and **salesforce chatter**.
* Worked on **ETL** tools (Informatica) and **Web Services API** (SOAP and REST) to integrate Sales Force with other applications within the organization.
* Continuous Integration and Continuous Delivery is achieved by **Jenkins**.
* Configured **Chatter to track emails from Outlook to Salesforce** by following a user.

**Environment**: Saleforce.com, Apex Classes, Controller Classes, Triggers, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Page layouts, Email Services, SOQL, SOSL, Sandbox, Force.com IDE.

**Client: Thermo Fisher Scientific, Pittsburgh, PA March 2018 – May 2019**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Involved in **Salesforce.com Application** Setup activities and customized the applications to match the functional needs of the organization.
* Developed various **lightning** **components** that integrate to form a single point of interactive payment calculator to generate a payment plan.
* Developed various **Apex Classes, Triggers, Controller classes** and methods for functional needs in the application compatible with **lightning**.
* Hands on experience in using the **Aura framework** and Salesforce **Lightning** Design System (SLDS).
* Created **Lightning** Components, added CSS and Design Parameters which improves performance.
* Responsible for **Steel brick** **CPQ** packages installations and data settings in Dev sandbox.
* Developed enterprise **Einstein Analytics** strategy to replace the tableau dashboards.
* Planned, architected, and lead the implementation of enterprise **Einstein Analytics** program to enhance digital customer experience
* Defined **Analytics** dashboards to bring action-based insights on Opportunities / Sales / team performance
* Developed Rest API callouts to perform data sync between salesforce and **Steel brick.**
* F**ind Opportunities. Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs**, Components to suit to the needs of the application.
* Designed the **visual force pages** to model, view, and paradigm by accessing the **server-side to data and logic**.
* Wrote custom controllers implementing the complex code for retrieval from **salesforce to visual force pages**.
* Created **visual force pages** to separate the database, model and view out into separate layers.
* Developed custom **SOAP** and **REST** Web Services in Salesforce and published for External applications for consuming.
* Created and defined **lookup and master-detail relationships** on the objects and created junction objects to establish many-to-many relationship among objects.
* Created various **profiles and configured the permissions based on the** organizational hierarchy requirements.
* Created **the workflows for automated lead routing, lead escalation**, alerts.
* Experienced in the use of **Data Loader and scheduling timely data backup operations** using Apex scheduler.
* Used Salesforce **Chatter to provide real time notifications of changes in accounts, leads and opportunities to help sales** and service teams to be more efficient.
* Executed daily build deployments in **Jenkins**, troubleshot any deployments issues and coordinated with a support team as needed.
* Developed Email **handlers using Apex for generating PDFs from Leads received** from several sources using Apex.

**Environment**: Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Jenkins, Security Controls, Sandbox, Eclipse IDE Plug-in.

**Client: Medreviews, New Jersey, NJ Jan 2017 – March 2018**

**Role: Salesforce Developer**

**Responsibilities:**

* Performing the **analysis of business as well as technical requirements to design the solution** by customizing different standard objects of Salesforce.com.
* Experience on **Steel brick CPQ** using Product Catalog Quoting and Contracting.
* Implemented Quote-to-Cash solution using **Steel brick CPQ**. Depth understanding of the **Steel brick CPQ** data model and functionality.
* Created process flow diagrams to represent the logic and algorithms used to implement the business rules and requirements.
* Worked on **REST API** web services for lead management, **SOAP API** web services with XML as intermediate platform.
* Design, develop and implement solutions for the **Steel brick CPQ** system deployed on the Salesforce platform.
* Developed custom **Apex classes**, tests and triggers by applying design patterns to control code execution, avoid runtime limits, and remain bulk-safe and used **SOQL**&**SOSL** for data manipulation.
* Extensively worked **on force.com platform in salesforce.com environment** with Apex and Visual Force pages.
* Implementation of **Batch Classes, Scheduled Classes** as part of the Business Requirement.
* Developed and **configured various Custom Reports and Report Folders for different user profiles based** on the need in the organization.
* Interface Designing using **Visualforce page** and their supportive Controller Classes. Automate the functionality by writing **Triggers** and **Apex Classes**.
* Created Custom **Visualforce** components and attributes to override the look and feel of standard Visualforce components. Developed complex reports and dashboards using **HTML**, **PDF**, **Apex**, **Visualforce page** and mail merge.
* Define and **manage release** readiness and success criteria based on business requirements.
* Responsible as a **Release** Coordinator to deploy Salesforce components to Production using Eclipse Force.com IDE.
* Maintains and Publish the **Release management** plans to Client and stakeholders.
* Developed **various Tabs, Components and Visual Force Pages**.
* Defined lookup and master-detail relationships on the objects, created junction objects Performed Role of Salesforce.Com, Design, Development, Administration and Operational Support.
* Created automations of emails to Opportunity owners based on business requirements.
* **Generating an XML file including all the components** developed for a Release.
* Monitor **configuration data updates regularly during** the development and production timeline.
* Sample **Testing to verify the components are migrated as** per the Requirements.
* Worked in querying Salesforce.com databases using **SOQL** and **SOSL** for various data fetching and manipulation needs of the application using platform database objects with consideration to Governor Limits.

**Environment:** Saleforce.com platform, service cloud, sales cloud Apex Language, Visualforce (Pages, Component & Controllers), Data Loader, HTML, Java Script, Resource Management ,Custom Objects, Maven, Jenkins, Custom Tabs, Zuora CPQ, Email Services, Security Controls, Eclipse IDE Plug-in, Windows XP, SOAP, REST, XML.

**Client: Walmart, Sunnyvale, CA Mar 2016 – Dec 2016**

**Role: Salesforce Admin/Developer**

* Performed the roles of Salesforce.com Administrator and Developer in the organization.
* Developed various **Custom Objects, Tabs, Visualforce Pages** and **Controllers**.
* Administered, configured, maintained Salesforce.com application user **profiles, roles, assigning Permissions, generating security tokens, Validation Rule**, upgrade installation.
* Created and deployed Several **Reports** using salesforce.com platform.
* Developed **APEX Classes, Controller Classes** and **APEX Triggers** for various functional needs in the application.
* Developed and deployed **workflows** and approval processes for opportunities and products/ assets management.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Created various **Reports (summary reports, matrix reports, pie charts, dashboards and graphics)** and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization’s need.
* Implemented the requirements on Salesforce.com platform and Force**.**com IDE Plug-in using **Eclipse.**
* Assigned workflows for Lead conversion, transfers, merging duplicates, managing web-to-lead to track responses to online campaigns.
* Created and used Email templates in **HTML** and **Visualforce**.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment**: Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Reports

**Client: CGI, India Sep 2013 to June 2015**

**Role: Java Developer**

**Responsibilities:**

* Involved in the Analysis, Design, and Development of different phases of the Process Flow module.
* Developed the web interfaces for Process Flow using JSP technology, which provides flexibility in page design and makes it easy for maintenance and modifications.
* Scripting of Test cases based on the Specifications received for the request.
* Responsible for testing of the application on various levels like integration and System testing by utilizing various methodologies.
* Implemented Maven and used **Jenkin** build tool to build jar and war files and deployed war files to target servers.
* Responsible for Coding using JSP, Java Servlets, **Spring MVC**, and **XML**.
* Responsible for proactively monitoring performance, diagnosing problems, and tuning queries and databases.
* Worked on Dynamic, object-oriented programming language **RUBY**.
* Used PL/SQL extensively to generate stored procedures and functions to use with Java.
* Involved in implemented all components of the application including database tables, middleware designing, client-side web programming, and server-side java programming.
* Solid understanding of Object-Oriented analysis and design. Worked on various Design Patterns and Enterprise Application Integration.

**Environment**: J2EE, Java Servlets, Java, SQL, PL/SQL, Maven, Jenkins, Apache Tomcat, XML, CSS, AJAX.