**Sushma**

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**Salesforce Certified Administrator**

**Salesforce Platform Developer Certified Professional**

**Summary**

* Around **9** years of experience in IT industry including 7 years of experience in Salesforce.com CRM Platform.
* Experience in Administration, Configuration, Implementation, and Support of **Salesforce** CRM based on Apex Language and leveraging Force.com Platform.
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities like **custom objects, creating the relationships/ junction objects like Master-Child, Lookups, and Entity relationship data model, Pages, Classes, and Interfaces**.
* Experience in working on Eclipse IDE with Force.com plug-in, command line interface.
* Proficient in performing detailed analysis of business and gathering technical requirements.
* Used third party tools in Salesforce.com **AppExchange**.
* Experience in creating various **Reports (summary reports, matrix reports, pie charts, dashboards, and graphics)** and **Report Folders**
* Expertise in **Service Cloud console** with exposure to **CTI** adapters and **mobile** application integrations.
* Expertise in **Sales Cloud console**
* Expertise in developing **CPQ Quotes**
* Proficient in **Data Migration** from Traditional Applications to Salesforce.com using **Data Loader** Utility**.**
* Participated in all stages of **Software Development Life Cycle (SDFC)** i.e., System Analysis, Design, Development and Testing.
* Experience in Database Design, writing stored procedures, functions, triggers, DDL, DML **SQL queries**. Experience in writing **SQL** and **PL/SQL** programming with DB2, Oracle and MS-SQL, MySQL Server.
* Solutions-oriented professional with proven success designing, implementing, and integrating cost-effective, high-performance solutions to meet challenging business needs.
* Ability to adapt quickly to challenges and changing environment.
* Involved in the requirement gatheringbetween two business groups.
* Expertise in preparing **functional and technical** design documents.
* Ability to meet deadlines with strong analytical skills, good writing, verbal and communications skills.

**Education**

**Bachelors of Engineering , Vaagdevi Engineering College, India**

**MS in CSE Silicon Valley University, San Jose , CA**

**Technical Skills**

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| --- | --- |
| **SFDC Technologies** | Standard /Custom Objects, Workflows & Approvals, Apex Classes/Controllers, Apex Triggers, Visualforce Pages, Data Loader, Reports, Dashboards, Force.com IDE, and Eclipse, Sales Cloud, Service Cloud |
| **Web Technologies** | Web Services, HTML, DHTML, XML, AJAX, Java Script, Visualforce Pages |
| **Languages** | Java J2SE, C, C++, APEX, SQL |
| **RDBMS** | Oracle, DB2, SQL Server |
| **Tools & Technologies** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Informatica, Cast Iron Systems, Force.com Excel Connector, Force.com Platform (Sandbox and Production), App Exchange Applications |
| **Operating Systems** | Windows 98/NT/XP/Vista/7, Windows CE, Linux, UNIX |

**Professional Experience**

**Veracross/Magnus, MA Sep 19 – Present**

**Sr Salesforce Administrator**

**Responsibilities:**

* Discussed and analyzed the requirements with the business team and converted the requirements into detailed technical requirements.
* Interacted with various business team members to gather the requirements and documented the requirements.
* In charge of conducting the UAT with the Business users and gathering feedback and providing the same to the Development team.
* Reviewing the test cases provided by the QA team, and providing feedback.
* Created user Roles and Profiles and sharing settings.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Developed and deployed process builders for different standard and custom objects.
* Developed a web-to-lead functionality to direct leads to Salesforce CRM.
* Worked on salesforce email-to case functionality
* Worked on various Standard objects like Leads, Accounts, Contacts, Opportunities etc
* Created various Reports 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 needs of the organization.
* Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Designed, developed, and deployed Apex Classes, Controller Classes and Apex Triggers, Packages, Visualforce Packages for various functional needs of the application.
* Developed the Custom objects, Validation Rules, Formula Fields, Page layouts, Custom tabs, Components, Custom Buttons and Links.
* Participated in the training sessions provided by the Salesforce team and supported the end users.
* Managed ongoing user support requests and administration needs for a Salesforce org
* Created and managed Live Agent, Omni-channels, and Routing configurations for routing queued service requests to the agents
* Experience with configuring, installing, and monitoring Salesforce.com apps from AppExchange: HubSpot, Map Anything

**Environment:** Salesforce.com, Apex Language, Visual Force (Pages, Component & Controllers), Custom Objects, Page Layouts, workflows &approvals, Force.com IDE, Cast Iron, Sandbox data loading, Security Controls, Reports, Dashboards, Sandbox, HubSpot, Windows XP.

**Ameren, St. Louis, M0 Sep 18 – Aug 19**

**Salesforce Analyst/Administrator**

**Responsibilities:**

* Work with direct clients to build the required functionality on their salesforce instances
* Agile methodologies (SCRUM) was implemented that includes daily scrums with team.
* Created custom Profiles, Roles, and Public groups for restricting (Data Security) internal users from accessing the data depending on their job responsibilities.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts.
* Worked on various Standard objects like Lead, Account, Contacts, Leads, Opportunities etc.
* Created and developed various Apex classes, components, Snapshots and Visual Force pages, Apex triggers on various objects to meet business requirements and followed best practices in triggers to avoid governor limits
* Created modern Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features
* Use of Exact Target to send clients business critical communications to optimize marketing and strengthen customer relationships.
* Executed Data Migration from different Applications to Salesforce using Data Loader Utility, Apex Data Loader, and SSIS (SQL Server Integration Services) on Demand.
* Designed various Email templates.
* Developed and deployed workflows and approval processes for different standard objects and custom objects.
* Worked on salesforce email-to case and web-to-case configurations
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
* Created and deployed several reports for different user profiles based on the need in the organization.
* Worked with Apex Scheduler to invoke Apex classes at regular intervals.

**Environment:** Salesforce.com, Apex Language, Visual Force (Pages, Component & Controllers), Custom Objects, Page Layouts, workflows &approvals, Force.com IDE, Cast Iron, Sandbox data loading, Security Controls, Reports, Dashboards, Sandbox, Windows XP.

**Lincoln Financial Group, Philadelphia, PA Jan 18 – Oct 18 Salesforce Analyst/Administrator**

Lincoln National Corporation is a Fortune 250 American [holding company](http://en.wikipedia.org/wiki/Holding_company), which operates multiple [insurance](http://en.wikipedia.org/wiki/Insurance) and investment management businesses through subsidiary companies. Lincoln Financial Group is the marketing name for LNC and its subsidiary companies.

**Responsibilities:**

* Organized and scheduled the meetings to know the requirements and to explain the application usage.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Customized page layouts for Salesforce standard and custom objects.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigned Permissions, validation Rule, upgrade installation.
* Created and deployed Several Reports using salesforce.com platform.
* Participated in translating and documentation of business requirements into functional requirements.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Used Data Loader to Insert, Update and Delete bulk records in salesforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Worked on Unit testing, for the customizations and developments done during the project.
* Integrated Microsoft Outlook with Salesforce CRM which syncs email, calendar, tasks and reminders.
* 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 needs of the organization.
* Managed offshore resources, analyzed risks and mitigating options, estimated and reviewed change request, reported to stakeholders according to communication plan.

**Environment:** Salesforce Enterprise Edition, Apex Language, Visual Force (Pages, Component & Controllers, Custom/Standard Objects, Custom Tabs, Email Services, Page Layouts, Workflow & Approvals, Data Loader, Force.com IDE, Cast Iron, Sandbox data loading, Eclipse IDE Plug-in, Reports, Dashboards, Sandbox, Windows XP

**PMSI: Tampa, FL Sep 15 – Dec 17**

**Sr. Salesforce Business Analyst/Administrator**

PMSI, Inc. provides pharmacy, Medicare set-asides, medical services and equipment, and clinical services. The company focuses on offering specialty managed care services and products for workers' compensation and catastrophically injured populations.

**Responsibilities:**

* Involved in Salesforce.com Application setup activities and customized the applications to match the functional needs of the organization.
* Interacted with various business team members to gather and document the requirements.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Closely worked with SalesForce.com teammates while implementing the solutions for the requirements.
* Developed several Triggers, Apex classes and Visual force pages as part of the Application Development.
* Worked on various Salesforce.com Standard Objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, implemented, and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Customized tabs for different business users’ groups and business centers.
* Created the workflows for Automated Lead Routing, Lead Escalation, Alerts and Custom Coaching Plans.
* Experienced in the use of Data Loader and scheduling timely data backup operations using Apex Scheduler.
* Involved in handling bulk data migration for the objects like Users, Accounts, Leads, Contacts, Campaigns, Campaign Members, Quotes
* Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
* 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.
* Performed the role of Support Engineer for the internal users and helped them in getting used to the Application, generated reports, and saved them for further access to the users.
* Integrated Salesforce CRM and the Legacy System (Siebel) using Cast Iron Integration Systems.
* Used the Sandbox for testing and migrated the code to the Production instance after testing using Change sets and Eclipse.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
* Experience working with Salesforce.com Premier Support and handled the support cases with the help of Salesforce.com support.
* Provided training to the internal business users to use the application and develop their own custom Reports.

**Environment:** Saleforce.com Platform, Apex, Visual Force , Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox Data Loading, Data Loader, SF Explorer, Sales Cloud, Service Cloud and Eclipse IDE Plug-in, Windows 2007.

**First Data Corporation, Hagerstown, MD Sep 13 – Aug 15**

**Salesforce Business Analyst /Administrator**

First Data Corporation is a global payment processing company and also includes merchant transaction processing services, credit, debit, private-label, gift, payroll and other prepaid card offerings, fraud protection and authentication solutions, credit reporting agency services, electronic check acceptance services through Tele Check, as well as Internet commerce and mobile payment solutions

**Responsibilities:**

* Gathered requirements from various business teams and converted them into detailed technical specifications.
* Interacted with various business user groups to increase the user adoption for helping them use the software.
* Developed Custom Objects, Custom Reports and configured Analytical Snapshots to dump the data into, on a regular basis for business performance.
* Added Custom fields and Validations to new and existing objects and added custom functionality using Custom Controllers and Custom Extensions.
* Designed and deployed Custom tabs, Validation Rules, Approval Processes and Auto-Response Rules for automating business logic.
* Added Users, Roles, Public groups and implemented additional Role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Experience working with standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
* Added new Custom Objects, Assigned Fields, designed Page Layouts, Custom tabs, Components, Custom Reports.
* Managed business as usual tasks like deactivating/resetting passwords/user creation, modifying list views and created ad hoc reports.
* Designed various Email templates.
* Created and deployed several reports for different user profiles based on the need in the organization.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Extensively involved in Unit Testing using Test Methods using Force.Com utilities.
* Integrated Microsoft Outlook with Salesforce CRM which syncs email, calendar, tasks and reminders.
* Installed Salesforce App Exchange Apps, configured and maintained user security permissions in compliance with organizational needs.
* Participated in the training sessions provided by the Salesforce team and supported end users.
* Provided user support and bug fixing activities and was also involved in the support of Post-Production phase.

**Environment:** Salesforce.com platform, Visual Force (Pages, Component & Controllers), Salesforce.com Data Loader, Reports, Workflow & Approvals, Sandbox, Eclipse IDE, windows XP.

**Open Box Solutions, Hyderabad, India. Nov 12 – Aug 13**

**Project: IOCL**

**Jr. Software Developer  
Automated Rationalized Ordering System** is a web-based application developed for IOCL, Mumbai. It is into business of petroleum products with its head office at Mumbai. It has branch offices (Regional, District, Divisional) all over India. The head office receives orders from all the branches and processes the same. The system provides information about the company and its products. This system has advantages of orders receiving at right time, identification of slow moving, excess stocks and saves time and S.T.D calls at all the levels.

**Responsibilities:**

* Requirement analysis and low-level design of the application.
* Involved in data base design.
* Developed complex queries to extract data from MS SQL Server.
* Implemented the API’s to read data from DB and generate an XML file to put it into the task pool.
* Developed JavaBeans for use in various modules of the application.
* Designed and Developed the UI screens using JSP and JSTL.
* Developed and wrote test cases for Borrower Module using Java.
* User Interface design for different Modules using struts tiles.
* Developed Action items (Automated and Manual Action Items) feature using Servlets.
* Developed Several Stored Procedures/ Triggers for Automated Action Items to integrate with Default Tracking module.

**Environment:** Java, DOM, SAX, XML, JUnit, Star Team, SQL Server, Oracle, HTML, Java Script.