**VICTRIN**

**704-337-0158**

[**victrinsforce@gmail.com**](mailto:victrinsforce@gmail.com)

**SUMMARY:**

* 8 + years of experience in the IT industry and around 6+ years of experience as a Salesforce developer/administrator/Configuration and force.com platform. Having extensive knowledge in implementing, customizing and maintaining Salesforce solutions.
* Experience in Administration, Configuration, Implementation and Support of Salesforce CRM and Salesforce applications based on Apex Language and leveraging Force.com Platform.
* Experienced using Salesforce Lightning UI. Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Processes for automated alerts, field updates, and Email generation according to application requirements.
* Experience in Administration, Configuration, Implementation and Support of Salesforce CRM and Salesforce applications based on Apex Language and leveraging Force.com Platform.
* Played a key role in UAT, SAT and training business users on SFDC system and process.
* Hands on experience with Salesforce Lightning web Component Design System using Standard web-based technologies.
* Experience in SFDC development using Apex Classes and Triggers, Visual Force, S-Controls, Force.com IDE, SOQL, Customer and Partner Portals.
* Developed enterprise Einstein analytics Wave analytics) strategy, with focus on business engagement, data governance, data architecture and advanced visualization / analytics capabilities
* Developed Visualforce pages, Visual flow and Custom Objects using Apex Programming on Force.com Platform.
* Excellent understanding of Org hierarchy, Roles, Profiles, Users, object level security, field level security, record level security and sharing rules.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Good knowledge in Einstein Analytics, including Datasets, Dataflows, Lenses, Dashboards, Apps and Security Predicates.
* Experienced in Integrating the Web Services for extracting the data from external systems to display in the pages of Salesforce.com.
* Knowledge on the Field Service Lightning mobile app how it works and aids on - site job management to a mobile workforce.
* Customized existing Visual force to align with Salesforce new Lightning UI experience.
* Good knowledge on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
* Understanding on how to Create service resources and service crews that represent your field service technicians in Field Service Lightening app and add details about their skills, service territories, and availability.
* Designed junction objects and implemented various advanced fields like Picklist, Controller/dependent picklist Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, sharing rules and Approval.
* Excelled in working with various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.
* Strong work ethic, taking ownership of all duties and responsibilities and meeting management objectives.
* Experienced working with salesforce.com sandbox and production environments, also with Eclipse IDE Force.com, ANT migration tool Plug-in environments.
* Excelled in working with various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.
* Experience with tools like Apex Data Loader, Eclipse IDE and Force.com IDE.
* Worked with SOQL, SOSL, Visualforce, APEX, ETL, REST, SOAP API Force.com and Web services API.
* Strong Database RDBMS development experience in writing queries, functions, stored procedures, triggers, and views in Oracle, SQL, PL/SQL.
* Expertise in soft skills including good communication skills, quick learning and multi-tasking are my key strengths. As a part of project assignments, I have been a part of Application Maintenance, Operations Support and Issue analysis, Bulk Data Migration, Server Upgradation, Installation and Implementation of New Customization.
* Comfortable using and hands on experience in BMC AR Tools like AR User Client, AR Admin Tool, BMC Developer Studio, AR Import, AR Migrator, Data load, Data Management Tool (DMT)
* Proficient in designing Custom Formula Fields, Roll up summary, Field Dependencies, Field Updates, and Email generation according to application requirements.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| **Salesforce** | SFDC, contract management, Apex, Visual Force, SOQL, SOSL, Apex Triggers, Workflows, Approvals, Email Templates, Formulas, Validation Rules, AppExchange, Customer Portal and Partner Portal, Eclipse |
| **Administration** | Users, Roles and Profiles, Standard Objects, Custom Objects, Custom Fields, Custom labels, Custom Settings, Custom Metadata, Email Alerts, Case Management, Reports, Dashboards, Analytic Snapshots, Assignment Rules, Escalation Rules, Import Wizard, Workflow Rules, Approval Process, Validation Rules, Assignment Rules, Sharing Rules, Chatter, OMNI Channel, Portals (Customer and partner) Salesforce CPQ, DocuSign, Field Service Lightning, Sandbox Configuration and Management, Sandbox Refreshments, Data Scrubbing, Deployments (Change sets) |
| **Development** | Apex Language, Apex Classes/Controllers, Apex Triggers, Test Classes Asynchronous Apex, Apex Web Services, SOQL, SOSL, DML, Visualforce Pages, Lightning Components |
| **Lightning Experience** | Lightning Component Framework, Aura Framework, Lightning App Builder, Lightning Connect, Lightning Flow, Lightning Process Builder, Lightning Flow Builder, Lightning Schema Builder, Salesforce1 Mobile App. |
| **Salesforce Clouds** | Sales Cloud, Service Cloud, Community Cloud, Marketing Cloud |
| **Web Technologies** | JavaScript, XML, XSL, HTML, HTML 5, XHTML, CSS, AJAX |
| **Database** | Oracle 10g/11g, MySQL, SQL Server 2000/2008. |
| **Languages** | C, Java/J2EE, Servlets |
| **Operating Systems** | Windows XP Windows 7 and Windows 8 |

**Bankers Healthcare Group, FL March 2019 – Till Date**

**Role: Sr. Salesforce Administrator/Developer**

**Description:** 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.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Migrated data from external sources and performed insert, delete, import5, export operations on millions of records.
* Responsible for Configuring, Customizing and Maintaining Email to Case Functionality.
* Designed interface using Visualforce page and their supportive Controller Classes.
* Created Custom Apps, Fields, Custom Reports, Custom Formulas and Field History Tracking.
* Setup Marketing Cloud Connector and Sales Cloud Setup of API user and Marketing Cloud API user and performed all the steps of Connecting Marketing Cloud Connector.
* Configured SSO (Single-Sign-On) in Marketing Cloud and Identity Access Management tool with internal teams.
* Developed Data Model in Marketing Cloud for the Data Extensions using Synchronized Data Extensions, Shared Data Extensions, Salesforce Data Extensions and used filters and queries.
* Wrote various workflow rules, approval processes and used Process builder to automate the business process.
* Provided architectural guidance on data loads, data retention as well as for integrations with Marketing Cloud as well as Sales Cloud and other environments.
* Provided guidance on security audit and logging information available in Marketing Cloud.
* Customized Applications, Page Layouts, Lookup Fields, Standard Related Lists, Tabs, and defined dependent Pick Lists
* Using Einstein Analytics where played around and created a prototype dashboard which includes both external data sets and Salesforce data.
* Collaborated with the business users to understand the Re-org process and identified its impact on Einstein analytics dashboards
* Built apps visually with Lightning App Builder, Lightning Components and Lightning connect integrations across multiple connections
* 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, Apex Classes/Controllers, Lightning UI, Saleforce.com platform, Agile, Workflow Alerts, Approvals, Marketing cloud, Validation Rules, Sharing rules, Reports, Standard & Custom Objects, Tabs, Email Templates, Roles, Profiles, HTML, Force.com IDE, Selenium tests.

**Cardinal Health Inc, Dublin, OH May 2016 – March 2019**

**Role: Salesforce Developer/ Administrator**

* Developed workflow rules to send notifications to agents to start provisioning the VOIP services once the order is shipped.
* Developed queries for analyzing open support cases based on various frequencies.
* Worked on salesforce CRM changes required to support the designed architectural data model and business processes in Marketing Cloud.
* Administered the Marketing Cloud instance.
* Used Triggers to update Custom objects when Shipment Notification was received.
* Imported Accounts, Leads, Campaigns, and custom object data in Salesforce.
* Created various Custom Objects and Custom Fields
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Cases, Activities, Dashboards and Reports.
* Implemented security settings, object level security, field level and record level security
* Extensively used Tab permissions, Record Type and Page Layout permissions
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Customized Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Builds the final release delivery of Salesforce platform changes.
* Developed enterprise Einstein analytics framework to test the wave analytics dashboards.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Involved in administration, configuring, maintaining Salesforce.com, Application user profiles, roles, Permissions, generating security tokens, validation Rule and upgrade installation.
* Connected the Sales and Service clouds with marketing cloud connect.
* Managed subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries
* Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.
* Maintenance of installed Managed Packages in Lightning using Apex.
* Designed and built custom applications using Force.com and Visualforce.com.
* Deploy Salesforce configuration and experience working using GIT.
* Helped business users for Apttus CPQ quoting process. Performed enhancements with Apttus CPQ as needed.
* Worked on Apttus CPQ configuration and integration.
* Experienced on different Sales domain like CPQ Configure- Price- Quote, Contract Management, Revenue Management and Billing.
* Setup, maintain and optimize Email Service campaign utilizing Exact Target/Salesforce service Cloud.
* Implemented CPQ solution using Apttus CPQ and Contract Management (CLM) for various customers in industries.
* Involved in end-to-end testing and configuration enhancement for the CPQ.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services, API (XML, WSDL, SOAP, REST)
* Developed Apex Classes & Triggers and linked them to manage the workflows developed in the system.
* Developed various Custom Reports and deployed them for different business user levels.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
* Coordinate release documentation and communications, including technical and business release notes.
* Responsible to assess code/configuration dependency within all Salesforce applications.
* Business process understanding to configure complex product hierarchy need to setup Apttus CPQ implementation.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Administrated and monitored the company's Salesforce service cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Created CPQ process using Apptus CPQ and CLM AppExchange tool in Quote.
* Provide technical and application guidance and support throughout the release process, including known errors and workarounds.
* Upgraded some Apps from Salesforce Classic to lightning experience to develop rich user interface and better interaction of pages.
* Experience in using the **Force.com Explorer** to browse **data model schema, custom objects, fields, build and test SOQL queries.**
* **Involved working in VS code with salesforce DX.**
* Deployed the code developed in the Dev Sandbox to the Test Sandbox and the Production sandbox.
* Work with CRM team to fix any release/deployment issues that may occur.
* Configuration and administration of Salesforce.com enterprise editions
* Replaced all the JavaScript buttons with Quick Actions or lightning Components in Lightning.
* Developed lightning experience using custom and standard lightning components, Styling using CSS.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components.
* Maintained and customized Salesforce.com scopes such as users, roles, profiles, groups, accounts, contacts, record types, sharing rules, custom objects, pick lists and page layout customization to support vital business functions.
* Provide feedback on the effectiveness of the release.
* Deployed Salesforce components from sandbox to production using Change Set and Eclipse force.com IDE.
* Record metrics for deployment to ensure within agreed SLAs.
* Involved in requirement gathering from the client location, knowledge transfer and setting expectations on project progress at the client end.

**Environment**: Salesforce.com platform, Lightning Components, Apttus CPQ, Salesforce CPQ, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Security Controls, Sandbox data loading, HTML, JavaScript, Workflow & Approvals, Custom Reports, and Dashboards leveraging an Agile methodology.

**GreenSky Credit, Dunwoody GA September 2014 – May 2016**

**Role: Salesforce Administrator**

**Description**: GreenSky Credit is financial organization in offering a range of plans and products that can be used to finance home improvement projects, including, remodeling, roofing, HVAC, siding, solar panels installs, electrical, decks, patio and more.

**Responsibilities**:

* Perform day to day User Management on SFDC Org by configuring Sharing Rules, Permission Sets, Roles and Profiles.
* Create custom report types, custom reports, and dashboards to meet the reporting requirements of the decision makers in the organization.
* 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.
* Designed advanced reports, dashboards, and portals in Marketing Cloud and other business intelligence tools.
* Coordinated of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
* Designed and executed customized solutions by leveraging Salesforce Marketing Cloud (SFMC) and other toolsets and leveraging industry best practices
* Scheduled deployments in the Salesforce Marketing Cloud application and providing completion communications to the client
* Work on complex data migration projects using Data Loader tool.
* Integration of Oracle E-Business Suite products master data with Salesforce.
* Deploy changes from SFDC sandbox environment to Production environment using change sets.
* High-level deployment activities by using Froce.com, Eclipse, Change sets and ANT tools from sandbox to production and sandbox to sandbox.
* Configure Users, Profiles, Role Creation/Maintenance, Custom and Formula Fields, Validation Rules, Page Layouts and List Views, Assignment/Auto Response/Escalation, Workflows & Approvals, Process Builder and continuously monitor data quality and integrity.
* Post-delivery - assists client teams in supporting the live application and perform handoff and knowledge transfer activities, positioning our clients for long term success.
* Reviewed system test & UAT test cases and supported all levels of testing.
* Participated in PI planning, Daily scrum meetings, Retrospective meetings.
* Participated in functional and technical design sessions
* Work on customization of standard objects like Lead, Account, Contact and Opportunity.

**Environment:** Saleforce.com platform, App Exchange, Data Loader, HTML, Workflow & Approvals, Reports, Dashboards, Custom Objects & Tabs, Email Services, Sandbox, Force.com Eclipse IDE Plug-in, iTrack, Rallydev

**Streamline Health, Atlanta, GA September 2012 – September 2014**

**Role: Salesforce Admin**

**Description**: Streamline Health is a healthcare industry leader in helping providers optimize the middle of their revenue cycle. with technology-enabled services and analytics, help providers drive quality and revenue integrity across their enterprise. Salesforce was integrated with different applications and was used to manage CRM solution to integrate sales, marketing, and support.

**Responsibilities**:

* Created new User Accounts and assigned Profiles as per their role in role hierarchy.
* Ensure reporting is created and structured to inform Management on the performance of their teams and the businesses
* Ensure reporting is created and structured to provider Management on the health of their teams and the business.
* Develop effective data management processes and data governance.
* Performs routine Salesforce data management/cleanup tasks
* Manage all ongoing projects related to Service Cloud including interfacing with development and/or IT teams
* Create and maintain system documentation for fields, processes and workflows
* Create profiles and permissions documentation, governance framework, data mapping, and reporting and dashboard building
* Written validation rules and worked with rollup-summary and cross-object formula fields.
* Used the sandbox for testing and migrated the code to the deployment instance after testing using change sets.
* Experience in data migration using Import wizard, Data Loader
* Participated in Daily scrum meetings, Retrospective meetings.
* Participated in functional and technical design sessions.

**Environment:** Saleforce.com, Force.com Platform, custom objects, custom tabs, workflow & approvals, reports, security controls, Eclipse IDE.