
Summary

7+ years of professional IT experience and around **5 years** of strong experience in **Salesforce CRM (SFDC)** and **3 years** as **business process engineer**.

- Good working experience in various capacities such as **Salesforce developer, Salesforce Administrator** and **business analyst** and involved in various phases of entire project from requirement gathering, architecture development and implementation and training the end users. Expertise in performing data migration from legacy system to Salesforce.
- Good techno-functional skills to correlate business requirements with engineering requirements for efficient functioning of Information Systems.
- Experience with Salesforce platforms **Sales Cloud, Service Cloud, and Community Cloud**.
- Experience in designed entities like custom objects, creating the relationships/ junction objects like **Master-Child, lookups, Entity Relationship data model, Pages, Classes, Interfaces, Workflows & Workflow rules, triggers, Email alerts and business logic**.
- Strong knowledge database and data manipulation skills using **SQL**. Worked in SQL Server and Salesforce database structure.
- Experience with full life cycle implementation of business solution, including requirement gathering, prototype designing, coding, database/data mart setup, report development, testing, UAT deployment, production and ongoing product support.
- Strong communication, organizational and interpersonal competencies along with detail oriented and problem-solving skills in the technology arena. Experience with **Agile development and Scrum**.
- Extensive experience on CI/CD tools, like **GIT, Bitbucket, Jenkins, auto Rabbit**.
- Good Experience on **Lightning Aura Components/ Lightning Web components**.
- Familiar with Salesforce Lightning Experience, Lightning App Builder, Salesforce Lightning Design System (SLDS).
- Worked on Lightning Data services, JavaScript controllers to handle client-side functionality.
- Good in Lightning events, Component event, Application Event and Aura Method. Calling Lightning Application in Visualforce Pages using **Lightning:outApp**.
- Strong knowledge of Salesforce configuration, data migration, system integration and familiarity with **Visualforce (Pages, Components, Controllers) MVC architecture and Apex (Classes, Controllers & Triggers)**.
- Extensive experience in designing validation rules, custom objects, custom fields, role based page layouts, profile, roles, sharing rules, workflow alerts & actions, picklists, approval processes, record types, dashboards, custom tabs, custom reports, report folders, report extractions to various formats, and email generation according to application requirements.
- Proficient in implementing business flows using the Declarative framework via **Workflow Rules and Approval Processes**.
- Sound understanding of **SOQL and SOSL** for Querying and Searching Data for Force.com platform. Experienced in defining custom formulas and creating validation rules to suit the needs of the data model and ensure data quality.
- Hands-on experience with development tools like **Force.com IDE, Force.com Explorer, Data Loader**, Salesforce for outlook and Web services including **SOAP, WSDL, REST, SSL standards**.
- Experience in deployment using **Change Set and ANT**.
- Key player in migrations and deployment of code from one environment to other using **Visual Studio Code**.
- Experience with **Apex API** to execute flow and transaction control statements on the Force.com platform server in conjunction with calls to the Force.com API.
- Experience in developing web interfaces for clients both through force.com's Sites and **standard web technologies** but not limited to **HTML, CSS, XML, AJAX, jQuery, JSON and Java Script**.
- Adept in sales analysis, marketing & customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using Salesforce.com

Skills

	Tools
SF Development Skills	Apex Classes, Apex Web Services, Apex Triggers, Apex Controllers, Apex Batchable Jobs, Apex Queueable Jobs, SOQL & SOSL Queries, APEX REST & SOAP, Apex Testing, Lightning Aura Component, Lightning Web Components, Visual Force, HTML, CSS, XML, JSON, Java Script, SFDX (Scratch Orgs)
SF Configuration Skills	Data Security, User Management, AppExchange, Reports & Dashboards, Process Builder, Flow Builder, Workflows, Approval Processes, App Builder, Lightning Experience Customization, Actions, Page Layouts, Profiles, Roles, Chatter, Email Templates, Salesforce1 Mobile, Schema Builder, Escalation Rules, Validation Rules, Sharing Rules, Assignment Rules, Platform Events, Live Agent, Omni-channel.
Development Tools	Eclipse IDE, Visual Studio Code (VS Code), IntelliJ Illuminated Cloud2, Git, BitBucket, GitHub, SVN
Deployment Tools	ANT Scripts, SFDX, Changesets, Jenkins (CI/CD), Packaging, Release Readiness checks
General Skills	Salesforce CPQ, JIRA, Agile methodology, SDLC processes, gathering requirements, Software architecture, Application Design and development, UI/UX, Testing, Deployment, Cross-functional teamwork, Stakeholder management, Testing and Debugging, Classic to Lightning migration, MuleSoft, Postman

Experience

Salesforce Developer and Administrator | T-Mobile – Bellevue, WA | Oct 2019 -Till date

T-Mobile Implemented Salesforce for retail sales process with the help of a custom app. Retail reps use Salesforce to capture leads (**Sales Cloud**) and manage appointments, while easily handing off data and orders to the company's existing back-end infrastructure. **Service Cloud** routes web requests from T-Mobile for Business to the customer support team, and the sales team uses Sales Cloud to manage the pipeline.

Responsibilities:

- Salesforce is used to handle the **leads and opportunities** for **new retail Sales**.
- Involved in the requirement gathering and implementing the new case process redesign and enforcing best practices like refactoring the existing code base and providing inputs. Analyzing the requirements & **preparing test documentation** for the same.
- Organized meetings with stakeholders to provide information on progress and critical milestones of the delivery and project progress and Developed a comprehensive CRM strategy, defining Salesforce as the standard tool in both Sales Cloud and Service Cloud.
- Worked on various Salesforce.com standard objects like **Accounts, Contacts, Cases, Leads and Campaigns**.
- Accounts Management - **Account Creation process (SAP - SFDC integration), Account Update process, Account Delete process**.
- **Contact Management** - Contact Creation process, Contact Update process, Contact Delete process.
- **Opportunity Management** - Opportunity Creation through Internal Sales Involvement, Opportunity Creation through Accounts, Opportunity creation through Lead Conversion, Auto Renewal Opportunity through SAP - SFDC integration.
- Involved in preparing and execution of Functional/Regression Test cases based on SRS/FS (Functional Specification about particular feature)/Change request Specification.
- Worked on creating **Lightning Pages** Inside **Lightning Community Builder**. Developed various **Lightning Web components (LWC)** for UI applications for both Mobile and Desktop.
- Created **Lightning Aura Components** based on the client requirement. Worked with **Lightning Web Components (LWC)**.
- Firing of **Component, Application Events** and Aura Method to communicate between the components.
- **Lightning:outapp** for visual force pages.
- Developed Apex Classes and added required functionality using various **Standard Salesforce pages** and **visualforce pages**.
- Implemented business logic on the case object with **Apex Triggers with SOQL queries, Test Classes and Code Coverage**.

- Integrated Apex with External services by making callouts that used **REST and WSDL**. Worked with **Integration and Apex web services**.
- Proficient in working with **Eclipse IDE and Force.com** Plug-in for writing business logic in Apex programming language.
- Implemented field level security, profiles and system audit trail setup.
- Implemented complex visual force pages involving several static resources, **CSS files, JavaScript and JQuery**.
- Creating Apex Unit tests and general Test Cases based on the Business requirement and executing the test cases.
- Verifying the workflows and field updates created in the Salesforce.
- Implemented **integration between Java/Dot net** apps with salesforce for printing invoice records to get the hard copies from any salesforce environment and for other needs.
- Involved in Creating new custom objects and fields for Special Customers.
- Extensive Experience in Vlocity Framework i.e. building Vlocity Cards, Vlocity Omniscritps, Vlocity Dataraptors, Vlocity Templates, Vlocity Datapacks for Migration.
- Created **permission sets** for the new set of users.
- Created the Lead Assignment rules for the leads that were created as a part of Campaign.
- Preparation of **Outbound Change set** for the Deployment and ensuring all the **pre-deployment and post-Deployment tasks** are documented. Validating the **Inbound change sets** and deploying to **PROD environment**.
- Used the **sandbox for testing** and migrated the code to the deployment instance after testing.
- Identifying defects related to project in **Salesforce sandbox** and working with Developers to fix them.
- Used Salesforce.com, **Java, JQuery, HTML, CSS and JavaScript** to deliver well designed functionality to our product teams.
- Analyzed a large volume of data in a short time period and provided AI enabled insights to the team on the lightning pages. It helped the team discover unexpected insights, make sense of large data, and understand how the business is doing in an easy visual way.
- Involved in data Preparation and Extraction. Created datasets with Salesforce data using the dataset builder and the dataflow. Diagnose complex technical issues and interpret user requirements to provide solutions in conjunction with internal and external architects, developers, and administrators.
- Leveraged Einstein Analytics platform to implement pre-built and custom Apps that combine data from multiple sources into new visualizations to support Forecasting, Pipeline, Sales Metrics and Operational analytics that support the global sales organization.
- Managed the migration of the existing weekly, monthly, quarterly reporting into Einstein Analytics.
- Drive standards of performance and specific actions that drive sales activities within the Einstein analytics sales team; track and report on these activities
- Attended **daily scrum calls** to update the status, priorities and roadblocks in the project.

Tools & Technologies: Force.com Platform, Aura Lightning, LWC, SFDX, VS Code, Standard Objects, Custom Objects, Custom Fields, Lookup Relationship, Master-Detail Relationship, List Views, Sharing Rules, Profiles, Users, Public Groups, Permission Sets, SOQL, SOSL, Record Types, SOAP, REST, Page Layouts, Validation Rules, Reports, Dashboards, Apex Data Loader, Workflows and Approval process, data loader.

Salesforce Developer and Administrator | Avail Medical Systems (PopcornApps)- Palo Alto, CA | August 2018- Sep 2019

Avail Medical Systems manufactures equipment to hospitals, physician offices, imaging centers, home health care agencies and payers. Also provide interactive connectivity services that streamline clinical, financial and administrative communication between patients, providers, payers, pharmacies and financial institutions. Automation Application for internal users using Salesforce.com applications to keep track of their pipeline and forecasting. Salesforce Application was extended to Order Management Project (OM Project) and Case Management.

Responsibilities:

- Performed the role of **Salesforce Developer and Administrator**.
- Gathered requirements and developing client-specific solutions by understanding customer's business and technical environment.
- Created **Custom Profiles, Public Groups and Roles** to distribute user rights and functionality.
- Worked on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunity, Reports and Dashboards**.
- Created different **workflow rules and Approvals, Email Templates to run the Assignment rules**.
- Worked on **Point and Click development**.
- Worked on SFDC implementation related to **Sales Cloud**.

- Designed and developed the Custom objects, Formula fields, validation rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
- Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like **Visual Force, Force.com IDE**.
- Used **SOQL and SOSL** for various data fetching and manipulation needs of the application using platform database objects.
- Developed design document for **data loader-based integration**.
- Designed, developed and deployed **Apex Classes, Triggers, and packages** for various functional needs in the application.
- Created workflow rules and defined related **tasks, time triggered tasks, email alerts**, filed updates to implement business logic.
- Designed the Custom VisualForce pages for **Lead conversion, merging duplicates**.
- Created **email templates** and inbound emails using **Visual force** for the clients and customers.
- Integrated with external system using Web Services Callouts for cleansing the Address and save the data in the pages of salesforce.com.
- Have a very good experience in performing configuration tasks using **Salesforce CPQ**.
- And also have a Good knowledge of concepts in **CPQ, Opportunity Management**.
- Integrated the **SOAP and REST** based Web Services for extracting the data from external systems to display in the pages of salesforce.com.
- Prepared **test plan and test case** documents for Visibility application.
- Provided support ongoing salesforce.com **maintenance and administration** services including **periodic data cleansing, custom objects, workflow and triggers**.
- Developed and configured various Reports for different user profiles based on the need in the organization.
- Used the Force.com IDE for testing and migrated the code to the deployment instance after testing.

Tools & Technologies: Force.com Platform, Force.com IDE, Standard Objects, Custom Objects, Custom Fields, Lookup Relationship, Master-Detail Relationship, List Views, Sharing Rules, Profiles, Users, Public Groups, Permission Sets, SOQL, SOSL, Record Types, SOAP, REST, Page Layouts, Validation Rules, Reports, Dashboards, Apex Data Loader, Workflows and Approval process, data loader.

Salesforce Developer and Administrator | A10Networks, San Jose, CA | April 2017- July 2018

Responsibilities:

- Worked with a team of programmers and learnt various phases of a product development life cycle.
- Researched and contributed to build a custom Salesforce application from scratch.
- Worked on various Salesforce.com standard objects like **Case Management, accounts, Contacts, Content, Reports and Workplaces**.
- Designed and developed custom tabs, validation rules, approval processes and Auto-Response Rules for automating business logic.
- Participated in process **flow analysis and process redesign** along with the Project Manager.
- Implemented **pick lists, field dependencies, lookups, master-detail relationships, validation and formula fields** to the custom objects.
- Designed custom **reports and dashboards** based on client requirements for different products the application offered.
- Defined lookup and master-detail relationship on the object and created junction objects to establish connectivity among objects.
- Coordinated the Database Migration from SQL Server which was essential in building an entirely new and updated Salesforce CRM Application.
- Worked on a development management tool to handle the requirements of the application.
- Designed and deployed enhancements to Salesforce custom objects, UIs, workflows, Triggers, Alerts formula fields, Page layouts and validation rules within Salesforce using Apex and Force.com.
- Imported accounts and contacts data through **Import Wizard, Performed Data Analysis** and migrated data to Force platform using Data Loader.
- Conducted stakeholder **Joint Application Design (JAD)** interviews and facilitated meetings with project teams
- Evaluated and simplified requirements for optimizing implementation and outcomes
- Produced input from multiple stakeholders and integrate feedback to **identify the optimal solution**
- Worked with users to **perform GAP analysis** to determine if business requirements are being met
- Established processes to enter and process the transaction level details and thus built a **process to produce key KPIs** and a **BI solution**

- Wrote SQL queries using **Microsoft SQL Server** to test and **analyze data**
- Explore data in a Variety of ways and across multiple visualizations using **Power BI**
- Used Power BI Gateways to keep the **dashboards and reports** up to date and published reports and dashboards using Power BI
- Designed and developed Power BI graphical and visualization solutions with business requirement documents and plans for creating **interactive dashboards**
- Proactively identified areas of improvement and conceptualized methods f.
- Used requirements to drive the design or review of test cases and process change requests
- Created Epics, User stories and Acceptance criteria using **Rational Team Concert (RTC)**
- Identified and created required test scenarios and test data for sub-process area
- Executed and/or support functional testing, system test, user acceptance test and performance tests
- Experience in **NetSuite integration** with company software to manage **Cash to Order processes**
- Implemented distribution system domestically and internationally by analyzing company processes and recommending updated solutions
- Gained experience in Unit testing to perform the test cases.
- Hands on experience with the **GitHub**.
- Performed **maintenance checks, bug fixes and resolved production issues** under deadlines.

Tools & Technologies: Salesforce.com platform, Apex Data Loader, Custom Objects, Custom Fields, Custom Tabs, Workflows and approvals, SOQL, SOSL, Force.com IDE plug-in for Eclipse V3.6, Sandbox, Classes, Triggers, Reports and Dashboards.

Business Analyst and Salesforce Administrator | Nspire Software Solutions, India | March 2012- July 2014

Used NetSuite to develop a system to solve the issue of order delays and low inventory that effected production time. Wanted to be able to track system issues in real-time and set up a system for sign off to eliminate existing delays and to be able to cover potential issues within the workflow

Responsibilities:

- Responsible for creating requirements documents, product documentation, and facilitating end user training materials
- Defined business process and **technical requirements** based on business needs
- Conducted interviews with **multiple stakeholders** to capture and create business requirements documents
- Designed and developed reports and systems enhancements
- Led project teams, internal and external, to achieve project defined milestones and deliverables.
- Managed **inventory control systems** through customized solutions developed in NetSuite
- Optimized Channel attribution models for marketing team to measure the campaign performance
- Acted as a resource to group of internal super-users
- Compared and validate potential 3rd party technology solutions as needed. Managed integration with internal and external enterprise systems.
- Analyzed and implemented corresponding Salesforce solution/application per business requirement.
- Implemented case management process and configured the Case and Solution object on the **service cloud** as per business need, capturing cases from website and emails.
- Created users, roles, public groups and implemented sharing rules to provide appropriate access to data.
- Used **field level security** to manage the visibility and accessibility of fields for various profiles.
- Developed workflow rules, tasks, emails and alerts to track Candidates and Accounts related activities.
- Created summary reports, matrix reports, and dashboards.
- Imported data from excel sheets to Leads, Accounts, Candidates, Recruiters, Contacts, and Projects using **Import Wizard, and Data Loader**.
- Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
- Created change set and deployed the data from sandbox to production instance after testing.
- Created **Solution design, Data org foundation, and Salesforce user training document**.
- Organized details of proposals and reviewed with Account Executives in detail
- Consulted business units regarding proposal and contractual decisions for their company
- Created UML diagrams using **Lucid Charts** and created charts and graphs to support the sales team for presentation to **investors and clients**
- Completed a variety of market **research analysis** to launch the **beta version** of the cloud product
- Documented business processes and analyzed procedures to ensure alignment with changing business needs
- Provided front-line post go-live support

- Develop action plans in partnership with Marketing and Field teams to drive user adoption and key business metrics increase
- Partnered with field teams, Marketing and IT teams to identify future functionalities to drive more sales and user adoption
- Negotiated and liaised between business teams, technology teams, and support teams
- Identified root causes and corrective actions to meet short and long-term business goals
- Managed projects through status meetings, weekly reports, identifying risks, and tracking issues
- Revised purchase **ordering algorithm** to **minimize overstock** and reviewed purchase orders compiled, achieving savings of **10-20% per inventory purchase**
- Managed an initiative to increase efficiencies in the company's warehouse, including analysis of high velocity products to position inventory ideally and provide staff with appropriately sized shipping cartons
- Aligned with global partners to drive the enhancements roadmap of our retail applications
- Manage the financial analysis of various **departmental RFPs** and proposals to assist in the determination of the most beneficial agreements and partnerships to the department
- Served as the lead in **researching new technologies** that can assist department sales and marketing efforts
- Created process models, specifications, diagrams, charts and KPIs based on user requirements to provide direction to other team members

Tools & Technologies: Salesforce.com platform, Apex Data Loader, Custom Objects, Custom Fields, Custom Tabs, Workflows and approvals, SOQL, SOSL, Force.com IDE plug-in for Eclipse V3.6, Sandbox, Classes, Triggers, Reports and Dashboards, Lucid charts, Power BI, RTC, NetSuite, Microsoft SQL Server, MS Excel,

Business Analyst | GGK Technologies, India | May 2011- Feb 2012

This project involves in implement customer risk assessment in Know You Customer (KYC) process to comply with Anti Money Laundry (AML) regulations, including data processing, information verification, workflow and process design, risk assessment modeling, to help the bank understand the Inherent Money laundering risks posed by customers and make more informed decisions and consistent monitoring on customers risk exposures.

Responsibilities:

- Performed as liaison between bank's **Anti Money Laundry (AML)** team/data scientists and IT system developers.
- Responsible for gathering and analyzing business requirements, designing risk assessment solutions in different stages of **KYC process**, and assisting in **system development/implementation/migration/testing**.
- Participated in requirement gathering, data processing, information verification, risk parameter and table creation, workflow and process design, risk scoring and modeling, and function integration.
- Based on the **AML regulations**, gathered, analyzed and allocated the business requirements in the **KYC workflow**, including **Customer Due Diligence (CDD)**, **Enhanced Due Diligence (EDD)**, and **continuous monitoring of customers, by conducting document analysis, brainstorming, personal interviews, and e-mail survey**.
- Detailed the user stories in different stages of the KYC process, including **Deployment Initiation, Real Time Account On-boarding, Account On-boarding, and Re-review**.
- Designed the risk assessment solutions to Identification of **Customers, Identification of Interested Parties, Customer Identification Program (CIP), Watch List Scan, Negative News Search, Other Parameters of the Risk Models, and Determination of the Customer's Effective Risk (CER)**.
- Completed **in-depth analysis** of the matching logic and take steps for **optimization** and tuning of the process to determine the optimum threshold level, to minimize the **false positives**.
- Applied performance tuning and **optimization of queries, stored procedures, scripts and in-depth analysis** of indexes and their tuning in order to improve the overall speed and efficiency of the system.
- Established and documented the **Real-Time Account On-boarding Risk Parameters, Rule-based Assessment Model Parameters, Algorithm-based Assessment Model Parameters, and Accelerated Re-Review Rules**.
- Supported in building the **Rule-based and Algorithm-based Assessment Models** to quantify **Real-Time Account On-boarding Risk (RAOR)**.
- Conducted regular review of the Function and Technical Specifications to reflect the latest changes and enhancements to the product owner.
- Guided the users to finish the user acceptance test and provided advice or solutions to the existing or possible risks and issues.

Tools & Technologies: Agile SCRUM, UML, MS Word 2007, MS Excel 2007, MS Project 2007, MS PowerPoint 2007, MS Visio,

Master of Science and **Bachelor of Science** in IT Industrial Engineering

Penn State University | State College, PA

Salesforce Trailhead

<https://trailblazer.me/id/rbansal41>

Salesforce Certifications

- [Salesforce Certified Platform Developer I](#)
- [Salesforce Certified Administrator](#)
- [Salesforce Certified Platform App Builder](#)