**Sripriya A**

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**Professional Summary:**

**Around 6 years** of experience as **Salesforce CRM Developer** which involves **Administrator, Development, Integration, communities and lightning like classic to lightning migration and lightning component development** and crosswise over different enterprises and Strong experience with **Salesforce.com** CRM full implementation, migration of Sales, Marketing, Service clouds, Communities and Force.com platform.

* Experience in Development, Administration, Configuration, Implementation and Support of Salesforce CRM based on **Apex language** and leveraging Force.com Platform.
* Engineered and incorporated Lightning Apps combining **Lightning Design System, Lightning Component** features on record detail page which renders buttons based on the user’s profile and role.
* Experience in SFDC Development implementing the **APEX Classes, Apex Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
* Migrated Apps from **Salesforce Classic**to**Lightning Experience** to develop rich user interface and better interaction of pages.
* Good experience in developing salesforce **Lightning Apps, Components, Controllers and Events using the aura framework**.
* Experience in use of **Standard and Custom controllers** of **Visualforce** in development of custom salesforce pages as required by business requirements.
* Experience in Integrating App Exchange Applications with **Salesforce,** Mass E-Mail Management, Application management using **Force.com Plug-in** and **Eclipse IDE** in Sandbox and Production Environments.
* Strong Knowledge of SFDC standard Data structures and familiarity with designing Custom Objects and Force.com platform and **Force.com Sites**.
* Experience working on **SOAP** and **REST** APIs for both inbound and outbound integration with Salesforce.
* Experience in customizing Salesforce CRM for generating web-to-leads and web-to-cases.
* Developed **Apex classes** and **Visual Force Pages** using other platform-based technologies like Visual Studio Code, Force.com IDE and Salesforce Developer Console.
* Experience **in Data Migration** using Import Wizard, Excel Connector, Workbench and other integration tools like Informatica Cloud, **Apex Data Loader**.
* Proficient in creating various **Reports** (summary reports, matric reports, pie charts, dashboards and graphics), **Report Folders** and **Dashboards**.
* Managed **Sandboxes** for development, testing and training purposes.
* Expertise in using declarative features like **validation rules, workflows, approval process, dynamic approval process, sharing rules** automation for satisfying complex business process automations.
* Experience in understanding business requirement to design the required entities like custom objects, creating the **relationships and junction objects**.
* Experience in implementing **security and sharing rules** at object, field, and record level for different users at different levels of organization, also created various profiles and configured the permission based on the organizational hierarchy.
* Hands on experience in effectively managing all the organization security related issues such as **Session Management, Login History, Login Access Polices, Reset Passwords, Grant Account Login Access, Reset Security Token and View Setup Audit History**.
* Good understanding of Software Development Life Cycle (**SDLC**) and A**gile**, **Scrum** methodology that included iterative application development, weekly **Sprints** and stand-up meetings.
* Built reusable **UI/UX** components with lightning component framework.
* Proficient with Object Oriented Programming and development web-based applications using Java technologies**: HTML, CSS, XML, JavaScript, Angular JS and J2EE**.
* Strong understanding of business processes, excellent Communication and inter-personal skills with ability to work well in a dynamic team environment.

**Technical Skills:**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, APEX Language, Classes, Triggers, SOQL, SOSL, Visual Force (Pages, Components and Controllers), APEX Data Loader, Lightning Component, S-Controls, APEX Web Services, Dashboards, Workflow & Approvals, Analytic Snapshots, Custom Objects |
| **Salesforce Tools**  | Force.com Data Loader, Force.com Excel Connector, Force.com Connect for Outlook, Force.com Platform (Sandbox and Production), Force.com Migration Tool, Force.com Explorer, Workbench |
| **Custom Integration** | Outbound messages, Workflow & Approvals, Field updates, Reports, Custom objects, Custom settings, Custom labels & tabs, Email Services, Role Hierarchy, Dashboards, Security controls, APEX Exchange Package & Custom Application and Sandbox data loading |
| **Software Methodologies** | Agile, Scrum, Waterfall |
| **Programming Languages** | Apex, SOQL, SOSL |
| **Operating Systems** | MS Windows, Macintosh |
| **Web Design tools** | Visual Force, HTML, XML, CSS, JavaScript, |
| **Documentation tools** | MS Word, Documentum, MS Excel, MS PowerPoint, MS Outlook, Jira |

**Professional Experience**

**Client: Great American Insurance, Cincinnati, Ohio July 2020 – Present**

**Role: Salesforce Developer / Lightning Developer**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the **Business and Software Requirements**.
* Performed detailed analysis of business and technical requirements and designed the solution by **Visual force, Force.com API, and Web Services**.
* Worked with External objects in **Salesforce** which is another feature introduced with **Lightning** components.
* Developed **Lightning** apps using lightning Components and made them compatible with **Salesforce1** mobile app.
* Created page layouts, search layouts to **organize fields, custom links, related lists, and other components on record pages**.
* Developed **Lightning components** and **Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Created modern Enterprise Lightning Apps combining **Lightning Design System** (CSS and Design Parameters), **Lightning App Builder** and **Lightning Component** features.
* Added Lightning Component to Lighting Pages and Record Pages. Have worked on **Apex classes, Visualforce Pages, Controller** and **Apex Triggers** for various functional needs in the application.
* Implemented SFDC Integration using **REST/SOAP** Web Service API'S. Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems.
* Parsed many **XML’s** to consume the data coming from 3rd party systems.
* Created custom **Report types** and **Dashboards** so that users can generate reports and visualize data on dashboards.
* Created Visualforce pages for custom login and configuration of communities.
* Created and used **Email Templates** in the form of E-mail alert to fulfill business requirements.
* Written **SOQL, SOSL** query language necessary for the application in Apex Classes and Triggers.
* Developed Visualforce pages using components like **Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link** and **Command Button**.
* Developed various Batch Apex Classesand scheduled those using Apex Schedulable classes on hourly basis.
* Visualforce Pages for lightning experience, Alternates for **Java Script** Codes, Sharing **Visualforce pages** between Classic and lightning.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the **standard** and **custom objects** in standard experience to lightning experience.
* Involved in using **lightning Process Builder and Workflows**. Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* Used **Force.com web service API** for implementing **WSDL** in the application for access to data from external systems and web sites.
* Performed data cleanup and/or **Data migration** to/from salesforce.com.
* Enabled **Aura Framework** and added Aura Attributes/Handlers for Events / Logic & Interactions.
* Used **Community cloud** to build deeper relationship with customers to provide better service and assist them through online.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Steel Brick CPQ, Email services, AppExchange, Sales cloud, Marketing cloud, Community Cloud.

**Client:** **BP, Houston, TX Oct 2019 – June 2020**

**Role: Salesforce Developer/Admin**

**Responsibilities:**

* Providing technical and business support for the design & deployment of system releases and ongoing **system management and maintenance** (e.g., requirements drafting, UAT Testing, system data cleanup, training material creation and presentation).
* Interface with internal business customers to **understand evolving business requirements** that drive the need for new and/or modified information systems and/or technologies.
* Used Junction Object to create **many-many relationships** between the custom objects.
* Created modern Enterprise Lightning Apps combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* Developed **reusable UI components** and pages with **Lightning component** framework.
* Created **custom controllers** and **controller extensions** while developing **Visualforce pages**. Developed the **Apex Triggers** to ensure the correct data entries into the system.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Coordinate with third-party service providers to evaluate & implement **cost- effective IT solutions** within confines of approved service expenditure levels & approve **infrastructure change controls** for all additions and/or modification.
* Involved in creating the Tabs, Links and Visual Force pages to configure the application in Salesforce Managed ongoing support requests and administrative needs of users.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com.
* Mapping customer scenarios in **Lightning Process Builder.**
* Maintained **users, roles, profiles, sharing rules** and **public groups** as part of managing security on SFDC.
* Assigned **Permission sets** to users to give access to various applications in the Org.
* Used the sandbox for testing and **deployed** them between Sandbox and Production environments for final implementations using **Change sets**.
* 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.
* Organized Daily **Scrum** meetings with all the team members to check whether we are in same page. Participated in the bug review meetings, updated requirements document as per business user feedback and change in functionality of the application.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Steel Brick CPQ, Email services, AppExchange, Sales cloud, Marketing cloud, Community Cloud.

**Client: Hartford Financial Services Group, Inc, Hartford, CT Sep 2017 - July 2019**

**Role: Salesforce Developer**

**Responsibilities:**

* Developed work plans or reviews other work plan timelines and manages workflows to meet project timeframes.
* Set up Marketing Campaigns, Lead Queries, Assignment rules, **Web-to-Lead** and **Auto-Response rules**
* Implemented Salesforce **Lightning Components** for small set of users for customizing **reports and dashboards** and processes to continuously monitor data quality and integrity.
* Working with management and end-users to create and manage workflow rules, data validation, processes and flows.
* Implemented and created **users** with **permissions**, about **1000 users** nationwide on the **CRM** **platform** and provided go live support by agile methodology.
* Worked with **Visualforce Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Classes, Apex Triggers**.
* Participate in planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle.
* Executed security and sharing rules for Field, Record Level and Object for distinctive users at different levels of organization.
* Developed **Unit test class** for Apex class and worked for improving **code coverage**.
* Work with management, create and manage complex workflow rules, data validation, and triggers
* Clean data from org and import new data using **Apex Data Loader**.
* Deliberate planning & analysis to accomplish complex workflow rules, data validation, and triggers.
* Worked on **Reports** and **Dashboards** in Salesforce Classic and Salesforce Lightning.
* Designed and deployed Validation rules, Approval Processes, Custom tabs and Auto-Response for automating business logic.
* Provide business direction to IT to inform design and deployment of data used to support business processes.
* Involved in **daily standup meetings, Scrum**. This resulted to bring good solution to the business requirement.
* Support application training activities including **creating training material**, conducting training and assisting in the support of system release update.

**Environment**: Salesforce.com platform, Code Collaborator, Lightening Experience, Visual Force, Apex Language, Data Loader, HTML, Workflow & Approvals, Custom Objects, Sandbox management, Eclipse IDE, GIT.

**Client: Frontend Arts Pvt. Ltd, India May 2016 – Aug 2017**

**Role: Salesforce Developer
Responsibilities:**

* Worked with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce CRM Environment.
* Involved in building of the **Customer Portal** in the organization.
* Followed **agile methodology** for implementing the Application.
* Customized Page layouts, record types, Security & Access Controls and **Communication Templates** as per the organization requirements.
* Responsible for creating **Queues** and tasks to share and automate work to the users in the Queue.
* Created **workflow rules** and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Integrated the **API** and Web Services for extracting the data from external systems to display in the pages of Salesforce.com using the **SOAP** and **REST** services.
* Involved in managing daily administration tasks like multiple user **setup**, **profiles** and **roles**, customization of objects, fields, record types, page layouts, and validations.
* Responsible for creating **Sharing rules** among all the users in different Roles and Subordinates.
* Created **Summary reports,** **Matrix reports**, **Charts** and Dashboards to assist the business team.
* Documented & conducted multiple **training sessions** across various sales channels.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Performed **out Of the Box configurations** customization activities Page/Search/Compact Layouts, Record Types, Dependent Picklists, and Formula, Roll-up summary fields, Validation rules, Workflows and Approval process.
* Developed **APEX Classes**, **Controller Classes** and **APEX Triggers** for various functional needs and implemented the business logic as per the requirements.
* Migrating knowledge articles between the **sandboxes** and to **production.**
* Worked on Apex Classes, Triggers, Visualforce pages and controllers.
* 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 organization's need.
* Developed and deployed **workflows** and **approval processes** for opportunities and products/ assets management.
* Involved in data mapping and **migration of data** from legacy systems to Salesforce.com Objects and fields using data loader and Workbench.
* Used **Apex data loader** to Insert, Update, and Import data from Microsoft Excel into Salesforce.com.

**Environment:** Salesforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**Client: BizAcumen Research Pvt., Ltd, India April 2015 - Feb 2016**

**Role: Software Engineer**

**Responsibilities:**

* Involved in client requirement gathering, analysis & application design.
* Involved in the implementation of design using vital phases of the Software development life cycle (SDLC) that includes Development, Testing, Implementation and Maintenance Support in **WATER FALL methodology.**
* Used **JavaScript** to perform client-side validations.
* Developed server-side presentation layer using **Struts MVC Framework.**
* Developed Action classes, Action Forms and Struts Configuration file to handle required UI actions and **JSPs** for Views.
* Developed batch job using **EJB** scheduling and leveraged container managed transactions for highly transactions.
* Used various Core Java concepts such as **Multi-Threading,** **Exception Handling**, **Collection APIs**, **Garbage collections** for dynamic memory allocation to implement various features and enhancements.
* Used **JPA** and **JDBC** in the persistence layer to persist the data to the **DB2** database.
* Created and written **SQL queries,** tables, triggers, views and **PL/SQL** procedures to retrieve and persist the data to the database.
* Performance Tuning and Optimization with Java Performance Analysis Tool.
* Implemented **JUnit** test cases for Struts/Spring components.
* JUnit is used to perform the Unit Test Cases.
* Used Eclipse and worked on installing and configuring **JBOSS.**
* Made use of **CVS** for checkout and check in operations.
* Worked with production support team in debugging and fixing various production issues.

**Environment:** Java, JSP, HTML, JavaScript, PL/SQL, EJB, Struts, JDBC, JPA, SQL, DB2, JUnit, JBOSS, Eclipse, CVS.