**Madhu**  

**Sr. Salesforce Developer**

**Madhurisalesforce13@gmail.com**

**Certified Salesforce Developer and Administrator**

**PROFESSIONAL SUMMARY**

* Around **8 years** of experience in Salesforce.com CRM and Force.com platforms including Classic and Lightning features with proficiency as **Developer and Administrator.**
* Experience in Salesforce.com Development using **Force.com, Lightning web components, Visualforce, and Apex.**
* Proficient in designing and creating **custom objects, custom fields, role-based page layouts, custom tabs, custom reports, report folders, data extraction to various formats, Workflow rules and Approvals, Validation rules.**
* 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 and for different user profiles based on the need in the organization.
* Proficient in dealing with **Customization, Security Controls, creating Profiles, Roles, Users, Record Types, Page Layouts, and Email Templates** etc
* Possess a good understanding of the functionalities related to **Service Cloud, Call center, Chatter, and App Exchange Applications.**
* Experience in developing custom **UI** with **AJAX functionality** using Visualforce pages, controllers, and **Controller Extensions** and Experience working with **data models, SSO, SOQL, SOSL and Governor Limits.**
* Created visual force pages that use lightning components and worked in developing lightning components, events, and its applications and worked with the **salesforce1 sandbox simulator to run and test the lighting applications.**
* Proficient in **Data Migration** from Traditional Applications to Salesforce using Import Wizard and Data Loader Utility.
* Used App Cloud mobile to instantly deploy apps to users with Salesforce1. Built user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Capable in developing client-specific solutions using **Apex Classes, Apex Triggers, Controllers and Controller Extension, Components and Test methods.**
* Demonstrated experience in **Web and Mobile app development**.
* Experienced in the **Integration** of salesforce.com with external applications by using Web Services API, Metadata API, SOAP, REST and IBM web sphere and Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
* Experience working with Deployment tools like Force.com IDE based on salesforce.com sandbox environments and Experience working with **Eclipse IDE** with **Force.com Plug-in, Data Loader, and Web Services API.**
* In-depth knowledge in Developing Apex code within **Governor Limits.**
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Experience in **Synchronization, Data-Modeling, Data Extraction, Transformation, Data Loading, Scheduling, Monitoring, and Reporting in a cloud scenario.**
* Worked with Subject Matter Experts (SME’s) of different groups to gain detailed knowledge of the different systems and to understand the cross impacts of the system by conducting meetings.
* Involved in gathering high-level business requirement functional specifications and preparing use cases.
* Experience using Salesforce data tools (Data Loader, Excel Connector, Demand Tools, Eclipse Force.com IDE)
* Good exposure to **RDBMS and SQL scripts** for efficient report generation.
* Experience using **JIRA** for issue tracking.
* Always willing to learn new skills to improve efficiency and increase the knowledge base.
* Excellent problem solving and troubleshooting skills, with a solid customer-service orientation.
* Strong verbal and written communication skills including the ability to share ideas both with the business and internal IT teams.
* Time management, ability to multitask, and propensity to handle urgent interrupts with poise and professionalism.
* Ability to maintain a detail-oriented approach while multitasking in a fast-paced environment.

**TECHNICAL SKILLS**

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| Salesforce.com | Apex Language, Classes, Triggers, SOQL, SOSL, Visual Force (Pages, Components, and Controllers), LWC, Mobile SDK, Salesforce1 Lightning App Builder, Lightning Web Components, Apex Data Loader, S-Controls, Apex Web Services, Dashboards, Analytic Snapshots, Custom Objects, Sales Cloud, Service Cloud and Marketing Cloud |
| Salesforce Tools | Force.com Eclipse IDE Plug-in, Force.com Explorer, Data Loader, Excel Connector, Migration Tool, Force.com Flex Toolkit. |
| Databases | Force.com DB MySQL, Oracle 10g/11g, Microsoft SQL Server  |
| Web Technologies | ASP, XML, JSON, DHTML, HTML, XHTML, CSS, XSLT, AJAX, VB Script, JavaScript, jQuery, Angular JS, Web Services (SOAP and WSDL |
| Languages | Apex, Ajax, C, C++, Java, Java Script, HTML, XML, XHTML, DHTML, SQL. |
| Operating Systems | Windows, Mac OS, Linux |
| Version Control | Git, Bitbucket, Subversion. |

**CERTIFICATIONS**

**Salesforce Certified Administrator (Active)**

Certified Administrator, Salesforce pro who is always looking for ways to help their companies get even more out of the Salesforce Platform through additional features and capabilities.

**Salesforce Certified Platform Developer** **(Active)**

Certified Platform Developer I (PDI) developer with an understanding of how to develop and deploy custom business logic and custom interfaces using the programmatic capabilities of the Lightning Platform. Knows when to use declarative versus programmatic methods and can extend the Lightning Platform using Apex and Visualforce.

**PROFESSIONAL WORK EXPERIENCE**

**Client – Verizon, Austin, TX Feb 2020 – Till Date**

**Role - Sr.** **Salesforce Developer/Admin**

**Roles and Responsibilities:**

* Performed the roles of Salesforce.com lightning Admin and Salesforce.com Developer in the organization.
* Interacted with various business teams to gather and document the requirements, worked on change requests and enhancements as required.
* Provided resolution for high priority cases without impacting the SLAs.
* Implemented minor enhancements on standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunities, Dashboards, and Reports**
* Utilized **SOQL and SOSL queries** for various data fetching and manipulation needs of the application using **platform** database objects.
* Developed and utilized various **Triggers, Custom Buttons and Links, Visualforce Pages, Visualforce components, Apex Classes,** and other customizations.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Experience in **responsive / mobile design and development**
* Utilized Apex triggers in handling **DML Events.**
* Provided extensive support for ongoing salesforce.com maintenance and administration services including periodic **data cleansing, building custom objects, workflows, and triggers.**
* Created and Implemented various **security and sharing rules** at object, field, and record level for various users at various levels of the organization.
* Deployed the changes from Sandbox to production using **Changesets, Ant Migration tool/Scripts** and **Eclipse Force.com IDE tools.**
* Managed various **SFDC Sandbox environments for Dev/Test environments.**
* Participated in various code walkthroughs and suggested best practices to be implemented wherever required.
* Involved in pre-deployment activities and participated in **regression testing and UATs.**

**Environment:** SaleForce.com platform, Force.com ide, Apex, Visual Force (Pages, Component & Controllers), Apex (Classes, Controllers & Triggers), Lightning web components, Pages, Data Loader, HTML, Doc E-sign, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sales Cloud, Email Services, Security Controls, Sales Cloud, Service Cloud, Marketing Cloud, SOAP, REST, Sandbox data loading, ANT tool, Agile.

**Client – Medtronic, Chanhassen, MN Feb 2019 to Dec 2019**

**Role - Salesforce Developer**

**Roles and Responsibilities:**

* Created custom objects and fields using master-detail relationship and lookup relationship based on the requirement.
* Created page layouts, validation rules, and workflow rules.
* Migrated data using **Data Migration** from databases to Salesforce using **Apex Data Loader.**
* Utilized Apex Data Loader and Bulk API for Insert, Update, and Bulk import or export of data from Salesforce.com objects. Utilized these to read, extract and load data from comma separated values (CSV)
* Developed **Apex Triggers, Apex Classes and Visualforce pages** with various customizations requested by business users.
* Generated various **SOQL statements** and utilized them in searching for the information.
* Utilized **Apex SOAP/REST Services** in building APIs with salesforce.com.
* Designed and developed Visualforce pages utilized HTML along with custom controllers and controller extensions.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile. Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Worked on data connectors using SFDC with AWS cloud integrations.
* Support development and on-going maintenance for web and mobile applications
* Designed and developed **Apex Classes, Apex Triggers** for various functional needs of various applications.
* Worked closely with the **QA team to analyze and prepare test cases** and utilized for testing the functionality of the software.
* Utilized Force.com **Web services API** and outbound messaging for implementing web services through WSDL in the application for access to data from external systems and websites.
* Conducted various **Data Transformation and Data Cleansing Activities** while transferring data to an external system using informatics **on Demand.**
* Created various solutions to meet business needs mostly within Salesforce.com **Service cloud, Sales cloud.**

**Environment:** SaleForce.com platform, Force.com IDE, Visual Force (Pages, Component & Controllers), Apex (Classes, Controllers & Triggers), Data Loader, Lightning web components, Import wizard, App Exchange, Sales Cloud, Service Cloud, Marketing Cloud, Web services, Workflow & Approvals, Reports & Dashboards, Custom Objects, Custom Tabs, Sandbox, HTML, JavaScript, SOQL, SOSL, Microsoft Excel.

**Client – I-Cinergy Techmatics, Bangalore, India June 2012 to Nov 2017**

**Role - Salesforce Admin/Developer**

**Roles and Responsibilities:**

* Analyzed various business needs, distinguished between needs and wants to identify gaps between business needs and standard application functionalities.
* Designed, developed, and deployed **Custom objects, Page Layouts, Custom tabs, and Components.**
* Customized **Reports and Dashboards** for business users and managers and developed **Custom Reports.**
* Created various **Roles, Profiles, and Page Layouts** and configured **Permissions** based on the hierarchy requirements of the organization.
* Used **Data Loader** for insert, update, and bulk import and export of data from Salesforce.com.
* Created **Tabular, Summary, Matrix and Joined** reports using Standard and Custom Report types.
* Performed various **validation rules, Workflow rules, e-mail services, and approval processes** using customization.
* Designed and developed **Apex Classes, Apex Triggers** for various functional needs of various applications.
* Defined **Lookup and Master-detail relationships** of objects that help in associating records and defining **parent-child relationship.**
* Utilized various **SOQL and SOSL queries** with consideration of **Governor Limits** for data manipulation needs of the application using platform database objects.

**Environment:** SaleForce.com platform, Force.com IDE, Data Loader, Import wizard, App Exchange, Lookups, Master-Detail relationship, Workflow rules & Approvals, Governor Limits Reports & Dashboards, Custom Objects, Custom Tabs, Sandbox, SOQL, SOSL, Microsoft Excel.