**Seetha. K** ****

 **(Certified Salesforce Developer)**

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PROFESSIONAL SUMMARY

* Over 6 years of experience in Salesforce.com CRM as an Administrator, Developer having extensive knowledge in design and development of various CRM & Web-based applications, implementing, customizing, and maintaining Salesforce solutions.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* 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.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Experience implementing Lightning experience and LWC (Lightning web components)
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Proficient in dealing with functionalities related to Sales Cloud, Service Sloud, Marketing Cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management.
* Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
* Extensive exposure to Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing and User Acceptance testing(UAT).
* Created customized UI as per the client and application requirements using Visualforce.
* Review/Adjust/Write Apex and Visual Force page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
* Competent in analyzing and creating narrative Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram using UML Tools like MS Visio.
* Expertise in Business Analysis methodologies and iterative Software Development Life Cycle(SDLC) in relation with all the phases of Rational Unified Process(RUP).
* Experience in data migration from ACT, Excel, MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica.
* Experience in Creating page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail.
* Working with different aspects of Web Services (XML, WSDL, SOAP, REST).
* Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like Picklist, Field Dependencies, Custom Formula, Approval Process, Sharing rules for automated alerts, field updates and Email generation.
* Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Developed Lightning Component Framework and built Lightning component using aura framework.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
* Experience using Agile methodology and knowledge in SAFe process for SDLC

TECHNICAL SKILLS

* Salesforce Technologies: Force.com platform, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, Apex Web Services, AJAX, Data loader, Workflows, Validation & Approvals, Reports, Dashboards, Custom Objects
* SDLC Methodologies: Waterfall, Agile-Scrum
* DBMS: MS Access, MySQL, Oracle
* Salesforce tools: Force.com Eclipse IDE Plugin, Change Sets, Import Wizard, Force.com Data Loader,Lightning, Lightning webcomponents(LWC), Workbench, Dataloader.io, The Welkin Suite
* Project Management Tools: MS Project
* Programming Languages: Apex, Visual Force, JAVA, XML, HTML, SQL, CSS
* Operating Systems: Windows, Unix/Linux, Android, IOS
* Applications: Microsoft Word, Excel, power point and Access

**CERTIFICATIONS:**

* Salesforce.com Platform Developer-1
* Salesforce.com Certified Administrator

PROFESSIONAL EXPERIENCE

**CenturyLink, Denver, CO Oct 2019 – Till Date**

**Sr Salesforce Developer**

**Responsibilities:**

* Worked with business teams and other developers to translate business requirements into design requirements.
* Created roles, profiles and configure permissions according to organizational hierarchy requirement.
* Created Workflows for automated lead routing and lead escalation.
* Involved in complex Apex coding like batch jobs, email services, inbound emails, Approval Process through Apex, trigger, emails through apex etc.
* Developed Lightning apps using Lightning Components and made them compatible with salesforce1 mobile app.
* Created Lightning Apps combining Lightning design system and lightning component features.
* Developed complex reusable lightning components for functionalities like lookup, progress steps, table, dynamic binding of data etc. that could be used across all the lightning components
* Developed dynamic and configurable lightning components that would need minimum codes. changes for any enhancements in future and can cater other Business Units requirements as well.
* Developed Lightning web components (LWC) components.
* Enhanced the existing Lightning web components (LWC) for custom search.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Worked on Service Cloud and Sales Cloud.
* Created custom objects, triggers, validation rules based on the business requirements, customize campaign budgeting and lead qualification.
* Created custom page layouts and custom record pages for lightning experience.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Integrated Salesforce.com with external systems using SOAP API and REST API.
* Implemented communities and built external pages.
* Deployed Change Sets from Sandbox to production.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Implemented CI/CD using ANT, Git and Jenkins.
* Implemented Agile methodology for SDLC

**Environment:** Salesforce.com IDE, Lightning, Lightning Web Components, SOAP, SOQL and SOSL, APEX Classes, APEX Triggers, Sales Cloud, Service Cloud, Reports and Dashboards, CSS, HTML, Web services, Validation Rules & Formulas, ANT, Github and Jenkins

**Bank Of America, Plano, TX Nov 2017 – Sept 2019**

**Role: Salesforce Developer/Admin**

**Responsibilities:**

* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Creating SFDC reports (functional and technical documents).
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Created modern Enterprise Lightning Apps combining Lightning Design System (CSS and Design Parameters), Lightning App Builder and Lightning Component features.
* Created Custom Lightning Events and registered respective Listeners and handlers to work with functionality of client's requirement.
* Used lightning components in lightning experience.
* Worked on Sales and Service Cloud.
* Worked on Communities for Customer Support.
* Developed Lightning web components (LWC) components.
* Enhanced the existing Lightning web components (LWC) for custom search.
* Created custom objects, triggers, validation rules based on the business requirements, customize campaign budgeting and lead qualification.
* Worked with custom Lightning Components.
* Created custom home page, page layout and custom record pages for lightning experience.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Integrated Salesforce.com with external systems like SAP using SOAP API and REST API.
* Integrated applications with salesforce.com using SOAP web services API.
* Used Informatica Power Exchange for integrating the SFDC with legacy system.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
* Responsible for writing SOQL and SOSL queries.

**Environment:** Salesforce.com IDE, Lightning, Lightning Web Components, SOAP, SOQL and SOSL, APEX Classes, APEX Triggers, Workflows, Service Cloud, Sales Cloud, Reports and Dashboards, CSS, HTML, Web services, Windows 7, Validation Rules & Formulas, Email services, Security Controls, Sandbox, Production.

**Caliber Home loans, Bentonville, AR June 2016 -October 2017**

**Salesforce Developer**

**Responsibilities:**

* Interacting with clients and different subject matter experts to understand strategic objectives of the proposed business transformation.
* Analyzed the operational levers and conduct sensitive analysis to determine the functional scope of the transformation.
* Collaborated with the business teams to gather business requirements and conduct fit-gap analysis to develop a product backlog containing detailed user stories.
* Involved in Design, development, planning, testing and integration of Salesforce Cloud services, data and accounts.
* Created modern Enterprise Lightning Apps combining Lightning Design System (CSS and Design Parameters), Lightning App Builder and Lightning Component features.
* Created Custom Lightning Events and registered respective Listeners and handlers to work with functionality of client's requirement.
* Developed Visualforce pages for lightning Experience.
* Used lightning components in lightning experience.
* Created custom objects, triggers, validation rules based on the business requirements, customize campaign budgeting and lead qualification.
* Worked with custom Lightning Components.
* Created custom home page and custom record pages for lightning experience.
* Enabled on Demand Email to case.
* Created case queue for supporting agents.
* Worked on Assignment, auto-response rule and case escalate.
* Developed Apex Triggers, Apex Classes and Test Methods.
* Enabled the complex business scenarios by Customizing the Standard Salesforce.com CRM solution.
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.
* Enabled the complex reports (summary reports, matrix reports, pie charts, and dashboards), RFM (Recency, Frequency, Monitory) and setup report folders to authenticate users based on their profiles (permissions).
* Implemented complex approval processes to ensure proper authorization in the high-stakes environment of capital management.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Analyzed the scope of the requirements and managed requirements to avoid scope creep.
* Participated in requirement gathering sessions.
* Conducted the UAT with the Business users and gathering feedback and providing the same to the development team.
* Reviewing the test cases provided by QA team and providing feedback.
* Worked on Scrum Methodology.

**ENVIRONMENT:** APEX, Data Loader, Web services API, SOAP and REST, SOSL, SOQL, Force.com IDE, Import Wizard, XML, CSS3 and Visual Force Pages, Lightning, Sales Cloud, Service Cloud, Scrum.

**Chase, Plano, TX Jan 2015– May 2016**

**Salesforce Application Developer**

**Responsibilities:**

* Actively associated in gathering requirements for building standard and custom objects, page layouts and various record types specific to the business processes.
* Built various reports and dashboards as per the business requirements.
* Developed various time-dependent workflow rules and added email alerts to notify the users based on specific conditions.
* Built custom settings in conjunction with Apex triggers to mute the triggers for specific users performing data migration.
* Setup various permission sets to grant additional privileges set of users.
* Setup user profiles that gives the users permissions to objects they need access to.
* Implemented field level security fields to restrict access to users.
* Built role hierarchy representing level of data access that a user or group of users should have to certain records. Examine Governor Limits.
* Hands on experience on configuring Salesforce out-of-the box community feature for partner users.
* Expert in metadata deployment from sandbox to sandbox and sandbox to production using Force.com IDE and ANT migration tool.
* Expert in sandbox creation, maintenance and back up.
* Built the SFDC production org involving various pre and post deployment activities.
* Expertise in data migration of records to Salesforce using Apex data loader and Dataloader.io.
* Expert in SOQL relationship queries against standard and custom objects to validate the data imported to Salesforce.
* Developed batch apex classes and scheduled daily jobs using apex scheduler.
* Developed Contact smart search using Visualforce page and extension apex classes involving complex JavaScript and SOSL.
* Developed several Visualforce pages, controller extensions, visual force email templates and triggers involving apex best practices.
* Developed various web services classes for integrating with middleware software to import the data to Salesforce.

EDUCATION

Bachelors in Computer Science – 2015 – JNTU, Hyderabad, India