**ASHISH**

**SENIOR SALESFORCE ADMINISTRATOR/DEVELOPER**

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**484-320-3366**

**Professional Summary**

* Professional Salesforce Admin/Developer over 8+ years of experience in Salesforce CRM platform including Comprehensive knowledge of platform development, Administration, enterprise architecture, agile methodologies, cloud services and web - based applications.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.
* Experience in Salesforce Customization, Security Access, Workflow Approvals, Data Validation, data utilities, Analytics, sales, Marketing, Customer Service, and Support Administration.
* Excellent understanding of Force.com architecture and sound working knowledge on Object oriented programming and core java concepts.
* Experience in Salesforce.com CRM Platform including Lightning, Apex technologies, Sales Cloud, Service Cloud and Marketing Cloud.
* Experience in Administration, Configuration, and Implementation of Salesforce CRM and Salesforce applications.
* In depth understanding of CRM business processes like Campaign Management, Lead Management, Opportunity Management, Account Management and Forecasting.
* Experienced in customizing and implementing with Objects, Custom Apps, Layouts, Tabs, Validation Rules, Workflows, Approval process, Assignment/Sharing Rules.
* Proficient in Configuration, Customization, Programming with Apex API (Controllers & Triggers), Visualforce Pages, Visualforce Components using up-to-date technology & implementing new instances of Sales force
* Experienced in CPQ (Configure-Price-Quote) End to End Process.
* Good Experience in Journey builder and also integrated with salesforce sales cloud and service cloud.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Depth understanding of the APTTUS CPQ, APTTUS CLM data model and functionality.
* Worked with end to end Service Cloud Implementation like Case Management and CTI Integration.
* Expertise in SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows.
* Integration Methodologies, different API, Trigger framework, Recursive Triggers, VF Remoting, Asynchronous Framework & options.
* Worked on designing SOAP/REST APIs integration architecture to provide the programming interface to interact with Force.com.
* Experience implementing Service Cloud which includes Omni-Channels, Routing Configurations, Entitlement Management, Knowledge Basics, Knowledge search Basics, Call center integration and Salesforce for Outlook.
* Experience working on SOQL & SOSL queries with consideration to Governor Limits.
* Strong working Knowledge in MVC Architecture.
* Experience in salesforce lightning features like activities, contextual Hovers, Opportunity board, Customizable dashboard.
* Experienced Knowledge about Salesforce lightning schema builder, process builder, app builder, components, Lightning Aura and lightning connect.
* Experience customizing standard objects - Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports and Dashboards.
* Good Experience on Salesforce Lightning. Experience in third party integration with ERP (Marketing Cloud, Service Cloud).
* Worked on lightning components, Event registration, handlers and Apex classes for performing logic in the actions.
* Used Member status for events which allows to track and report the people for Event attendance. For example: Invited, registered, attended.
* Hands on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Creating Custom Apps, Custom fields, Profiles, Applying Sharing Rules, Handling Page Layouts, Search Layouts, and Related List and defining Field Dependencies, custom buttons, Validation Rules, workflows, Process builders and approval processes.
* Created and updated users, reports, and dashboards to track pipeline/stages for management visibility, while integrating Apex (applications) to Salesforce accounts such as Conga Merge and Outlook.
* Extensive experience with various Salesforce deployment methodologies including Change sets,CI/CD, Force.com Plug-in environment, Ant Migration tool kit and Eclipse.
* Experienced working on multiple sandbox and production environments.
* Expertise in maintaining the functional areas of Data Management, Campaigns, Leads, Forecasting Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
* Strong Knowledge in AppExchange Applications for integrating with third party applications.
* Strong knowledge of SFDC standard data structures and familiarity with Force.com Explorer, Data loader and Import Wizard.
* Recommended, designed and implemented a Marketing process in Salesforce to automate communications between Sales and marketing, associate campaign influence on opportunities for ROI reporting, and to provide real time status on campaign members.
* Analyzed current processes and made recommendations for automated notifications to Sales Reps when maintenance renewals are due and when outstanding invoices need attention, standardized sales reports, installed and trained users in Cirrus Insight to track Sales appointments for call reports.
* Knowledge on salesforce DX to manage and develop apps on the Lightning Platform.
* Good understanding of salesforce Governor limits experience in overcoming limitations in Apex, Triggers, SOQL and Batch classes.
* Good knowledge and experience on sales cloud, service cloud, community cloud, marketing cloud & Commerce cloud.
* Configuration experience with salesforce community cloud.
* Experience in SFDC Integration using Web Service and Apex Programming, App-Exchange Packages & Custom Applications, Salesforce.com Service Cloud expertise.
* Extracted the data from salesforce.com application into the external databases like SQL, DB2 for generating large data reports.
* Used GitHub and Jenkins for code migrations.
* Good Knowledge on Heroku deployment process.
* Good with Configure Price Quote (CPQ) product and pricing. Understand configuration settings as they relate to business requirements.
* Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, architecture design, development, deployment and maintenance of standalone, Multi-tier, web-based and portals-based object-oriented enterprise applications.
* Analyzed Sales, Marketing & Customer Support business processes used by salesforce.com customers and recommended ways to improve their processes using salesforce.com.

**Technical Skills**

* **Salesforce:** Salesforce CRM, Lightning Application, Apex Custom Controllers, Apex Classes, Apex Triggers, Visualforce Pages/Components, Service Cloud, Apex Web Services, SOQL, SOSL, Workflow and Approvals, Reports and Dashboards.
* **Eclipse, Force.com Eclipse IDE Plug:** in, Force.com Explorer, Change Sets, Force.com Import Wizard, Force.com Excel Connector, Force.com Platform (Sandbox and Production), Vlocity
* **Integrating Tools:** Apex Data Loader, Import Wizard, Data Export, Mass Delete, Jitterbit
* **Languages:** Apex, Java, C, C++, SQL, SOQL, SOSL.
* **J2EE Technologies:** JAVA 1.X, Servlets, JSP, JSTL, JDBC, Struts1.2/2.0, Tiles, Spring, EJB, Web Services.
* **Web Technologies:** HTML, XML, CSS, Java Script, JSP WSDL, SOAP API, REST API
* **Databases:** SQL Server, SSIS, My SQL, Oracle, DB2

**WORK EXPERIENCE:**

**Senior Salesforce Administrator/Developer Apr 2019 - Present**

**Flagstar Bank**

**Troy, MI**

**RESPONSIBILITIES:**

* Experience in working on various tools/technologies. These include -Salesforce (Sales Cloud, Service Cloud and Marketing Cloud), Informatica Power Center, Informatica Cloud and Oracle PL/SQL
* Have designed SFDC/CRM applications, ETL ecosystem, data warehouses, data integrations, database schemas and reporting solutions
* Development experience on AppExchange Products - Meeting Management, CTI Integration App, E-commerce application.
* Created custom object, custom fields, Custom Settings, Custom Labels, Custom metadata types Validation rules, Record types, Custom Tabs, Workflow rule and approval process including field updates and email alerts in Lightning Platform
* Design and Develop the Apex Classes, Standard and Custom Controllers, Visualforce pages, Apex Triggers for various functional needs in the application.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, JavaScript and other technologies
* Responsible for providing solution and Implementation of Apttus CLM & CPQ for different business internally.
* Experience on Salesforce Development (Apex Classes, Triggers, Visualforce pages, Custom Objects, Profiles & Roles, Security Settings, Integration etc.)
* Experience in working on Cloud based data integration tools (Informatica Cloud and Salesforce) with real time requirements
* Excellent experience with data integration (batch and real time) using various kinds of data sources via SOAP and REST
* Extensive experience with Data Migrations, Report and Dashboard design.
* Experience defining business requirements, writing user stories, and providing detailed Salesforce system and functional designs.
* Experience integrating Salesforce with different business systems.
* Experience with multi-org deployments and integrations.
* Experience in SFDC Bulk, SOAP and REST APIs, batch process, data migration and integration and platform security.
* Expert understanding of integration patterns, connectors, middleware.
* Render the Lightning Experience for the Classic users with Lighting Out in the Lightning apps.
* Created pinnacle REST web benefit classes for outer applications to get to Salesforce Information from different items.
* Experienced on Salesforce Lightning Process Builder, Lightning UI and creating Visual Workflows, Salesforce support communities, Chatter groups and Portals.
* Integrated with Salesforce by using Marketing Cloud connector (V5).
* Used sales cloud to Maintain Leads, contacts, and opportunities. Used service cloud for creating cases in Salesforce from the feedback given by commercial card users.
* Worked on redesigning the Lead from customized functionality to standard lead functionality.
* Configure salesforce and Marketing Cloud integration user along with configuration in salesforce.
* Worked with Visualforce pages and Visualforce Components with adding JavaScript functions and jQuery Libraries for Apex Sorting and Paginations for best user interface.
* Worked on Production support and resolved Incidents, Defects and Enhancements that are logged in ServiceNow.
* Extensively working on GIT Control version for sharing the code in Repository with Team Members from source tree.
* Expertise in using source code control systems such as GIT and Used GIT to push, pull and to resolve merge conflicts the code from the repo.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Use Confluence for collaboration and share knowledge with teams
* Deployed the code from personal sandbox to Developer, QA and Production Sandboxes.
* Expert knowledge of security concepts (authentication, SSL, SSO, etc.).
* Managing IDM (Identity management) tools based on OAuth 2.0 and SAML (Security Assertion Markup Language) for SSO (Single Sign On).
* Experience in setting up single sign-on between systems, especially SAML SSO integrations with the Salesforce.com platform

**Environment:** Salesforce Enterprise Edition, Service Cloud, Sales Cloud, Salesforce Communities, Apex, Visual Force (Pages, Component & Controllers), Lightning Components, JQuery, Jira, JSON, HTML5, CSS3, JS, Bootstrap, Angular JS, Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Eclipse/Force.com IDE, DocuSign.

**Salesforce Developer/Admin**

**Flipkart**

**Bangalore, KA – India July 2016 – Feb 2019**

**RESPONSIBILITIES:**

* Developed and delivered training that is tailored to functional groups and that relates directly to their day-to-day lives.
* Involved in design, development and quality assurance and testing of the Project.
* Upgraded Apps from Salesforce Classic to Lightning to develop rich user interface and better interaction of pages.
* Worked with Architect to come up with a possible technical design required for the Application.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component Features**.**
* Consistently learned the ins and outs of Salesforce Exact Target and its capabilities to stay competitive in the email marketing space, including but not limited to: Automation Studio, Journey Builder, Amp Script, SQL, and SaaS.
* Solved any email development challenges within Salesforce Marketing Cloud (Exact Target)
* Administrated and bolster Sales Cloud cases by observing ETL instrument (Jitterbit) which synchronizes and refreshes day by day ERP information from Microsoft Dynamics (AX).
* Implementing Salesforce Marketing Cloud (Exact Target) and building integrations with other systems for seamless data flow.
* Used personalized strength content for improving sales calls to yield less Emails and more customers.
* Implemented DML activities of Inserting and Updating records.
* Designed a computerized answer for process and get a great many outside enrollment information into Salesforce utilizing a cross breed arrangement utilizing Apex clump procedures and outer administrations.
* Written SOQL, SOSL inquiries in Apex triggers and controllers, utilized Salesforce workbench to produce questions.
* Implemented Apex Classes &amp; Triggers and linked them to manage the workflows implemented in the system.
* Used force.com developer toolkit including visual force pages, apex classes, apex controllers and apex triggers to develop custom business logic.
* Integrated homegrown lead scoring and evaluating administrations with Salesforce to help qualify the leads. Utilized Jitterbit Harmony to match up information amongst Salesforce and outside frameworks.
* Configured outbound messages to advice outside frameworks on Salesforce occasions.
* Experienced in deploying from sandbox to production using ANT tool.
* Implemented SFDC CRM to deliver various reports in departments of Administration, Development and Marketing.
* Created process flows utilizing the software development life cycle and agile development methodology.
* Created various Summary Reports, Matrix Reports, Pie Charts, Dashboards and setup Report Folders to authenticate users based on their profiles with permissions and Configured Salesforce.
* Created data validation rules and formulas as per business requirement. Created workflow rules to automate tasks, email alerts, field updates and time-dependent actions.
* Created Lightning Apps by 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.
* Worked on Salesforce Lightning UI by working on Visualforce Components, Visualforce Pages in Salesforce using Lightning Design System.
* Customized Salesforce by creating Apex Classes, Triggers, and Custom Controllers implementing complex code for retrieval from Salesforce to Visualforce pages.
* Customized Marketing Cloud Objects Scheduled and managed marketing email sending with Salesforce Marketing Cloud.
* Used Data loader for the upload of large volumes of data.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Handled administration, maintenance and support of Salesforce modules for users through JIRA ticketing tool.
* Worked on Salesforce.com integration with External JAVA Applications to capture Accounts, Contacts and using REST API by configuring Connected App.
* Used GitHub, Jenkins for code migration from Personal Sandbox to Dev and used ANT tool to migrate from Dev to QA.

**Environment:**Salesforce.com CRM Application Platform, Workbench, Reports, Dashboards, Workflows, Approval Processes, Salesforce Lightning, Marketing Cloud, Communities, Visualforce, Apex Classes, Triggers, JIRA, Data Loader, SOQL, SOSL, Integration, Web Services, REST API, GitHub, Jenkins, Force.com IDE.

**Salesforce Developer/Administrator**

**LUPIN**

**Mumbai, MH – India** **Feb 2013 – June 2016**

**RESPONSIBILITIES:**

* Analyzed complex user requirements, procedures, and problems to improve existing System design.
* Designed and developed customer solutions in Visual Force, Apex, Lightning, D/HTML, CSS, JavaScript, and other Technologies.
* Developed end to end application components involving business layer, persistence layer, and database and web services layer.
* Involved in all the phases of SDLC including Requirements gathering and analysis, design, implementation and customization of application.
* Created UML diagrams such as class, sequence diagrams by analyzing use case diagrams.
* Developed various UI screens using HTML, CSS, JavaScript, JSP and Servlets.
* Used JavaScript front end validations.
* Implemented Model View Control (MVC) architecture using Struts Framework.
* Responsible for developing JSP pages using struts custom tags.
* Responsible for retrieving and updating the data in the database using JDBC.
* Wrote SQL queries and PL/SQL procedures for JDBC.
* Responsible for unit, integration and functional testing using JUnit.
* Build and deployed the application into Tomcat server using Apache Ant tool.
* Writing code for printing of Report pages in HTML format and Microsoft Excel files.
* Involved in bug fixing of development and production issues.
* Provided support to the onshore team during different test phases from time to time.
* Created many app pages, home pages integrating the custom components for salesforce lightning and salesforce1 mobile app. Developed Salesforce.com custom application using Apex, Visual force and AppExchange.
* Experience in building reusable UI components and pages with Lightning component framework
* 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.
* Upgraded some Apps from Salesforce Classic to Lightning experience to develop rich user interface and better interaction of pages.
* Responsible for the overall layout design that meet cross-device compatibility using Bootstrap, color scheme of the web site using HTML5, and CSS3 and Responsible for creating detailed wire frames and process flows.
* Involved in writing application level code to interact with Restful Web APIs, Web Services using AJAX, JSON, XML and jQuery.
* Written Apex classes, Controller, Extension Controllers and Apex Triggers in the application for various Business/functional requirements.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects. Automated the business processes using out-of-the-box tools and services of Lightning Experience.
* Using Lightning Experience created Summary reports, Matrix reports, Charts and Dashboards for better interaction of sales reps using SF1 mobile app
* Developed custom UI using CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Experience in implementing MVC patterns in salesforce.com customizations.
* Used the various sandbox for development.
* Involved in developing salesforce Lightning applications using Lightning Components, Controllers and Events and used custom CSS in the components.
* Installed salesforce Lightning inspector for chrome browser as an extension for debugging JavaScript code.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Good experience in implementing best practices and coding techniques.

**Environment:** Salesforce Unlimited Edition, Service Cloud, Sales Cloud, Salesforce Communities, Apex, Visual Force (Pages, Component & Controllers), Lightning, JQuery, JSON, HTML5, CSS3, JS, Bootstrap, Angular JS, Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Eclipse/Force.com IDE, DocuSign