**Megha Gupta**

**Sr. Salesforce Developer**

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**Professional Summary:**

* Over 7+ years of IT experience and 5 years as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well.
* Extensive experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
* 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.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
* Proficient in dealing with functionalities related to Sales Cloud & Service Cloud, Marketing Cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experience with SFDC Service console, customer portal, case management, knowledge base, and customer communities and service account management.
* Good insight in to the Health and Financial Domain.
* Developed and recommended CRM roadmap for customers in the Financial Domain
* Experience working in agile methodology, Scrum methodology, Waterfall model and Test-driven development.
* 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, and MS Outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, and 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, and REST).
* Expertise in customizing standard Objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts)and Dashboards and Report folders for different user profiles as per the requirements.
* Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like Pick-list, Field Dependencies, Custom Formula, and 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.
* Exposure to Apptus and SteelBrick, developed POC’s in Apptus CPQ and SteelBrick CPQ.
* Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with SteelBrick CPQ.
* Excellent communication and inter- personal skills, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce.com based development enhancements and implemented Lightning applications from the scratch.
* Setting up Service Cloud Console, Cases (Web to Case, Email to Case), Solutions, Case Assignment and CTI Integration.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, App Builder and creating Visual Workflows, Salesforce support communities and Chatter groups.
* Built reusable UI/UX components with Lightning component framework.
* Strong experience with source control tools Git, Bitbucket, Source Tree, built Salesforce code from the repository.
* Knowledge to work on Salesforce Wave Analytics (Einstein) product.
* Experienced in Object Oriented Analysis and Design and Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**Technical Skills:**

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| **CRM Tools:** | Salesforce.com |
| **Salesforce Technologies:** | Apex Classes, Test Classes, SOQL, SOSL, Visualforce, Lightning pages (Pages, Component & Controllers), ETL, S-Controls, Triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Sandbox Development and Testing. |
| **Salesforce API Tools:** | Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader |
| **Languages:** | C, C++, Java, PL/SQL, Apex, Ajax, C# |
| **Operating Systems:** | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008 , Macintosh, Linux, Unix |
| **Operating Systems:** | Win 9x, Win 2000/2003, Win XP, Win 7 |
| **Web technologies:** | Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, JQuery, OOD. |
| **Version Control Tools:**  | CVS, Clear Case, Subversion, VSS |
| **Web services:**  | SOAP, Cast Iron, WSDL, XML, JSON, REST |
| **Databases:** | MS SQL Server 7.0, Oracle 10g/9i/8i, MS Access |

**Education Details: Bachelors in Computer Science.**

**Professional Experience:**

**UC Health - Aurora CO Sep 2019 – Till Date**

**Sr. Salesforce Developer**

**Responsibilities:**

* Involved in requirement analysis, designing and development using AGILE methodology to implement the application.
* Performed the role of Salesforce Developer in the Organization.
* Implemented Single Sign-On (SSO) in multiple Salesforce instances using SAML 2.0 and OAuth 2.0.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Worked on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.)
* Developed Lightning Component Framework and also built Lightning component using aura framework.
* Developed different Segment for the customer data hub to transfer to Salesforce Marketing Cloud, Experience working with Marketo tool in order to avoid duplicate Leads/Contacts to be entered into Salesforce.
* Created Lightning Web Components (LWC) using HTML, JavaScript and JEST test and deployed them through visual studio code to scratch orgs.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Familiar with Salesforce latest product launches including Wave Analytic.
* Developed wave dashboards using Salesforce platform as the backend.
* Designed and developed SFA based application on Force.com platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Expertise in Lightning app builder (Salesforce1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Written Apex classes to make an outbound integration to external application by generating necessary Apex stubs from WSDL using WSDL2Apex.
* Implemented sales Cloud, service Cloud and marketing Cloud using Pardot.
* Worked on Salesforce standard objects (accounts, contacts, leads, and opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Creating SFDC reports (functional and technical documents).
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Developed applications using agile methodology.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Experience in configuring price quote (CPQ) with Apptus.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Used more than 55% of Apex for development.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.
* Creating Custom Objects and Tabs, designing Custom Fields, assigning Validation Rules and Field-Level Dependencies, Approval Processes.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Integrated Salesforce.com with external systems like Oracle and 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.
* Implemented communities and built external pages.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Very good experience of using Data loader and cleansing and de-duplicating Bulk loads.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visualforce pages which rendered based on Salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Designed Salesforce service Cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and Measure).
* Designed and implemented archiving of data using Batch Apex and Scheduling.
* Responsible for writing SOQL and SOSL queries.
* Used Sandbox for testing. Created, managed packages and migrated them between Sandboxes and Production environments for final implementation.

**Environment:** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visualforce, APEX Classes, APEX Triggers, CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web Services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**L.A. Care Health - Los Angeles, CA May 2018 - Aug 2019**

**Salesforce Developer / Admin**

**Responsibilities:**

* Developed Functional design specs and prototyping with N-tier &Layered architectures based on the analysis of business expectations and objectives.
* Implemented automated survey delivery for Marketing, Customer Support, and Professional Services utilizing Clicktools and Cvent survey systems.
* Managed and participated in all phases of the project, including Project Plans, Documentation, and Configuration.
* Track the location and status of your product inventory, warehouses, service vehicles, and customer sites with Field Service Lightning.
* Used Just to write unit tests for the Lightning web components (LWC)
* Performed fields mapping of Salesforce and Legacy CRM systems.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Depth understanding of the APTTUS CPQ, APTTUS CLM data model and functionality.
* Designed custom visual force pages for Customer Support, Sales, and Professional Services department.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created and used Email templates in HTML and Visualforce.
* Involved in Assignments Rules, Escalation rules, and Auto-Response Rules Configuration and Customization in Case Management.
* Scheduling Apex jobs for processing large records.
* Created Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security and configured their sharing settings.
* Created various custom Reports and Dashboards as per the customer requirements.
* Experience with Managing the complex data Experience in Integrating App Exchange Applications with Salesforce, Informatica On Demand, Mass E-Mail Management, Application management using Force.com Plug-in & Eclipse IDE in Sandbox and Production Environments, Working with different aspects of Web Services (XML, WSDL, SOAP,REST) & web integration with SDFC.
* Written SOQL, SOSL, Aggregate, Relationship queries in Apex classes, triggers to retrieve optimized data from sObjects.
* Provided support for Salesforce maintenance by reviewing trace logs, developing action plans and other administration services including periodic data cleansing, workflows and approvals.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Extensive experience in lead case management (Web-to-Lead, Email-to-Case).
* Designed junction objects and implemented various advanced fields like Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates, and Email generation leading to effective Web-to-Lead communication with customers and partner portals.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
* Designed System Configuration Enhancements (Dashboards, Reporting, Sharing Rules, Role Hierarchy, etc.).

**Environment:** Agile, Salesforce Unlimited Edition, Service Cloud, Sales Cloud, Apex, Visualforce (Pages, Component & Controllers), JQuery, JSON, XML, HTML 5, CSS3, JS, Bootstrap, Angular JS, Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Eclipse/Force.com IDE, Sql Server.

**AgFirst Farm Credit Bank - Columbia, SC Jan 2017 – Apr 2018**

**Salesforce Developer**

**Responsibilities:**

* Developed Apex Triggers, Apex Classes and Visualforce pages with various customizations requested by business users.
* Written SOQL, SOSL for data manipulation needs of the application using platform database objects.
* Developed Visualforce pages with java Script and Apex classes.
* Developed Salesforce.com Visualforce pages using Java script, and Ajax toolkit for client side validations and rendering sections/components based on user options.
* Used Force.com IDE for developing Apex classes, triggers, Visualforce pages, objects and validation rules.
* Created relationships among objects with Lookup, Self, Master-detail relationship and used Junction object for many-to-many relationships.
* Designed very complex Visual force pages & web forms using JavaScript, CSS3, Bootstrap, HTML 5, JQuery, Angular JS and Controllers.
* Used Data Loader to perform CURD operations and bulk import or export of data from Salesforce.com to files and vice-versa using comma separated values CSV files.
* Integrated Salesforce with Informatica on Demand for the proper mappings and extraction and transformation of data.
* Created various reports summary reports, matrix reports, pie charts and dashboards and Report Folders to assist managers to better utilize Salesforce.
* Created workflow rules and defined actions like Tasks, Time-Dependent actions, Email Alerts and Field Updates to implement business logic.
* Administration experience in creating roles, profiles, user accounts, permission sets and assigned to different roles to users.
* Designed custom visual force pages for Customer Support, Sales, and Professional Services department.
* Written triggers to process inbound emails from customers to automatically create new Case records.
* Migrated components across various other SDLC environments like QA, UAT and Production environments using Force.com Migration tools, change set and work bench.
* Implemented Salesforce.com dashboards as per business requirements.
* Involved in SFDC application support for end users.

**Environment:** Salesforce.com platform, Sales Cloud, Service Cloud, Apex classes, Triggers, Visualforce pages, Controllers, Data Loader, Demand tool, Workflows, Approvals, Custom Objects, Tabs, Page Layouts, CSS, HTML, Java Script, Reports, Dashboards, Eclipse IDE Plug-in, Windows.

**Delta Dental – San Francisco, CA Nov 2014 – Dec 2016**

**Salesforce Admin**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Worked with Salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Reports, and Dashboards.
* Established relationships between various objects using Master Detail relationship, Look up relationships and created the Junction objects.
* Developed and configured Custom Reports and Report Folders for different user groups and also configured the Analytic Snapshots for the sales performance and lead generation statistics.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Created user Roles and Profiles, Security controls, Sharing Settings, audit trail setup and also configured Field level security for different profiles.
* Created the Validation Rules, Workflows for automated lead routing, lead escalation and email alerts.
* Created Queues, Public Groups and Email Templates.
* Created and customized Page layouts for standard and custom objects.
* Involved in Data migration, Data Imports using Data loader and Bulk API.
* Implemented Web to Lead, Web to Case functionality.
* Maintenance of data entry standards & data integrity process.
* Build& monitor standard analysis and reporting for marketing campaigns.
* Performed mass imports and exports of data.
* Communicated with users in the organization using chatter, shared files and feeds.

**Environment:** Salesforce.com, Force.com IDE, Developer Console, SOQL, Apex, Visualforce, Force.com Data Loader, Page Layouts, Visual Force Controllers, Extensions, HTML, CSS.

**Cyient - India Jun 2013 – Oct 2014**

**Java Developer**

**Responsibilities:**

* Participated in day-to-day meetings, status meetings, strong reporting and effective communication with project manager and developers.
* Attending daily Scrum meetings as part of agile practice.
* Translated visual designs into meaningful user experiences using various presentation layer technologies including HTML, JavaScript and Servlets.
* Involved in developing presentation tier as HTML, Java Server Pages using Struts MVC Framework implementing Struts validator, Tiles and Struts Internationalization.
* Developed the application using Struts Framework which is based on the MVC design pattern.
* Created GUIs for applications and applets using SWING components and Applets.
* Implemented the project using JSP and Servlets based tag libraries.
* Created and consumed SOAP Web Services using JAX-WS.
* Performed unit and integration testing on all java classes.
* Worked with GIT for version control.
* Deployed applications on Linux client machines.
* Source code was maintained using Visual Source Safe (VSS).

**Environment:** Java, Servlets, Struts, EJB, JSP, HTML, CSSs, SWING, APPLET, SQL Server 2000, Ant, WSDL, REST, Eclipse, SVN, Linux.