**RAJALAKSHMI SUBRAMANIAM**

Senior Salesforce & Vlocity Developer

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**Professional Summary**

Sr. Salesforce & Vlocity developer having proven hands-on experience with strong technical skills and application knowledge

* **Around 12+ years of strong experience** in **Software Development Life Cycle** including Business architecture, writing business requirements, Process modelling, Risk analysis, functional requirement, scoping, impact analysis, process design, system configuration, testing, deployment, post go-live support and maintenance of **Salesforce, Vlocity, Siebel CRM applications & Implementation**.
* Hands on experience in implementing **Sales** Cloud, **Vlocity** (Cards, Omniscript, Integration Procedure, Data Raptor), Vlocity **CPQ**
* Participate in storyboarding and solution design sessions. Recommend alternate approaches, define technical impacts, and provide sizing estimates. Work closely with internal stakeholders to ensure that Salesforce aligns with business requirements and takes a proactive approach in continuous improvement of our Salesforce applications. Worked in **SFDX** model as well as **eclipse** IDE along with **Git**.
* Created Permission Set, Lightning Apps, Custom tabs, Metadata, Custom labels, Custom Objects, Custom Fields, **Record Types**, **and Lightning flows**, Data Validation Rules, Custom Tabs, Page Layouts and Reports, **Lookup & Master-Detail Relationships**, **Junction** Objects.
* Created Page **layouts, search layouts** to organize fields, **custom links, related lists** and other components on a record detail and edit pages. Worked on **Custom objects, Custom settings, Validation rules, Lightning Process builder Lightning Flows, Formula** fields.
* Experience in building complex UI using **lightning Web components/Aura Components**, controllers, helper and CSS and built custom controllers to read & write data into Salesforce standard/custom objects.
* Designed junction objects and implemented various advanced fields like pick lists, custom formula fields, field dependencies, validation rules, writing Workflows, Process Builder, sharing rules and approval processes for automated alerts, field updates, and email generation according to application requirements using Vlocity
* Created **APEX class** to make external web service callouts using REST APIs with **continuation** calls, insert and validate data.
* Knowledge of **SFDC standard Data structures** and familiarity with **designing Custom Objects, custom fields**. Analysing requirements, **Entity Relationship diagram (ERD)** and implementing them to Salesforce objects, **master-detail relationships, lookup relationships**.
* Proficient in using meta-data migration tools like **VS Code** and **Force.com IDE**.
* Experience in developing **Apex Classes, Triggers**, **SOQL, CSS**, **HTML**, **Javascript**, **Webservices** and **SOSL** Queries.
* Extensive experience in EAI – Integration Workflows, Web Services , Integration Objects, Siebel Adapters, EAI Transport Adapters, VBCs, SOAP, WSDL
* Good working knowledge in Onshore and offshore development model, CMMI Level 5 practices and Agile Development Methodology with SCRUM Process.
* Have a high degree of ability to interact with end users with proven ability to understand end-user requirements and translate them into Salesforce/Siebel technical components.

**Technology Worked on:**

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| Salesforce Skills | Salesforce Custom Objects, Fields, Lookup, Formula Fields, Master Detail, Junction, Validation rules, Workflow rules, Process Builder, Flows, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Apex Web Services, REST, Lightning Web component, Aura Components, Lightning Event.  SFDX Commands |
| Salesforce Tools | VS-Code, Salesforce Workbench, Force.com Data Loader |
| Siebel Skills | Siebel Configuration, Scripting, EAI, HTTP Integration, Web Service, EIM, Workflows, Siebel Administration, Business Services, Runtime Administration, Event Managements, DVM, Business Service, OpenUI etc. |
| Languages | HTML, Javascript, CSS, PL/SQL |
| OS | Windows 98/2000/XP/NT, Vista, Windows 7 |
| RDBMS | Oracle 11g, MS-SQL Server, Force.com DB |
| Applications | MS Word, Excel, PowerPoint, Project Plan, Visio, TOAD, Oracle SQL Developer, VSS, SVN, Clear Case, Clear Quest,SQL \* PLUS, Microsoft Project server, Jira, HP Quality Center, ADM, Snipping Tool, Git, Bit bucket |
| Domain Expertise | Communication, Financial Banking, Investment and Wealth Management, healthcare, Public Sector |

**Professional Highlights:**

1. ***Senior Salesforce Developer 05/2020 to Till Date***

***ARMO Consultants Ltd Parsippany, NJ***

***Clients:*** *CRMantra*

**Responsibility**

* ***Worked on requirement analysis, design and provided estimates for various change requests.  
  Written Algorithms before solution development to create a reusable Apex Classes, lightning components.***
* ***Written Java Continuation, Http Request/Response methods, Apex wrapper classes to integrate with External REST Api as well as configured Remote Site Settings, Named Credential, Connected App configurations. Maintained Dynamic Integration Settings using Custom Metadata.***
* ***Created unique Trigger framework which calls Apex classes dynamically based on the object setup.***
* ***Created customizations including Apex Classes, Triggers, Custom Objects/Fields(Lookup, Master-Detail), Page Layouts, Record Types, Process Builder, flows, Tabs, SOQL, Applications, User Profiles, Roles, Permission Set, validation rules, to build new application functionality in the Salesforce platform.***
* ***Expert level hands on on Lightning/Aura components, Lightning web components, Event registration, handlers, HTML, CSS and javascript for performing logic in the actions.***
* ***Integrated salesforce with facebook***
* ***Rendered Multiple HTML templates using LWC for ConfigUI Project.***
* ***Dynamically created and invoked Aura components based on user's choice of selection.***
* ***Created lightning Application events to communicate between lightning components.***
* ***Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.***
* ***Configured Products and associated pricing using Vlocity Product Console.***
* ***Configured Vlocity omniscirpts, Integration Procedure, Dataraptor to implement the replace device flow based on business requirements.***
* ***Invoked dataraptor from Apex class.***
* ***Created namedspace and generated managed packages to deploy the solution to the clients environments & supported transaction issues.***
* ***Well versed with custom HTML templates for use in Vlocity Cards and Omniscripts.***
* ***Working on migration of Vlocity Components using Data Packs and Salesforce components using Changesets.***

**Environment & Tools:**

***Agile-Scrum methodology, Saleforce.com platform, Apex, Triggers, SOQL, Custom Tabs, Lightning/Aura Components, Lightning Web Components, HTML, CSS, Javascript, Algorithm, Vlcoity, Omniscripts, Dataraptor, Integration, Data Packs, Lightning App Builder, REST Api, Continuation, Http Methods, CPQ.***

1. ***Salesforce Developer 07/2016 to 05/2020***

***Tata Consultancy Services Pittsburgh, PA***

***Clients:*** *PNC Bank*

**Responsibility**

* ***Responsible for requirements gathering from business users and prepare technical requirement specification document Implemented Agile Methodologies in developing SDLC.***
* ***Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.***
* ***Created multiple Aura/Lightning Web Components, added CSS and Design Parameters that makes the Lightning component look and feel better.***
* ***Leveraged APEX Controller to make a call for external requests to retrieve data from various API's and displayed them on to the component.***
* ***Developed custom Sharing Rules (Owner, Critieria), OWD, Role Hierarchy.  
  Worked on Salesforce Lightning Process Builder to easily automate Business Processes.***
* ***Developed re-usable UI Components with Lightning Web Component Framework.  
  Created lightning out app and created LWC components dynamically based on configurations***
* ***Used custom events and ES6 higher order functions in the LWC components to make responsive & dynamic as per user actions.***
* ***Designed & developed custom Lightning/Aura components and used Lightning design system (SLDS) to develop dynamic and responsive forms for desktop and mobile devices.***
* ***Worked on Lightning Process builder flows, process builders, approval processes and quick Action.***
* ***Designed and developed Apex Classes, Controllers, extensions and Apex Triggers***
* ***Developed test classes in Apex for the new code to ensure the requisite code coverage for production deployment.***
* ***Worked on all configuration tasks ranging from standard object, custom objects, workflows, validation rules***
* ***Followed best coding principles and always written the code within the Salesforce governor limits.***
* ***To Provide effective solutions, removed several static values and developed the Idea of using Custom settings and custom Metadata.***
* ***Integrated salesforce data with external systems with salesforce REST Web Services for Inbound classes and used Http Request methods to call external application RESTAPI.***

**Environment & Tools:**

***Agile-Scrum methodology, Saleforce.com platform, Apex, Triggers, Custom Objects, Custom Fields, Lookup Relationship, Master-Detail Relationship, List Views, Sharing Rules, Profiles, Users, Public Groups, Permission Sets, Data Migration, SOQL, Custom Tabs, Workflow & Approvals, Data Migration, Record Types, Page Layouts, Validation Rules, data loader, Lightning/Aura Components, Lightning Web Components, HTML, CSS, Javascript, Lightning App Builder, REST Api, Continuation, Http Methods.***

1. ***Salesforce Consultant/Developer 10/2014 to 06/2016***

***ARMO Consultants Ltd Parsippany, NJ***

***Clients:*** *Speciality Insurance, WCB, Eagle creek, Optum*

**Responsibility**

* ***Worked with Business System Analyst to provide recommendation and designed the Best Solutions***
* ***Developed various Apex Classes, Triggers, Custom Objects, Lookups, Master-Detail, Picklist, Multi-Picklist, Rollup Summary, Formula Fields, Page Layouts, Record Types, flows, Tabs, SOQL, Applications, User Profiles, Roles, validation rules, Related Lists, VisualForce Pages and Controllers.***
* ***Developed and deployed workflows and approval processes for custom objects for different request types as per the requirement.***
* ***Reengineered APEX code already in production to optimize trigger-based transactions for performance and speed as well as to work seamlessly with governor limits.***
* ***Enhanced Apex Class and VisualForce Page to create a custom Related List, showing activities for selected contacts or clients.***
* ***Created and maintained Reports and Dashboards to provide fast access to key business metrics.***
* ***Used Apex Data Loader to Insert, Update and Import data from Microsoft Excel into Salesforce.com.***

**Environment & Tools:**

***Agile-Scrum methodology, Saleforce.com platform, Apex Language, Triggers, Custom Objects, Custom Fields, Lookup Relationship, Master-Detail Relationship, List Views, Sharing Rules, Profiles, Users, Public Groups, Permission Sets, Data Migration, SOQL, Custom Tabs, Workflow & Approvals, Data Migration, Record Types, Page Layouts, Validation Rules, Reports, Dashboards, data loader.***

1. ***Senior Software Developer 09/2010 to 09/2012***

***Infosys Technologies Ltd Chennai, India***

***Clients:*** *Sanofi, Telstra*

**Responsibility**

* ***Participated in Customer Business Requirement gathering meetings to understand the expected Siebel system behaviour.***
* ***Participated in the CyberSource Product demo to understand the CyberSource Product features and limitations.***
* ***Field study on existing Siebel Credit card transaction management and performed the Impact analysis and Gap Analysis***
* ***Designing the Business process architecture with stakeholders and organized the Conference Room pilots (CRP) for the process walkthrough with the Business team.***
* ***Written/walk-through the Business/Functional Requirements based on the BR and customer meetings.***
* ***Worked on the POC to showcase the Siebel-CyberSource to-be process flows, to understand the product limitations.***
* ***Prepared and\or reviewed HLD (High Level Document), DLD (Detailed Level Design Document) for Configuration.***
* ***Developed Symbolic URL method to bring the Cyber Source Credit card Authorization page (JSP) and involved in testing***
* ***Implemented the Cyber Source integration using Siebel EAI by importing External system WSDL/XSD into Siebel and creating Siebel Integration Objects, Proxy Business Services, and Web Service Administration.***
* ***Created Complex Workflows, eScript and Business Service to send/Receive data from Siebel.***
* ***Used Siebel Java Data Bean technique to update the CyberSource response in Siebel using Java script.***
* ***Configured new BC, BC user properties, BO, Applets, Views to support the new Credit card system implementation.***
* ***Performed Unit testing/System Testing/Integration Testing on the application***
* ***Production and post-production support***

**Technologies Worked on** ***Siebel Configuration, Siebel eScript, EAI, Data Maps, Webservice, Integration Objects, WSDL, XSD EIM, Workflow, Business Service, PL\SQL, etc***

1. ***Technology Analyst 01/2007 to 08/2010***

***Infosys Technologies Ltd Chennai, India***

***Clients:*** *Bank of America, Reed Elsevier*

**Responsibility**

* ***Participated in Customer Business Requirement gathering meetings to understand the requirements for Siebel UI & partner system integration***
* ***Preparation of High level design, Detailed Design, and Low level design and organizing the design review***
* ***Created Complex Workflows, eScript and Business Service to send/Receive data from Siebel.***
* ***Customized the Siebel Application by Siebel configuration, scripting, business service, workflow, EIM, Application administration, run-time administration, etc using Siebel Tools and Application.***
* ***Modified the Siebel Objects& User Interface layer to suit the business requirements.***
* ***Created BC, BO, Joins, Links, Static & Dynamic pick lists, eScript, Workflows, Policy, Runtime Events, Drilldowns, Toggles, Applets (Pick, MVG, Shuttle), Views, Screens to support the new business process.***
* ***Extensive experience in Siebel EAI – Integration Workflows, Web Services , Integration Objects, Siebel Adapters, EAI Transport Adapters, VBCs, SOAP, WSDL***
* ***Performed Unit testing/System Testing/Integration Testing on the application***
* ***Code Walkthrough to client technical team***
* ***Onsite and Offshore Co-ordination***

**Technologies Worked on** ***Siebel Configuration, Siebel eScript, EIM, Workflow, Business Service, PL\SQL, etc***