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**Priya S**

**Sales Force Developer/ Administrator**

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**Summary:**

* Over 9+ years of professional experience in Salesforce CRM platform as a developer with administrator experience.
* Experience working across various SFDC implementations covering **Sales Cloud**, **Service Cloud, community cloud** applications.
* Designed various Custom Objects, Custom Fields, Page Layouts, Custom Tabs and Record Types as per the requirements.
* Proficiency in SFDC Administrative tasks like creating **Profiles, Roles, Users, Email Services, Approvals Processes, Workflow Rules, Validation Rules, Reports, Dashboards, Tasks Events**.
* Extensive experience in **data migration** and **integration** using **Data Loader** and **Informatica Tool.**
* Expertise in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline 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.
* Experience implementing all modules of eCommerce (Product Information, Content Management, Order Management, Pricing and Promotions in both **B2B, B2B2C** environments.
* Proficient in designing **Custom Formula Fields, Roll up summary, Field Dependencies, Field Updates, and Email generation** according to application requirements.
* Knowledge of **Apex Trigger, Apex Class, Apex Test Methods, Visualforce Pages, SOQL, SOSL, Web Services**.
* Worked on designing and developing **Lightning Community Builder** and developed **Lightning Components** using **aura framework and web components**.
* Configured and maintained **user security permissions** according to organizational needs.
* Involved in **data-mapping and migration** of data to **SalesForce.com Objects and fields**.
* Integrated and Configured Salesforce for Outlook.
* Experienced in **Marketing Cloud** and events that trigger data updates in the customer contact record.
* Created customer journey maps to visualize touchpoints and build interactions across every part of the company so that sales and service teams are pushing the same message as marketers across your website, ads, social media, email, mobile, and apps.
* Used templated for welcome emails for new subscribers and abandoned cart emails for customers.
* Experience in creating leads in Salesforce, convert leads into contacts & opportunities, or schedule follow up tasks for your sales team.
* Ability to effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally.
* An effective team player with excellent problem solving and interpersonal skills.
* Strong leadership abilities and a quick learner to new concepts and applications.
* Strong written and verbal communication skills.

**Educational Details:**

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| **MS (Management in Information systems)** | La Roche Univ, Pittsburgh, PA, 2018 |
| **B.E(CSE)** | Anna Univ, Tamil Nadu, India, 2010 |

**Technical Skills:**

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| **CRM** | Salesforce |
| **Salesforce Technologies** | Workflow & Approvals, Reports, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects |
| **Languages/Scripting Languages** | Transact SQL, C, C+, Java, HTML, VB Script |
| **Databases** | Oracle 10g, SQL Server 2000/2005/2008, MS Access |
| **Version Control Systems** | CVS, GIT, SVN |
| **Web Technologies** | HTML, JavaScript, jQuery, CSS, XML. |
| **Tools** | SQL Server management Studio, SQL Profiler, Performance monitor, Microsoft visual studio2005 / 2008, Microsoft Office Suite |
| **Load Testing/ Defect Tracking Tools** | LoadRunner, Test Director |
| **Operating Systems** | Windows XP, Windows NT |

**Professional Experience:**

**Sales Force Lightning Developer**

**ADP, Roseland, NJ Aug 2018 to Present**

**Responsibilities:**

* Involved in identifying, planning, and implementing new salesforce.com features and functions (**new screens, workflow, force.com objects, and reports, apex code**) to meet business requirements.
* Performed a key role in building and planning the capabilities of the SFDC team.
* Created **users, roles, public groups** and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Sound knowledge of ETL operations data import/export operations using various SFDC supported tools including **Jitterbit, Dataloader.io,** etc.
* Created custom Visualforce pages using **HTML, CSS, JavaScript, jQuery**
* Created modern Enterprise Lightning Apps combining **Lightning Design System, Lightning App Builder** and **Lightning web Component, salesforce support communities and Chatter group** features.
* Enhanced in **Communities** by adding new fields, field sets using Salesforce lightning.
* Implemented **communities** and built external pages.
* Expertise in different WCS store Models (**B2B, B2C,** Supply Chain and Demand Chain) models.
* Experience working across various SFDC implementations that are covering **Sales cloud and Service Cloud.**
* Brought your functional or technical expertise to form part of delivery team designing and implementing **software as a service (SaaS) solution.**
* Working on Zuora and **CloudCraze** development and Admin module.
* Working in integration of Salesforce portal with Ecommerce(**cloudcraze**).
* Design Solution of Salesforce Portal. Worked on **Cloudcraze** and Salesforce. Working on Pardot. Created Engineering Portal on Salesforce.
* Working on Salesforce portal and integrated Salesforce portal with Cloud craze. **Single Sign of Portal** using SiteMinder and Microsoft Azure.
* Expertise in **configuring** **Single Sign On** with WebSphere Application Server
* Build B2B and Confidential application through Salesforce and Cloud Craze.
* Integration of **ELOQUA**-SFDC.
* Integration of Eloqua to Data warehouse.
* Integrating On-premises applications TIBCO/Data warehouse with **Eloqua.**
* Collaborated **partners directly on sales records**, easily track revenue, monitor pipe generation to reduce deal friction.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning web component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Good experience **configuring** FIM on SAM 9 appliances.
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Enabled **Aura Framework, by adding Aura Attributes and Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in **JavaScript** Controllers by adding reusable functions in **Helper** Component.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Worked on **Lightning Process builder flows, Connect API, Chatter, and quick Action**.
* Built Lightning web Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Implemented the Web Services through **WSDL** in the **Salesforce.com** for outbound messaging.
* Worked on **Integrating SAP** and Salesforce systems using **SOAP and REST API's**. Configured **APTTUS Quote-To-Cash** and Contract Lifecycle Management
* Experienced in working with version control systems like GIT and used Source code management client tools like **GitHub.**
* Modified records to a file or set of files by using **branching, pull request, commit message, merging and their different proper conventions** over time.
* Conducted & managed weekly, and bi-weekly agile sprints with teams’ sizes over 10.
* Used Scrum **Agile Methodology** in my work (Daily Scrum Meeting, Planning Poker, Sprint Backlog, 1on1 meeting)
* Developed application and gained expertise on Agile Software delivery.
* Worked with **Conga Composer** to generate Word, Excel, and PowerPoint documents for various purposes like client documentation for product guidelines to presentation and data representation in front of future clients.
* Handled various support issues and defects on day-to-day basis and updated **JIRA** and HPQC accordingly.
* Handled Regression testing for various scenarios and logged the bugs in **JIRA**.

**Environment**: Saleforce.com platform, Force.com, Apex Language, community cloud, CSS, JIRA, HTML, Visual force Lightning Design System, Aura Framework, Lightning App Builder and Lightning web Components, Data Loader, Apex Triggers, Reports, Sales cloud, Service Cloud, Email Services, Security Controls, Eclipse IDE Plug-in, Apttus CPQ, SOQL, SOSL, SOAP, REST, GIT. Visual Studio, SASS, jQuery, Conga Composer, Dataloader.io, Jitterbit, Eloqua, Lightning Process builder flows, Lightning Experience, Lightning Application.

**Sales force developer**

**CVS Health, Woonsocket, RI Sep 2017 to Jul 2018**

**Responsibilities:**

* Created custom objects, **Visual Force pages, triggers, validation rules** by using Apex as per Customer requirement.
* Involved in creating UI **using Lightning web Component Framework**.
* Migrated large volumes of external data on to Salesforce.com **using Jitterbit and Apex Data Loader** as part of data management functions.
* Worked on **SOAP** based web services for integrating backend third party applications using normal callouts and callouts using continuation framework (**Apex Asynchronous callout framework**).
* **Used Community cloud** to build deeper relationship with customers to provide better service and assist through online.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, **community portals**, SSO, Canvas applications and metadata API.
* Worked on Salesforce **Community cloud** like how to engage with employees, customers, partners.
* Planned **community rollout** framework as four step - cyclic process (Establish, Manage, Engage and measure).
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Quotes, Cases, Orders, Products, Price books, Territories, Chatter, Reports and Dashboards.
* Created custom application for Service Contract Management.
* Configured Customer and seller **communities**.
* Developed custom visual force pages for **communities**.
* Expertise with Salesforce **customer communities** and lightning process builder.
* Developing and maintaining Customer communities
* Multi-org experience with customer communities and 1000+ users (Laureate has currently 5 orgs, 2000+ users with multiple **communities**).
* Refracted the Work Item Logic in Consulting Application and wrote test classes for functional testing and code coverage.
* Worked on Maintenance for the **Client connect Application (Lead Management**) and in converting Notes Application to force.com applications.
* Active Involvement in **UAT**, production deployment and hyper care support.
* Designed, and developed the Record Types, Report Types, Formula fields, Page layouts, workflow rules, tasks, Field Updates, emails, and alerts to track customer related tasks and activities.
* Integrated using **SOAP** based web services by generating the stubs from the **WSDL files for extracting** the data from the homegrown applications by using the homegrown web services.
* Integrated with third party applications using sales force web service callouts and Tested the web services using SOAP UI.
* Created custom controllers implementing complex code for **Sales Force, VF pages**.
* Experience writing **SOQL and SOSL** statements within **custom controllers, extensions, and triggers**.
* Used the Debug Log and System Log Console to catch exceptions.
* Worked with exceptional handling and displaying custom error message for effective end user interactive experience using visual force pages.
* Created **custom components** to be used in **Visual force pages and Visual force email templates**.
* Wrote Test Classes for every written code using Assertions which helps for code coverage and Functional Testing.
* Created **Ajax Components for building custom animations** required in Visual force pages using different scripting codes like CSS etc.
* Worked on **Bulk Triggers, Nested Queries and Future methods** by calling it from **triggers**.
* Wrote **batch classes**, which can be invoked programmatically at runtime using **APEX**.
* Created Custom settings for implementing complex Apex code and VF pages instead of using hard coded strings.

**Environment**: Saleforce.com platform, Apex Language, community cloud, Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Dataloader.io, Jitterbit, Eclipse IDE Plug-in, Windows XP.

**Sales Force Developer**

**ACT, Iowa City, IA May 2016 to Aug 2017**

**Responsibilities:**

* Developed Apex Classes, Controller Classes **and Apex Triggers** for various functional needs in the application.
* Migrated data from external sources and performed Insert, Delete, Upsert & Export operations on millions of records. Designed and developed Service cloud and Integration.
* Designed and developed **SFA based Application** on Force.com platform in Salesforce.com environment with Apex programming language as backend and Visualforce Pages as user interface.
* Experience working across various **SFDC implementations** that are covering Sales cloud, Service Cloud and Apttus CPQ.
* Customized **User Roles, Role Hierarchies, Profiles and Sharing settings** to ensure that the protected data is available only to the authorized users.
* Experienced with **Oracle CPQ (**Configure-Price-Quote), for creating Quote proposals.
* Implemented **CPQ System** to improve user experience in the Quoting process using Salesforce.
* Created **Templates, Approval Processes, and Approval Page Layouts and defined Approval Actions** on them to automate the processes. Created **Workflow Rules and defined Related Tasks, Email Alerts and Field Updates**.
* Worked with **SOQL, SOSL queries** with Governor Limitations to store and download the data from Salesforce.com platform database. Configured Chatter for the Users in the Organization for collaboration.
* Implemented **Sales cloud** and incorporated enhanced features as required to streamline Business Process.
* Worked with Business on Design and Implementation of Product catalog and product attributes to expose **on CPQ application.**
* Worked on **Apttus Advanced Workflow approvals, Apttus order management, created agreement wizards, validation rules, contract templates.**
* Implemented **Data Loader** through the Command Line Interface to extract the data from database.
* Extensively involved in **Data Migration** from three legacy systems to Salesforce.
* Worked on **Apttus support project** to solve ongoing bugs/issues/enhancement on another project.

**Environment:** Salesforce.com, Force.com, Apex Classes, Apex Triggers, Apex Controllers, Visualforce Pages, Eclipse, SOQL, SOSL, Service Cloud, Sales Cloud, Apttus CPQ, Rest API, Soap API, Chatter, Data Loader, Data Migration, Page layouts, Roles, Custom Objects, Pick lists, Email alerts

**Jr. Salesforce Developer**

**HSBC Bank, Hyderabad, India. Nov 2010 to July 2015**

**Responsibilities:**

* The overall roadmap looks to merge and integration of all business functions from marketing to sales to customer service and support.
* Due to the phased approach of the project, different parts of the business will realize the full benefits of the new application at varying times.
* Used **Force.com developer** toolkit including **Apex Classes, Apex Triggers** and **Visual force Pages** to develop custom business logic.
* Developed and configured **Dashboards, Reports and Report Folders** for different user profiles based on the need in the organization.
* Customized **User Roles, Role hierarchies, Profiles and Sharing settings** to ensure that the protected data is available only to the authorized users.
* Designed & Deployed the **Custom objects, Custom tabs, Validation rules, Auto-Response Rules, Page layouts,** to suit to the needs of the application.
* Used Workflows to **govern data flow across various objects.**
* Defined **lookup and master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Configured **Workflows and Approval processes** to enhance business logic.
* Created new sandboxes and deployed Components and Data from one environment to another and managed sandbox refreshes.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, Workflows, Data loader