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**Summary**

* Having **7 years** of professional IT experience in programming advancement as Salesforce **Developer** **and Administrator** with solid involvement in **Salesforce.com** which includes **Configuration**, **Customization**, **Deployment**, and **Integration** in Salesforce.com **CRM** stage.
* Extensive experience in Creating Objects, Record types, Assignment rules, Email services, Profiles and implementation of **Role Hierarchies** for **system security design.**
* **Strong IT experience in Software Development** that includes all phases of **Requirement Analysis**, **Design**, **Development**, and maintenance of Product / business applicationsincluding Cloud Based, Web Applications, Windows Applications, Web Services.
* Strong experience in **administration**, **lightening configuration**, Salesforce CRM, **SAAS** (Software as Service) and **Apex language**.

**Education:**

**IGlobal University -** Master of Science in Information Technology -Virgina USA

**Skills**

**Salesforce Technologies**: Salesforce.com platform, Apex Language, Apex Trigger, Apex Class & Apex, Visual Force, SOSL, SOQL, Email Services, Sales Cloud, Service Cloud, Community Cloud, Marketing Cloud, Lightning, Formula, Validation rules, Controllers, Controller Extensions, Users, Packages, Data Loader, Import Wizards, Workflow Rules& Approvals Process, Process Builder, Communication Templates, web services SOAP, REST.

**Custom Integration and Management tools:** Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom Settings, Custom Labels and Tabs, Account Management, Sandbox Data Loading, MS Visio, HP ALM, QC, JIRA, GIT HUB.

**Force.com Tools:** Force.com Explorer, Eclipse IDE plug-in, Apex Data Loader, ETL Data Extraction, Workbench, Force.com Apex Explorer, Apttus, ANT Migration Tool, Force.com Excel Connector and Force.com Eclipse IDE Plug-in.

**Scripting Languages:** HTML5, CSS3, JavaScript, Bootstrap, jQuery, JSON, AJAX, XML, DHTML, PHP, XHTML, Angular JS, SASS, UI Concept Modeling/Wire framing, Node.JS.Custom reports and configured Analytical Snapshots to dump the data into on a regular basis for sales performance and lead generation statistics.

**Operating Systems:** Windows 7/2003/XP/Vista/2000/NT/98, UNIX.

**Databases:** SQL Server, MYSQL, Oracle 10g/9i, MS Access.

**CERTIFICATIONS:**

**Salesforce.com Certified Developer (DEV 401).**

**Salesforce.com Certified Administrator (ADM 201).**

**Experience 01/2020-Present**

**Client: NBC Universal, NY**

**Four Bends**

**Role: Salesforce Developer/ Administrator**

**Responsibilities:**

* Head Salesforce administrator and lead Salesforce developer.
* Developed an internal Force.com application to help sales reps quickly generate **DocuSign-able** quotes. Signed document data is automatically compiled into a purchasing contract data structure.
* **Developed** and **managed Salesforce customer portal** used by 3**00** software-as-a-service licensed customers.
* Created a custom SFDC help desk **ticketing system** for **two teams**, including sales and engineering.
* Developed a **lead routing** **engine** that allows administrators to heavily customize **lead task** using an assignment object **hierarchy** instead of code.
* Created a Partner Portal in Salesforce using custom **Visualforce pages,** a complete provisioning **REST API**, and a real-time, **bi-directional sync** with our internal customer database.
* Worked on **Service Cloud** and created Customer support apps, Created Journey builder, email automation and run email campaigns.
* Designed and deployed the **Custom objects**, **Custom tabs**, Entity-Relationship data model, validation rules, **Workflow Rules**, **Process Builder**,Flows,Auto-Response Rules, Page layouts, Components for the Application.
* Worked on Various Salesforce.com standard objects like **Accounts,** Contacts, Cases, Opportunities, Products, Opportunity Line items, Leads, Campaigns, Reports and Dynamic Dashboards.
* Involved in managing daily administration tasks like multiple user setup, profiles and roles, customization of **objects, fields**, record types, **page layouts** and **validations, integration** and **data clean up.**
* Extensive experience in analyzing business requirements, **lookup relationships**, junction objects, **master-detail relationships.**
* Created and managed all **custom fields, validations, workflows, triggers, objects** and **relationships, permissions, dashboards** and **reporting**, sales processes, campaigns, record types, and applications.
* **Increased** email clicks rate by **400%,** newsletter signups by **400%**, and form fill rates by **50%.**
* Worked on Entitlements, Milestones, **Web-to-lead**, **Web-to case**, **Email-to- case.**
* Involved in **Data mapping** and **migration of data** from legacy systems to Salesforce.com Objects and fields.
* Provided training to the internal business users to use the application and develop their own custom reports.
* Customize the **Dashboards** to the track usage for productivity and performance of business centers and their sales teams.
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values **(CSV) files.**
* Used eclipse Force.com toolkit for creating **Apex Classes** and **Apex Triggers** to develop custom logic and objects.
* Written **SOQL, SOSL** query language necessary for the application in Apex Classes and Triggers.
* Used **OpenAir XML API** as a layer for the exchange of OpenAir data between the main site and peripheral programs.
* Developed **Lightning components** and **Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in creating Lighting pages inside **Lightning community builder.**
* Created the workflows for automated lead routing, lead escalation, and alerts.
* Developed Visualforce pages using components like Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link and Command Button.
* Created workflow rules and defined related tasks Worked on **Apttus CPQ** to automate sales across different locations.
* Writing **Unit test cases** with proper scenario andbest practices.
* Developed Apex test utility classes and test methods and achieved **85-100%** of code coverage across the organization by reducing test methods.
* **Increased** total leads by 350% with no increase in budget.
* Built different reusable components and libraries to support common functionality and features.
* Involved in using lightning **Process Builder** and Workflows. Worked on customization of visual force to haveLightening Experience for desktop and mobile applications.
* Implemented Salesforce **Steel brick CPQ**, enhanced functionalities to make the sales operations smoother, more aggressive and automating **quoting**, **contracting** and **billing** processes.
* Used Salesforce lightening design system **(SLDS)** and **Bootstrap** for the design of Lightning components. Built and tested single page application using **AngularJS** and the Salesforce **REST API**
* Enabled **Aura Framework** and added **Aura Attributes**/Handlers for Events / Logic & Interactions.
* Worked as a release coordinator for two teams during every deployment. Developed and trailed Demos on **Copado.**
* Designed and created Devops process for demo scratch orgs, used VS Code, GitHub, and Gearset for **CI/CD** process for code deployments, Worked on SFDX Devops process.
* Set up the process of Devops using **GitHub** and Gear set and Presented to team and given guidance to team in process of implementing with the help of architects.
* Involved in solving various **Governor Limit** issues in existing functionalities.
* Conducted **bi-weekly presentations** to the directors and top executives.
* Created test scenarios on Sandbox environment, created packages and moved it between Sandboxes and Production environments to place final implementations.

**Environment**: Salesforce.com platform, force.com IDE, workflows and triggers, data loader, web services, custom and standard object, sharing rules, apex classes, test cases - unit testing, validation rules, formula fields, Lightning Framework.

**Client: CentralSquare Technologies, Greensboro NC 07/2018-06/2019**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Head Salesforce administrator, Apex developer, and defender of data integrity for **150 users**.
* Strategically designed, built, and supported **Salesforce Lightning processes** to increase the efficiency of the organization.
* Expertise in in Salesforce.com **(SFDC) development** and implantation.
* **Developed** a Force.com application that networks CRM contacts to wealthy individuals.
* Integrated marketing automation with Salesforce to create a “**total lead and revenue tracking system**.”
* Providing technical and business support for the **design** & **deployment** of system releases and ongoing **system management and maintenance** (e.g., requirements drafting, UAT Testing, system data cleanup, training material creation and presentation).
* Proficient in databases like MS SQL Server 2000/2005, MySQL Server 5.5, MS Access, MS Excel.
* Created Lightning Components, added CSS and Design Parameters which improves performance.
* Developed **reusable UI components** and pages with **Lightning component** framework.
* Proficiency in **SFDC Administrative tasks** like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Queues, Public Groups and Email Templates.
* **Decreased** Google AdWords cost per conversions by 85% while increasing SEM leads tenfold.
* Provided development, implementation, and updating focusing on **Sales cloud** and **Service cloud**.
* Involved in creating the **Tabs**, **Links** and **Visual Force pages** to configure the application in Salesforce Managed ongoing support requests and administrative needs of users.
* Implemented Salesforce.com web services client using Sales force web services **API**, Java, **XML** and partner **WSDL.**
* Used **OAuth 2.0**, a robust authorization framework which enables client applications to use a token to access **OpenAir** through the **OpenAir XML**, **SOAP**, or **REST API.**
* Followed **Agile** **Development Methodology** for the implementation.
* Honed hands-on knowledge on dynamic binding widgets on **dashboard**, standardizing the **data using dataflow**.
* Extensive experience on **Apex Trigger**, **Apex Class**, Visualforce Pages, **Visualforce Components** & Controllers, Apex Web Service, **SOQL**, **SOSL.**
* Experience in Data Migration using Import **Wizard,** Workbench and integration tools like Apex **Data Loader.**
* Experience with **Apttus CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash.
* Created custom controllers and controller extensions while developing **Visualforce pages.**
* Involved in setting up Profiles and user provisioning; setting up theRole Hierarchy and assigning the users as per the Role with help of sharing rules at field-level and record-level.
* Maintained **users, roles, profiles, sharing rules** and **public groups** as part of managing security on SFDC.
* Assigned **Permission sets** to users to give access to various applications in the Org.
* Used the sandbox for testing and **deployed** them between **Sandbox** and **Production** environments for final implementations using **Change sets**.
* Used **Data loader** and salesforce **workbench** to insert, update, upsert data.
* Wrote **Test Plan and Test Case**. Involved directly with Test Team and did bug fixing using Clear Quest.
* Debug **Apex scripts** using **Debug Logs and System Log Console** to catch Exceptions and execute **Governor Limits**.
* Deployed components using **ANT Migration Tool** and Change Sets.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Steel Brick CPQ, Email services, AppExchange, Sales cloud, Marketing cloud, Community Cloud.

**Client: Anthem, VA**  **10/2015-09/2016**

**Role: Salesforce Developer**

**Responsibilities:**

* Develops work plans or reviews other work plan timelines and manages workflows to meet project timeframes.
* Implemented and created **users** with **permissions**, about **1000 users** nationwide on the **CRM** **platform** and provided go live support by agile methodology.
* Installed and applied App Exchange applications like Market to enhance business requirements
* Developed a **landing page** using the **Visual force**. Worked as a legacy for creating new roles and profiles in the organization.
* Integrated salesforce data with external systems by writing salesforce REST Web Services for Inbound classes and used Http Request methods to call external application REST API endpoint.
* Implemented the requirements on Salesforce.com platform and Force.com **IDE Plug-in** using **Eclipse**.
* **Deployed** Salesforce components using Inbound and Outbound **change sets** for every sprint release.
* Designed, implemented and deployed the Custom objects, Page layouts, Custom tabs, Controller Classes,
* Worked extensively on Visualforce pages, Visualforce Custom Controllers components for creating various user interfaces for different Users and Customers.
* Performed **Apttus CPQ** related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Opportunities, Quotes, Cases, Orders, Products, and Price books, Territories, Chatter, Reports and Dashboards.**
* As an Administrator, implemented various advanced fields like **Pick list Fields**, **Master-Detail Fields**, **Custom Formula Fields**, and defined **Field Dependencies** for custom picklist fields.
* Generated SOSL and SOQL statements to search the information.
* Responsible for all the activities related to configuring **Data Loader**, uploading data in **CSV files** into salesforce.com, checking for the correctness of the data.
* Involved in **data mapping** and migration of data from legacy systems to Salesforce.com objects and fields. Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization. Partner portal configuration, **UI** changes.
* **87%** of all new sales **($3.5M)** were generated from marketing leads in 2016, up from **66%** in 2015
* Worked on **ETL** tools to migrate the information from another database. Built **APIs** with Salesforce.com Apex **SOAP/REST** Services.
* Used **Jira** for tracking bugs and used Gradle with **Jenkins** for building and deploying the application to multiple environments and created Daily Rolling Log using Log4j.
* Created **ETL** test data for all **ETL** mapping rules to test the functionality of the Data Stage Mapping. Giving access to science-based pricing guidance and create quotes and proposals easier than ever.

**Environment:** Saleforce.com platform, Apex Language, Visual force (Pages, Component &Controllers), Salesforce.com Data Loader, Integration, HTML 5, CSS, Bootstrap, Web Services, WSDL, SOAP/REST, Sandbox, and production environment.

**Client: Vibra Technosys, Private, Limited Pune-India**  **09/2013-08/2015 Role: Salesforce Developer/Admin**

**Responsibilities:**

* Performed the role of Salesforce.com **Developer** and **Administrator** in the organization
* Successfully developed the **program plan** within the estimated time, effort and quality goals.
* Created custom objects, users, **custom profiles**, page layouts, and record types to meet business guidelines.
* Developed workflows, assignment rules, escalation rules, case teams, support settings, custom settings and other inbuilt functionality.
* Worked on **Eclipse IDE** with force.com platform for writing business logic in Apex Programming language.
* Hands on experience with Developer Console, Dataloader.io, APEX, Triggers, SOQL queries, Visualforce, Excel, Salesforce Security
* Implemented Salesforce.com web services client using Sales force web services API, Java, XML and partner **WSDL**.
* Wrote **SOQL** and **SOSL** statements within custom controllers, extensions and triggers.
* Involved in creating the Test classes.
* Exported data from legacy system and imported into SFDC through **Apex data loader**.
* Used the sandbox for testing and migrated the code to the **deployment** instance after testing.
* Worked on **Analytical Snapshots** for weekly trend reports.
* Demonstrated knowledge of **XML, SQL, HTTP/HTTPS** and **EAS** processes and understood the different SaaS development processes and methodologies.
* Developed Reports, Dashboards and processes to continuously monitor data quality and integrity.
* Involved in resolving issues found during **Unit Testing& User Acceptance Testing (UAT).**

**Environment:** Salesforce.com CRM, Force.com platform, Apex Classes, Chatter, Visual Force Pages, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, Eclipse IDE, WSDL, Windows.

**Client: NSG India, Hyderabad, India 07/2011-08/2013**

**Java Developer**

**Responsibilities:**

* Gathered and analyzed the requirements and converted them into User Requirement Specifications and Functional Requirement Specifications.
* Involved in Full Software Development Life Cycle (SDLC). Used Waterfall Methodology to develop the entire application.
* Designed and implemented the User Interface using HTML, CSS, JavaScript, jQuery and SQL Server.
* Created Web services using Advanced J2EE technologies to communicate with external systems.
* Designed and developed database in MS SQL.
* Worked in all the modules of the application, which involved front-end presentation logic developed using JavaScript.
* Implemented login page using HTML, CSS, jQuery, AJAX and JSON.
* Used Twitter Bootstrap, SASS and other front-end frameworks to develop User Interface with responsive design.
* Worked on cross browser compatibility issues and fix the bugs pertaining to various browsers
* Focused on Test Driven Development (TDD) thereby creating detailed JUnit tests for every single piece of functionality before actually writing the functionality.

**Environment:** JSP, Servlets, Struts, Hibernate, HTML, CSS, JavaScript, jQuery, AJAX, JSON, SOAP, JUnit, XML, SASS, DOM, SQL Server, WebLogic 10.3.1(Oracle App server), Apache Axis 2.x, Web Services, Eclipse.