**SAMARPREET SINGH**

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Seeking a challenging role in the field of Salesforce where my abilities can be used to make a difference, thereby allowing me to grow along with the organization.

**PROFILE SUMMARY**

1. A result-oriented professional, currently working as a Salesforce Developer in Xandr (AT&T) with more than 3 years of experience.
2. Skilled in developing Lightning Components, lightning apps combining lightning design system, lightning app builders, etc.
3. Worked extensively on Configurations & Customizations (Apex Classes, Apex Triggers, Batch Apex, Integration - REST/SOAP/Bulk API, Process Builder, Reports and Dashboards, Workflow Rules, Validations, Aura Framework, and Lightning Web Components in SFDC.
4. Experienced in project SDLC lifecycle involving Agile Methodology.
5. Excellent understanding of Salesforce.com in terms of organization hierarchy, roles, profiles, users, object-level security, field-level security, record-level security and sharing rules.
6. Experienced in Copado deployment along with GIT HUB deployment.
7. Experienced working with MuleSoft creating data integration between different systems
8. Involved in end to end project delivery from requirement gathering, development/configuration to unit testing, UAT to production & post-production Enhancements.
9. Strong business analysis and functional experience, including requirements gathering, creating/deploying solutions to end-users.
10. Develops work plans or reviews other work plan timelines and manages workflows to meet project timeframes.
11. Excellent conceptual and analytical problem-solving skills to evaluate the business problem by finding out the root cause and apply the knowledge to offer a solution.
12. Excellent team player, responsible, self-motivated and quick learner with the ability to communicate and interact with different teams and business personnel.
13. Make recommendations for enhancements and modifications to improve system performance, efficiency, internal business process

**ACADEMIC QUALIFICATION**

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| **Degree / Qualification** | **Institution Name** | **Year of Passing** | **Percentage/ CGPA** |
| Bachelor’s of Technology in Computer Science And Engineering | Guru Nanak Dev University | 2017 | 8.4 CGPA  |
| Senior Secondary Education (CBSE)  | Manav Public School  | 2013 | 70% |
| Secondary Education (CBSE) | Manav Public School  | 2011 | 9.4 CGPA |

**TECHNICAL SKILLS**

* **SFDC Technical** - Coding Apex & Triggers, Lightning, SLDS, Aura Framework & LWC
* **Database** - SOQL, SOSL
* **Web Technology** - HTML, CSS, JS, APIs
* **Tools –** VS Code, Workbench, Data Loader, GitHub, Jira
* **SFDC Configuration** - Objects, UI Setup, Sales & Service Clouds, Automation, Validations, Workflows etc.
* MuleSoft
* **Functional** - Agile Methodology, Change Management, Documentation, Requirement gathering, Solution Design, Excellent written and oral communication skills, Quick Learner.

**PROFESSIONAL EXPERIENCE**

1. **Xandr (AT&T)**

|  |  |
| --- | --- |
| Projects Name | Force Awakens, MuleSoft |
| Role | Sr. Associate, Software Engineering (Salesforce Developer) |
| Duration | March 2020 – Present  |

Xandr is the advertising and analytics division of Warner Media Commercial, a unit of AT&T's Warner Media, which operates an online platform, called Community, for buying and selling consumer-centric digital advertising. With one of the world’s largest collections of digital, film, and TV properties, we provide a way for publishers looking to reach specific audiences at scale in brand-safe environments all through a powerful, unified platform**.** As part of the CRM team, worked on below implementation:-

1. Merging and Optimization of two different Salesforce orgs.
2. Worked on Enhancements and Modifications to improve existing Business Flows.
3. Conversion of Existing C# Services to MuleSoft Implementation.
4. **Tata Consultancy Services**

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| --- | --- |
| Projects Name | Legal CRM, Sales Lightning  |
| Client | Thomson Reuters Corporation |
| Role | Salesforce Developer |
| Duration | October 2017 – February 2020 |

Thomson Reuters is a mass media and Information Company based out of USA and has offices spread globally in USA, Canada and England. It is a global leader for Media and Finance Related Services. The CRM implementation is done as part of smooth flowing of the organizational process which deals with Orders and Service Requests and it will align you with your current and future business requirements. As a team member, I have worked in below two different projects:-

Project 1: Legal CRM

This ongoing project concentrated on developing and enhancement of different functionalities, which fulfils the business requirement mostly on Sales and Service Cloud.

Project 2: Sales Lightning

This project concentrated on migrating of User Experiences from Classic to Lightning UI for all the existing features already in use in classic.

**Certifications Acquired**

* Salesforce Administrator (ADM-201)
* Salesforce Platform Developer -I (PD1)
* Salesforce Platform App Builder
* Salesforce Sales Cloud Consultant
* MuleSoft Certified Developer

**PERSONAL DETAILS**

* Date Of Birth :- 5 th January 1995
* Languages Known :- English, Hindi, Punjabi.
* Father's Name :- S. Sandeep Singh
* Mother's Name :- Mrs Maninder Kaur
* Home Town :- Amritsar, Punjab
* Trailhead Link :- https://trailblazer.me/id/ssingh193