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# Professional Summary

* IT ERP career spanning 12 years, comprising of 6+ years of experience as Salesforce Administrator and Developer
* Manage and maintain users, profile permissions, roles, network access configuration, object permissions and sharing settings across a Salesforce org. Implemented security and sharing rules at object, field, and record level for different users belonging to different roles of organization
* Resolve user tickets related to login issues, profile permissions, report/dashboard creation, unexpected data in reports, customizing home page, data import requests, custom layout requests
* Transfer record ownership due to changes in job responsibility or role
* Use Data Export Service to schedule data backup
* Used Process Builder and Flow Builder for automating multiple steps in a business process
* Created and modified complex email templates for use by workflow rules, approval actions and process/flow builder
* Translated business requirements into working artifacts by creating a data model with custom and standard objects and relationships, validation rules, formula fields, lookup relationships, reports, dashboards, workflow rules, processes and approvals
* Extensive experience in building Reports & Dashboards for various business stakeholders from Sales and Service teams
* Working knowledge of designing reports and dashboards in Tableau
* Manage smooth roll-out of every new Salesforce release to the org. Educate users about new features that will impact their daily Salesforce activities
* Maintained integrity of APEX code by running all APEX tests in the system to spot any new errors caused due to changes in metadata
* Performed Sandbox metadata backup and Sandbox refresh
* Maintained up-to-date documentation for any changes made to the Salesforce org
* Used Ant migration tool and Change sets for deployments
* Implemented Web-to-Lead, Email-to-Case to automate lead and case generation
* Integrated with AppExchange apps like Docusign and Mailchimp
* Created and customized Apex classes, triggers, Visualforce pages
* Used Apex Callouts to REST APIs for integration with client’s ERP system and exposed Salesforce webservices for external consumption
* Completed training for latest Lightning web component development
* Experience in development using Scrum/Agile methodologies. Used Azure DevOps to support Scrum/Agile implementation
* Onsite Tech Lead with duties of explaining technical details of user stories to offshore team
* Review their technical tasks to identify any gaps in understanding of requirements
* Perform code reviews and testing to ensure timely delivery of work

# Technical Skills

1. Salesforce CRM & Force.com: Sales, Marketing, Service and Community clouds, Apex Triggers, Apex Classes, Visual Force Pages, Page Layouts, Process Builder, Flow Builder, Workflow & Approvals, Reports, Dashboards, Custom Objects, SOQL & SOSL, Lightning App Builder and Lightning Component Framework.
2. Lightning Experience Development:  Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers, Apex Controllers, Lightning Web Components
3. Salesforce tools: ANT, Force.com IDE, Data Loader, Data Import Wizard, Data Export Service, Debug log in Developer Console
4. Others: Oracle JD Edwards Technical Consultant

# Professional Experience

### **Team Lead | Kastech Software Solutions | USA 02/2020 - Current**

1. Client: Carmax, Houston, TX 02/2020 – Current

Role: Salesforce Admin and Developer

Version: Lightning

* Project was to migrate the newly acquired company’s Salesforce org into the parent Salesforce org
* Helped understand the customizations done in the child company’s Salesforce org and mapped it into target Salesforce org’s data model
* Collaborated with Product owners and cleaned up excel sheets of data for Accounts, Leads, Contacts, Salesforce from child Salesforce org - assigned custom record types and picklist values from child company’s org to target org values
* Setup and configured required metadata and users in the target org during migration preparation phase.
* Created custom “External Id fields” and Used Data Loader to import object data in a particular order to maintain validity of record relationships
* Maintained validity of child company’s record relationships by matching and replacing old record Ids with newly created record Ids from the target org by using VLOOKUP function of excel
* Created custom reports to validate record counts and provide an overall snapshot of migration
* Salesforce admin responsible for smooth functioning of the merged target org

### **Team Lead| KPIT Technologies Ltd. | USA 01/2013 - 01/2020**

1. Client: Weatherford Group, Houston, TX 05/2017 – 01/2020

Role: Salesforce Admin and Developer

Version: Classic and Lightning

* Project was to move from Classic to Lightning Experience
* Checked org’s readiness for Lightning experience by running the Lightning Experience Readiness Check. Fixed issues highlighted by the tool.
* Devised Backup and recovery strategy for Classic data and metadata
* Trained users to adopt new interface and features of Lightning. Educated users about the popular Classic features that will be missing in Lightning like recycle bin, sharing button etc.
* Moved users gradually, one team at a time, to allow bandwidth to address every team’s issues and to ensure smooth adoption
* Moved Visualforce pages to Lightning-
  + Meetings with Product Owners to understand the working of every visual force page. Checked if any Lightning feature can satisfy the same requirement, so that it is unnecessary to move that Visualforce page into lightning
  + Checked if the Visualforce page can be converted into a native Lightning page by using Lightning app builder.
  + Modified the Visualforce pages that were moving to Lightning –
    - Replaced JAVASCRIPT button with one of its alternatives for Lightning
    - Updated hard-coded references in URL to generic or relative URLs
    - Used SLDS(Lightning Design System) tags to make Visualforce pages look like Lightning pages
* Implemented Apex triggers to enhance the custom automated process of service work order routing
* Project was managed using the SCRUM approach with Azure DevOps. Involved in daily scrum calls, admin/developer task creation and poker planning

1. Client: HORIBA Instruments, Houston, TX 10/2014 – 04/2017

Role: Salesforce Admin and Developer

Version: Classic

* Manage profiles and security setup
* Created Workflows for automated lead routing and lead escalation, designed detailed email templates to be configured into email alerts
* Implemented custom UI requirements by using Visualforce Pages and Apex Controllers, used SOQL and SOSL to implement data operations
* Created reports and dashboards for senior leadership to help them with various tasks like track large deals, analyze lost deals and analyze average time to close deals
* Used Lead Capture for Sales cloud to automate the flow of customer information directly from Facebook into Sales Cloud.
* Integration with Docusign app to enable paperless sales contract and rental agreement for medical instruments
* Cleaned up Salesforce org-
* Decluttered page layouts and populated documentation into the help and description texts of fields
* Removed unused Managed Packages
* Created Configuration workbook and Data Dictionary by using the Cloud Converter to export metadata into excel sheets. Recorded customizations in change logs.
* Maintained SOPs for frequent processes, and created visual workflow diagrams with MS Visio
* Used process builder to automate the CRM part of the equipment rental process. Process would automatically update status of the corresponding product when it is out on rent, send reminder emails to customer when equipment is due for return and update status of product when it is returned.

1. Client: MIZUHO Bank, Buffalo, NY 01/2013 – 09/2014

Role: Salesforce Admin and Developer

Version: Classic

* The first step was to bring together customer data for 16 business segments, spread across multiple CRM systems. Project involved move to Salesforce for safe, secure cloud applications.
* Meetings with external CRM Business Analysts to understand their data model and map it to the Salesforce objects. Designed a migration strategy and use Data Loader to import data into Salesforce from external CRM systems.
* Salesforce integration with MDM system using Apex Callouts to REST APIs. It was needed to consolidate accounts, contacts, leads and opportunities information into MDM for consumption by the lifeline SAP system.
* Integrated with MailChimp to use email marketing for new products and offers, configured criteria for email segmentation
* Learnt to use Tableau to design and deploy rich graphic visualizations in reports and dashboards
* Created reports and dashboards for Sales Leadership such as measure the adoption of Sales Team best practices, reports to rank salespeople by top deal. Created Productivity reports that gave Sales Managers an accurate summary of how many calls sales reps make, report all those prospects being actively pursued by a sales rep, separated by their phase in the sales cycle. Configure different Salesforce dashboards for home pages for different profiles
* Simplified repetitive user tasks with macros
* Configured and managed a customer portal, Web-to-case and Web-to-lead because the client needed a better way of engaging with their customer base and enabling self service capabilities
* Worked on the user tickets logged in the Salesforce help desk software
* Created a custom approval process to sign off on employee expenses. Changed delegation and escalation paths in workflows and approval cycles to account for absences, extended travel or role changes
* Looked at the login history table to spot anomalies like locked user accounts, excessive login errors and unexpected IP addresses
* Periodically run all APEX tests in the system to spot any new errors that may have crept in due to changes in the org
* Implemented custom enhancements in standard app pages by using Visualforce Pages and Apex Classes
* Read the release notes for the upcoming release to see if any of existing features or APIs were being deprecated or changed. Used Sandbox org to pre-test new release features before they were pushed onto the system.
* Ran the Roles by Profile Report to identify which roles or profiles have no active users in them and update the role hierarchy to reflect the latest active organization structure
* Configured Duplicate management features of Salesforce
* Used Change sets to deploy from Sandbox to Production, used ANT Migration tool for deploying from one org to multiple orgs

### **Consultant | Deloitte Consulting | India 05/2011 - 11/2012**

* Oracle JD Edwards Technical Consultant.
* Worked with FRICE objects, C Business Function (BSFN), Cache handling, Workflow modeler, Business Services (BSSV), BI Publisher, Create!Forms, dcLINK
* Understanding of Sales & Distribution, Enterprise Asset Management and Human Resources modules

### **Software Engineer | L&T Infotech | India 09/2006 – 04/2011**

* Oracle JD Edwards Technical Consultant with responsibilities to gather client requirement, document them into technical specs, enhance report layouts, support UAT and ICRP for varied projects like upgrades, implementations, enhancements and production support
* Extensive work in C BSFN debugging, BSSV design & development
* Implemented JD Edwards solution of Procurement Direct Connect and PO Dispatch.
* Developed Business Services for integration with Oracle CRM instance of customer.

# Education

* Bachelor of Engineering in Information Technology, Gujarat University, India [2002 to 2006]