 

**Ajay Simha**

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*Sr. Salesforce Developer***

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**Professional Summary:**

* **Certified Salesforce Developer and Administrator** around 8 years of IT experience with over 7+ years of experience in the Salesforce.com CRM platform.
* Excellent work experience in designing of custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, Snapshots, **Dashboards**, Apex Classes, **Controllers & Triggers**, **Validation Rules**, **Workflow Alerts & Actions**, Pick Lists, Record Types, **Process builder** and various other components as per the client and application requirements.
* Experience in developing **Lightning web Components (LWC)** and developing **AURA Components** using AURA Framework.
* Hands-on experience with LWC using HTML, JavaScript and CSS for styling of the components. Effectively passed data between components using events between child and parent components.
* Experience in **Steel Bricks** and **Oracle Big Machines CPQ** implementation. Used **Apttus CPQ** to enable sales reps to configure complex product and service combinations and set prices that will positively impact deal profitability.
* Experience in working with **VSCode,** **Eclipse IDE** with Force.com Plug-in environment for writing Business logic in Apex
* Experience in creating **lookup relationships** and **master-detail relationships** on the objects and creation of junction objects to establish connectivity among other objects.
* Hands-on experience in using New **Lightning UI** to bring Salesforce into the responsive UI era of web-based applications.
* Understanding and writing user stories for the implementation of **SOSL**, **SOQL** and **WSDL.**
* Good Experience in **data migration** and **integration** using **Data Loader**, **Import Wizard**.
* Excellent in Administrative tasks like **Creating Profiles**, **Roles**, **Users**, **Permission Sets**, **Email Services**, **Approvals** and Activities.
* Hands on experience in implementing **security and sharing rules** at object, field and record level for different users at different levels of organization. Also, created various profiles and configured the permissions based on the organizational **hierarchy**.
* Good knowledge on mobile applications like **Salesforce1** and **Salesforce classic**.
* In-depth understanding of **CRM** business process that include Forecasting, Campaign Management, **Lead Management**, Order Management, Account Management, **Case** **Management** and Merging Management.
* Strong knowledge about **Sales cloud**, **Service cloud**, **Community cloud &** **Marketing cloud** configuration and customization and good understanding with Client/Server architecture.
* Hands on experience in using **enterprise integration tools**, extract transformation and load**(ETL),** enterprise information integration tools and enterprise architecture initiatives**(EAI)**.
* Experience in developing UI using **Visualforce pages** and providing business logics using **Apex.**
* Hands on experience of Salesforce Web Services **API** like **REST**, **Bulk** & **SOAP**.
* Hands on experience working with **HTML**, **XML**, **CSS**, **jQuery**, **JavaScript, JSON, Angular JS** and **AJAX**.
* Experienced in **Sandbox Management** (Like Refreshing Sandbox, Creating New Sandbox and Migrating code from one sandbox to the other).
* Work well alone and as part of a team with excellent **troubleshooting** mechanisms and highly adaptable to different work environments.
* Strong knowledge and working experience in software Development Life Cycle (SDLC) methodologies such as **Agile, Scrum and Waterfall model**
* A quick learner to new concepts and ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.

**Technical Skills:**

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| --- | --- |
| Salesforce technologies | Lightning Web Components (LWC), AURA Components, Apex, visual force, SOQL, SOSL, Email template, formula, Validation rules, apex trigger, workflow and approvals, App exchange, salesforce.com IDE, Apex data loader, web services. Dashboards, Analytic Snapshots, Custom Objects |
| Salesforce Tools | VSCode, Eclipse, Force.com, Eclipse IDE plug-in, Force.com Explorer,Force.com Data Loader, Force.com Excel connector, Force.com Platform (Sandbox, and Production) and Sandbox Testing |
| Data Migration Tools | Data Analysis, Data Cleansing, Data Normalization, **Data Migration**, Data Loader |
| Programming Languages | Apex, Java, C#, .NET, HTML |
| Configuration Skills | Workflow: time-dependent actions, Process Builders, Visual Flow, field updates, email alerts, Field Level and Object level security, role hierarchies, sharing models, SFDC Standard Object Configuration: Campaigns, Reports, Dashboards, Formula Fields and Cross Object Formula Fields Configuration Skills, Overall User Management, Security and Sharing Model, Translation Workbench, Documentation Templates, Salesforce Lighting. |
| Project Management | Waterfall, **Agile** |

**Education:**

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| Bachelor of Engineering | Kakatiya University  |

**Professional Experience:**

**Client: CBRE, Richardson, TX**

**Role: Sr. Salesforce Developer January 2020 – Present**

**Responsibilities:**

* Gathering and analyzing user requirements and defining functional and technical specifications.
* Interacting directly with clients, managers and end users as necessary to analyze project objectives and design and build cohesive project strategies and ensure effective collaboration throughout all phases of development, testing and deployment.
* Responsible for administering and controlling all SFDC instances and actively managing workload and prioritizing projects depending on user or business needs.
* Experience in developing **Lightning web Components (LWC)** and developing **AURA Components** using AURA Framework.
* Hands-on experience with LWC using HTML, JavaScript and CSS for styling of the components. Effectively passed data between components using events between child and parent components.
* Designing and development on SalesForce.com integration **using Web Services APIs, Partner API & Enterprise API.**
* Worked on designing and developing **Lightning Community Builder** and developed Lightning Components using **Aura framework**.
* Managing Salesforce integration with current ERP system and third-party providers like **Informatica, Sharepoint, Microsoft Outlook** and various app exchange products like  **Live Agent**.
* Created apps, dashboards, lenses and datasets, edit data and **customize the Analytics** experience.
* Creating unique client-based solutions using **Lightning, Apex (Classes, Triggers, Batch jobs), Javascript and Visualforce**.
* Build and **customize Lightning Web Components** and applications utilizing the styles from Lightning Design System, Bootstrap.
* Added lighting functionality to existing Visualforce pages using **Lightning Out**.
* Proficient in using **components outside Salesforce** with **Lightning Out and shared lightning out Apps with Unauthenticated users.**
* Migrated **Aura components to web component**s existed in the same application.
* Extensive hands on experience on **Customizing top of Third-party managed packages and Unmanaged packages.**
* Applied **Salesforce Lightning Design System (SLDS) Framework** that provides look and feel to the Lightning web Components Experience.
* Applied **Design variations & custom Aura design tokens** to the **Base Lightning Components Aura components and Lightning web components.**
* Created a **CSS Style sheet for Components.**
* Handling change requests related to heavily customized visual force pages that uses **jQuery & Angular JS**.
* Perform bulk data loads, build customized Reports and tackle inconsistencies in data quality and create processes to overcome system deficiencies.
* Provide system support related to customized applications, Single Sign On, security settings, user permissions, workflows, and test functionalities post SFDC product upgrades.
* Working on analysis, design, coding, data migrations and testing for production and development environments.
* Designed, developed and deployed **Apex Classes**, **Controller Classes**, **Batch Apex** and **Apex Triggers** for various functional needs in the application using the **Eclipse IDE, VS Code, Welkin Suite.**
* Created Apex methods for the lightning controller and helper methods to perform **DML** operations on the case records.
* Worked on Force.com sites and developed many **Custom Applications** using force.com platform.
* **Customized page layouts** for Opportunity, Contacts, and Accounts depending upon user profiles and created permission sets where necessary.
* Worked on Lightening in creating the **custom fields**, **profiles**, **applying sharing Rules**, **Handling Page Layouts** and **Related list** and **defining Field Decencies**, **Custom buttons**, **Validation Rules**, **workflows**, **Approval processes**.

**Environment: Lightning Web Components, Aura Components, Managed Packages, Customer communities, Partner communities, Visual Force, HTML, Apex API, Rest API, SOAP, Salesforce.com Platform, Lightning Experience, Lightning Components, Apex classes and Controllers, JAVA Script, SFDC, WSDL, Service Cloud, Community Cloud, Continuous Integration, Eclipse, Apex Explorer.**

**Client: Healthgrades, Denver, CO**

**Role: Sr. Salesforce Admin/Developer April 2018 – December 2019**

**Responsibilities:**

* Worked with end users and business analysts for **requirement gathering**, **analysis** and provided **design inputs**.
* Implemented project technical **design plan, conversions, Mapping,** configuration of portions of the SFDC application.
* Worked on end to end Implementation of the **Salesforce Health cloud & CPQ Solutions.**
* Experience in developing **AURA Components** using AURA Framework.
* Setup **Salesforce Health cloud environment** and **designed solutions on Organization wide**.
* Implemented the design **and Development on Health Cloud**.
* Used Candidate patients to patients as **lead conversion process**.
* Worked on various standard objects like Accounts, Contacts, Cases, Opportunities, Products, Reports and Dashboards apart from that worked on Health cloud objects like Candidate patients, Patients, Care plan, Care Team, Providers, Payers, Problems, Goals & multiple EHR Patient related objects.
* Installed and setup Health Cloud **Unmanaged package extension**.
* Customized the Health Cloud App for **Person Account**s and configured health cloud profiles with **permission set licenses.**
* Used **Custom Metadata settings** to configure Health Cloud.
* Created the **lightning Console App** and customizes **Patient details tab, Problems, Goals, Patient Card** etc
* Created and maintained the lightning components and gave permissions to the **Partner and Customer communities.**
* Setup accounts and provided access to the **providers and payers on the communities**. Validated the requirements and ensured its traceability in various applications like **JIRA & Confluence**.
* Designed and maintained matrices for various user **roles, security, profiles, workflows, approval processes, and validation rules.**
* Maintenance of installed Managed Packages in **lightning** using **Apex.** Experienced in using Data **Migration tool** called **Data Loader.**
* Validated the requirements and ensured its traceability in various applications like **JIRA & Confluence**.
* Designed and maintained matrices for various user **roles, security, profiles, workflows, approval processes, and validation rules.**
* Maintenance of installed Managed Packages in **lightning** using **Apex.** Experienced in using Data **Migration tool** called **Data Loader.**
* Executed user acceptance testing (UAT) process including creating and validating **UAT scripts and coordinating UAT process with end-users & clients.**
* Designed customizations and configurations of **SFDC objects, custom data fields, reports and dashboards**, knowledge articles according to the client/vendor needs.
* Imported excel based customer information records into **Accounts, Contacts and Cases using Data Loader** and Import Wizard.
* Created custom **Reports & Dashboards** for Manager/Agent/Administrator's home page to reflect their target quota and team's performance against standards.

**Environment: Salesforce.com, Force.com, Marketing Cloud, Communities Builder, Salesforce Partnering Communities, Data Loader, Apex Classes, Controllers, Triggers, Visual force, Data Loader, Salesforce Health Cloud Managed Packages, Triggers, Components, Controllers, Workflow, Validation Rules, Reports, Report Types, Custom Objects, Tabs, Email Services, API, Sandbox data loading.**

**Client: Quest Software, CA Sept 2016 – April 2018**

**Role: Sr. Salesforce Developer**

**Responsibilities:**

* Created **Lightning Components, added CSS** and Design Parameters which improves performance.
* Enabled **Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions**
* Developed Lightning apps using Lightning Components and made them compatible with **salesforce1 mobile app.**
* Migrated customer Service Center from Legacy System to completely new Salesforce Financial Service Cloud. (New Salesforce Implementation)
* Developed complete Case Management for Financial Service cloud and customized completely in **Lightning without** using Visualforce pages. (100 % Lightning)
* Integrated **Mainframe, Credit Card System** and other web portal with salesforce with REST.
* Customized Lightning component for Look up, pick list, Record type, required field System Validation and other functionality which are not supported by Salesforce in Lightning till date by creating custom components.
* Customized existing **Visualforce** to align with salesforce new Lightning UI experience.
* Developed applications visually using custom-built Lightning components.
* Leveraging the rich features and flexibility of **Salesforce Files** from standard Salesforce objects and custom objects using the lightning framework.
* Developed salesforce **Lightning Apps**, Components, Controllers, and Events.
* Ability to build apps on Heroku and experience using Heroku connect.
* Jenkins for Continuous Integration. **JIRA and Bit** Bucket to push changes and track via sublime to make sure all code changes were tracked and managed during deployment periods.
* Conducted training sessions to the **UAT** users to use the Salesforce Knowledge application and developed a feedback custom report.
* Worked with Salesforce Senior architect to learn and suggest Solutions for **Lightning bugs** and work around.
* Remotely handled the project working with 2 Business Analysts and 2 Developers.
* Worked on all salesforce features including knowledge, **Custom Lightning Interaction** Log. Created templates using CSS, approval processes, **approval page** layouts and defined approval actions on them to automate the processes.
* Interacted with various business team members to gather and document the requirements for Salesforce Interface development and documented them.
* Worked extensively with various Salesforce objects such as Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities.
* Designed and implemented Custom Objects, Page Layouts, and Custom Tabs to suit application needs.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Designed a responsive website using Bootstrap contents that fit different devices including mobile, tablet and desktop.
* Experience in developing **email templates** within **Marketing Cloud** to promote new customer relationships with product awareness.
* Familiar with **Steel Brick CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Developed **Test cases** for **Unit Testing** of the Mappings and was involved in the **Integration Testing**.
* Used **Tabular**, **Summary** and **Matrix** reports to create **Standard** **reports** and **Custom** **reports**.
* **Troubleshooting** and configuring **Data** **Loader** **operations** and running the Data Loader in batch mode.
* Worked on various Salesforce objects like **Accounts**, **Contacts**, **Leads**, **Opportunities**, **Reports** and **Dashboards**.
* Created Profiles and Roles based on organizational role hierarchy, implemented Record-Level and Field-Level security and configured their sharing settings.
* Implemented Salesforce.com web services client using Salesforce web services API, Java, XML and partner WSDL.
* Exported data from **legacy system** and imported into SFDC through Apex data loader for data migration.
* Created various **Reports (summary reports, matrix reports, pie charts**, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles.
* Contributed to creation of Executive and board **update Pixel Perfect Designs** presentations. Red Lines, Design Produced globalized wireframes and visual designs for Specifications multi-lingual interface for Australia, Canada, Italian.

**Environment:** Saleforce.com platform, Service Cloud, Marketing Cloud, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Lookup and Master Detail Relationship, Security Controls, Apttus CLM, Salesforce1 Mobile, Java Script, **Lightning**, Web Services, Sandbox, Eclipse IDE Plug-in.

**Client: Home Depot Dec 2014 - Sep 2016**

**Role: Salesforce Admin/Developer**

* **Created, gathered and documented** the business needs of various clients and stakeholders through various requirements gathering techniques.
* Retrieved some data and its functionality from Third-Party API's and displayed within the components.
* Knowledge on Salesforce **Lightning** Process Builder, UI/UX, app builder and creating Visual Workflows, Salesforce Support, communities and Chatter groups.
* Maintenance of installed Managed Packages in using **Apex**
* Performing the **analysis of business as well as technical requirements to design the solution** by customizing different standard objects of Salesforce.com.
* Worked on development, implementation and update focusing on **Sales cloud and Service cloud**.
* As an Administrator implemented various advanced fields like **Pick list Fields**, **Master-Detail Fields**, **and Custom Formula Fields** and defined **Field Dependencies** for Custom Pick list Fields.
* Created **Page Layouts** to organize **Fields**, **Custom Links**, **Related Lists** & other **Components** on Record Pages.
* **Implemented Apex Triggers** Worked as Business System Analyst to provide recommendation and designed the best solutions for**, Apex Class** for automation of the business process on Account, Contact, Opportunity and Custom Objects.
* Implemented **Batch Classes**, **Scheduled Classes** as part of the Business Requirement.
* Enhanced **Apex Class** and **Visual Force Page** to create a custom Related List, showing activities for selected contacts or clients.
* **Created Visual Force** Pages using **Standard Controllers**, **Custom Controllers**, **Extension Controllers** & **Web Services API**. Created new **User Interface** using **JavaScript**, **HTML** and **CSS** in **Visual Force Pages**.
* Involved in integrating salesforce with external master data using **SOAP & REST API** and integrated web services by generating **WSDL** files to extract data from external systems to display in force.com.
* Enabled **Aura Framework,** by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Customized **Reports and Dashboards** for business use and added **lightning components** to **lightning pages** and record page
* Worked on Case **Assignment Rules** to direct the case to appropriate group such as **Stories & PCS** Central Support.
* Administered, Configured and maintained **Salesforce.com application** User Profiles, Roles, Assigning Permissions, **Generating Security Tokens,** **Validation Rule** and Upgrade Installation.
* Worked on Salesforce.com **Standard Object**s such as **Accounts**, **Contacts**, **Opportunities**, **Campaigns**, **Cases** and **Solution**.
* Performed administrative tasks such as managing **Accounts, Contacts** and **Cases**, setting **Workflows** and **Approval Process** for approving new accounts and another business process.
* Handled Case Management by Configuring Email-to-Case for the end user to submit a case through Outlook.
* Created and configured **Email templates**, which were used by PCS Central users for approval processes and other field updates.
* Customized Salesforce.com **User Profiles** by setting Standard and Custom objects layouts, **Custom App**, **Field-level Security**, **Permission Sets** for client services and marketing.
* Customized **Chatter objects** and tabs to view progress and discussion on business process.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Worked on different **Sandboxes** for development & testing; Involved in migrating the code to production instance in installments using **Change Set**.
* Involved in **Test** configuration **Apttus** within **Sandbox** environments to ensure that once users are granted access, all the aspects are fully functional.
* Configured **Chatter** to track emails from Outlook to Salesforce by following a user.
* Responsible for weekly and monthly **Data Export**, updates and backup for the organization.
* Used **Apex Data Loader** to Insert, Update and Import data from **Microsoft Excel** into Salesforce.com.

**Environment: Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visual force, Sales Cloud, Service Cloud, Data Migration, Informatica, SOQL, SOSL, Workflow & Approvals, Custom Reports, Dashboards, Windows**.

**Client: Bank of America, Dallas, TX. Sept 2013 – Dec 2014**

**Role: SFDC Administrator/Developer.**

**Responsibilities:**

* Involved in Requirement gathering and development of Design Document and Technical Design Document.
* Responsible for implementing APEX (Salesforce) based **RESTFUL** Services for providing bi-directional integration between Salesforce (Cloud Platform) and Documentum (On-Premises Application).
* Setup the custom Approval Process with Email alerts, Field updates and **Web Services integration**.
* Implemented **Apex Triggers**, **Apex REST** Services and custom **Apex Controllers**.
* Responsible for setting up Oauth to enable external client applications to communicate with SFDC platform.
* Customized the views by using custom Visualforce pages and **Standard Apex Controllers**.
* Involved in developing the web based front end GUI for the fulfillment application using **Bootstrap**, **Big Query**, **jQuery**, **JSF** (Java Server Faces).
* Experience in integrating Salesforce **Marketing Cloud** with web analytics tools like Web trends, Google Analytics etc.
* Debug Apex scripts using **Debug Logs** and **System Log Console** to catch Exceptions and execute Governors and Limits.
* Resolve the Cases and support the team on urgent bases, implementation and working with real-time **troubleshooting**.
* Responsible for implementing Apache JERSEY based **RESTFUL** Services for performing all system functions (Search, Retrieve Metadata and Content, Create Documents) against a Documentum Repository.

**Environment:** Salesforce Force.com, Service Cloud, REST API, Apex and Visualforce, SOQL, SOSL, Data Loader, Eclipse, Java Server Faces (JSF), Servlets, Directory Server, Documentum Composer.

**Client: Capgemini, Hyderabad, India Nov 2012 - July 2013**

**Role: Java/J2EE Developer**

**Responsibilities:**

* Involved in various phases of Software Development Life Cycle (SDLC) of the application like requirements gathering, Design, Analysis and Code development.
* Developed Use **case diagrams**, **Object diagrams**, Class diagrams, and Sequence diagrams using **UML**.
* Extensively designed and developed web pages using JSP, HTML5, JavaScript, **AngularJS** and CSS in the front end.
* **PAGE FLOW** is used to drive user interfaces.
* Used JDBC to invoke Triggers, Stored Procedures in Oracle10g.
* Used Web services **(SOAP)** for transmission of large blocks of **XML** data over **HTTP**.
* Developed **Restful** **Web** **services** for transmission of data in **JSON** format.
* Developed **ANT** scripts for automating build process
* Extensively worked on **XML DOM** Parser.
* Used Spring Model View Controller **(MVC)** 2 architecture. Used **JSPs** in front-end, Used XSL/XSLT for transforming common XML format into internal XML format.
* Used **Log4J API** for logging and debugging.
* Used **JIRA** as bug tracking tool.
* Implemented the Web Services with WSDL, UDDI, and SOAP from the scratch by using **Apache Axis**.
* Deployed the application on **WebSphere** server.
* Debugged the code using **Java debugger** and **Eclipse** and used exception, condition and other break points.
* Involved in installation of Oracle Client, **troubleshoot** and establish the connection to **Oracle database.**

**Environment**: J2EE, Struts, Servlets, EJB, AJAX, HTML, CSS, XML, Ant, JavaScript, Oracle 10G, Eclipse 3.0, WebSphere 5.x, Log4J, Junit, Rational Rose AngularJS