**Rajiv M  
SalesforceDeveloper(Certified)& Admin  
rm9528452@gmail.com**

**Professional Summary:**

* **8+ years** of professional IT experience as Salesforce Developer/Admin using Force.com, Visual Force, and APEX and more than 1+Years of Lightning web components experience.
* Extensive experience in Apex Development, Visualforce pages, Classes, Controllers, Triggers, Web services API, Components, Custom Objects, Scheduler and Batch Processes Wrapper classes and Dynamic apex Design Patterns.
* In-depth understanding of the capabilities and constraints of the Salesforce CRM application, testing, migration, rollout, training and ongoing coupled with good understanding of business goals and processes, requirements gathering, implementation administration.
* Experience in creating Custom Objects, Custom fields, Formula Fields, Validation rules, Custom Tabs, Products and Price books, Reports and other components as per the client requirements.
* Used SOQL & SOSL within Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Experience in Sales force development including Apex Classes / Controllers, Visual force, Apex Triggers, S-Control, Scheduler and Batch Processes and used Sales force API.s
* Worked with command line interface, import wizard to migrate the data from Oracle database, also used Apex Data Loader to perform the DML operations by using CSV files.
* Expertise working on various SFDC implementations including Sales cloud, Service cloud, Community Cloud, and App-Exchange applications.
* Extensive experience in analysing the organization process, converting business workflows into Salesforce.com workflows and configuring Salesforce.com to meet business requirements.
* Experienced in Financial Service Cloud, Sales Cloud Customer portal using Salesforce CRM
* Experienced in customizing and implementing with Objects, Custom Apps, Layouts, Tabs, Validation Rules, Workflows, Approval process, Assignment/Sharing Rules.
* Proficient in Configuration, Customization, Programming with Apex API (Controllers & Triggers), Visualforce Pages, Visualforce Components using up-to-date technology & implementing new instances of Salesforce
* Experienced in CPQ (Configure-Price-Quote) End to End Process.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Depth understanding of the APTTUS CPQ, APTTUS CLM data model and functionality.
* Experience in performing the administrative related tasks like consigning Roles, creating Profiles, Users, queues, Email Alerts, and Page Layouts.
* Involved in the Automated business process by using Workflow Rules and Approval Process for automated alerts, field updates, and Email generation according to application requirement.
* Implemented security and sharing rules at the object, field and record level for different users at different levels of the organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Worked with Heroku connect to migrate data and metadata from one organization to another organization.
* Expert level of interacting and educating clients on salesforce.com architecture and best practices.
* Developed Lightning apps using Lightning Components and made them compatible with the Salesforce1 mobile app.
* Experienced in customizing standard objects Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns, Reports, and Dashboards.
* Ability to work with business analyst team to become familiar with the application requirement to analyse and recommend efficient solution within Salesforce configuration changes in support of enhancement requests.

**Technical Skills:**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader, SFDC, CPQ, Sales Cloud, and Jitterbit. |
| **Languages** | Apex, Visualforce, Java, HTML, CSS, PL-SQL, C. |
| **Tools** | Apex Data loader, GitHub, Web services APIs like SOAP, Eclipse IDE Plug-in, Force.com Explorer, HP Quality Centre, JIRA. |
| **Database** | MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2. |
| **SDLC** | Rational Unified Process (RUP), UML, use cases and Use case diagrams, Class/ State diagrams, Entity Relationship Diagrams, Agile methodology / Scrum, Waterfall methodology, V model |
| **Deployment Tools** | Force.com IDE, Force.com Migration Tool (ANT). |
| **Technologies** | AJAX, Web Services, Jscript, Json, JDBC, SOAP. |

**EDUCATION:**

Bachelor of Engineering from GITAM University, Hyderabad.

**CERTIFICATIONS:**

**Certified Salesforce Developer Platform -1.**

**Professional Experience:**

**Project 1: Salesforce Developer**

**Client: Bank of America, Pennington, NJ. Nov 2019-Till Date**

**Description :** Bank of America is one of the world's leading financial institutions, serving individual consumers, small and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services.

**Responsibilities:**

* Performed detailed analysis of business and technical requirements and create solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual force, Force.com API, and Web Services.
* Development and maintenance of Sales, Service, Marketing.
* Using Lightning Components involved in converting already existing visualforce pages into Lightning.
* Used Aura Framework to build apps on the Lightning platform.
* Used the bootstrap multi-select that comes with a lot of customization to create a simple lightning component.
* Used Lightning Design System to build rich enterprise experiences and custom applications with the patterns and established practices on Salesforce.
* Design, develop and implement solutions for the Apttus CPQ system deployed on the Salesforce platform.
* Developed Lightning apps using Lightning Components and made them compatible with the salesforce1 mobile app.
* Worked on MuleSoft Anypoint API platform on designing and implementing Mule API.
* Developed Quote documents using X-Author for word, also developed customized login screen for community user and functionality to redirect the user from Salesforce to Apttus CPQ Quote creation using APTTUS API's, Apex, Visualforce, and trigger.
* Worked on Financial Service Cloud to develop the Application.
* Administrated and bolster Sales Cloud cases by observing ETL instrument (Jitterbit) which synchronizes and refreshes day by day ERP information from Microsoft Dynamics (AX).
* Worked in implementing Salesforce Marketing Cloud (Exact Target) and building integrations with other systems for seamless data flow.
* Implemented Salesforce Service cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visual force sites) for business support and technical support for its channel customers.
* Implemented DML activities of Inserting and Updating records.
* Worked in implementing Salesforce Marketing Cloud (Exact Target) and building integrations with other systems for seamless data flow.
* Implemented a custom Login Flow for Chatter free client utilizing APEX Plug-in interfaces.
* Designed and Developed consistent coordination process between Salesforce Order administrations to Enterprise ERP framework.
* Created custom APEX controllers, Visual power pages and triggers as a major aspect of complex order management execution.
* Used Jitterbit Harmony to synchronize information amongst Salesforce and outside frameworks.
* Exposed other outside applications over Salesforce utilizing Canvas applications.
* Extensively worked on the integration of APTTUS CPQ with REST API.
* Measure and report performance of all digital marketing campaigns, and assess against goals
* Build out Marketing Confidential in Journey Builder and Email & SMS campaigns
* Experience in Salesforce Marketing Cloud Developer and integration testing in the exact target.
* Translated existing occasion/advancement-based Sales arrange administration procedure to Salesforce Battle based requesting process.
* Created custom application for inner deals group to give speedy access to their Orders.
* Chipped away at complex Price books and Price book passage administration process, which empowers business to oversee dynamic evaluating in Orders in view of Dealer levels and Tiers.
* Implemented Apex Classes & Triggers and linked them to manage the workflows implemented in the system.
* Used force.com developer toolkit including visual force pages, apex classes, apex controllers and apex triggers to develop custom business logic.
* Integrated homegrown lead scoring and evaluating administrations with Salesforce to help qualify the leads.
* Utilized Jitterbit Harmony to match up information amongst Salesforce and outside frameworks.
* Configured outbound messages to advice outside frameworks on Salesforce occasions.
* Sync the data between Marketing Cloud and the Sales and Service Clouds
* Experience working in service cloud, supporting cases, developed workflows and triggers for automated case resolutions.
* Experience integrating Mulesoft and Salesforce.
* Implemented the Salesforce.com applications using Agile Methodology that involves the iterative development methodology.

**Environment:** Salesforce.com, Visualforce, APTTUS CPQ, CSS,Service Cloud, REST API, SOSL, SOQL, ETL, Jitterbit, Lightning Components, APEX controllers, Sales Cloud, Sand Box Loading, Mulesoft, Visual power pages and triggers, APEX-Plug in, DML operations, JavaScript.

**Project 2: Salesforce Developer**

**Client:Deloitte,Little Rock, AR. Aug 2018-Oct 2019**

**Description:** Deloitte Touche Tohmatsu Limited, commonly referred to as Deloitte, is an Anglo-American multinational professional services network.

**Responsibilities:**

* Lead a team of 3 members for the deployment packages and application development along with marketing cloud integration process.
* Involved in functional requirements sessions to implement functional requirements in salesforce and provided solutions to the requirements.
* Worked with Apex Classes, Controllers - Custom, Extension, List Controllers, Apex Triggers, Batch classes to meet business requirements.
* Worked with SOQL relationship queries to give optimal performance in the Apex Classes and Triggers.
* Worked on Sales Lead management, Opportunity Management, Account Planning, Contact Management.
* Integrated with an external system by making Callouts from Salesforce using Apex web services (Http classes) for getting data and updating in salesforce.
* Written apex REST web services for accessing CRM data and showing an external web application for internal users.
* Help manage monthly media plans for interactive direct response campaigns on behalf of the digital marketing team; Manage vendor communication for performance management and updates.
* Developed Assignment rules, Escalation rules to enable proper routing of cases to the case team members.
* Worked effectively to ensure that the data is protected and is made available to the authorized users by customizing the user Roles, Role hierarchies, Profiles, and Sharing settings.
* Integrated Salesforce with Informatica on Demand for the proper mappings and extraction and transformation of data.
* Created various reports summary reports, matrix reports, pie charts and dashboards and Report Folders to assist managers to better utilize Salesforce.
* Worked on commerce cloud and salesforce projects as front-end developer.
* A developed Lightning component using Aura Framework which also included client-side AngularJS.
* Created Force.com Sites for external users and configured public access to accommodate data access in Visualforce pages.
* Created various Profiles, Roles, Page layouts and configured the Permissions based on the Organization hierarchy requirements.
* Managed and implemented customization requests, including creating workflow triggers, workflow alerts, marketing campaigns, campaign hierarchies, lead queries, assignment rules, web-to-lead, and automated email responses.
* Worked on Agile methodology and implemented it on Sales, and Service cloud environment.
* Used Force.com developer and Eclipse IDE including Apex classes, Apex triggers, and Visual pages to develop new business requirements.
* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.

**Environment:** Salesforce CRM, Force.com platform, Apex, Service Cloud, Visualforce, Data Loader, objects, Workflows, MySQL.Saleforce.com platform, Apex, Visualforce, Data Loader, Custom Objects, Custom Tabs.

**Project 3: Salesforce Developer**

**Client: State of MA Boston, MA. Apr 2017-July 2018**

**Description:** Mass.gov is committed to achieving meaningful accessibility to this online environment for all users, including users with disabilities. We follow specific Commonwealth enterprise standards designed to meet the needs of our citizens with disabilities. The Commonwealth enterprise standards are generally based on standards used by the federal government for technology accessibility for people with disabilities, as well as web content accessibility guidelines developed by the World Wide Web Consortium (W3C).

**Responsibilities:**

* Designed and developed the Lightning Community website for marketing using Lightning Community Builder, Lightning Components, SLDS, Lightning Events, HTML, CSS, and Lightning Controllers.
* Implemented Salesforce Lightning Components for a small set of users within the organization
* worked on customizing Reports and Dashboards for business use using Salesforce Lightning.
* Performed and documented system and regression testing in support of hotfixes, minor enhancements, and defects.
* Development and maintenance of Sales, Service, Marketing and Community Cloud.
* Supported the resolution lifecycle of all Levels of tickets (Severity 1, 2) in Salesforce Application and provided resolutions as per the Service Level Agreement.
* Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.
* Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions, and Outbound API Messages.
* Provided ongoing salesforce.com maintenance and administration services including periodic data purging, custom objects, workflow.
* Allowed the business users to create highly complicated and intuitive reports very easily, that refresh in real time.
* Setup of Customer community license for external users using Community cloud.
* Supported project configuration and release management activities.
* Used Force.com IDE Plug-In for Eclipse to manage, author, debug and deploy Force.com applications into the Eclipse Development Environment.
* Designed and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Created Picklists, Dependent Picklists, and Junction Objects effectively to establish connectivity among objects.
* Worked on modifying Visualforce pages to be supported as part of the Salesforce Lightning experience.
* Worked on developing and consuming REST Webservices using XML Formats and AJAX Calls in Service-Oriented Architecture.
* Enhanced the existing portal functionality and moved to community cloud for more functionality including chatter, employee portal, and customer portal.
* Used the sandbox for testing and deployed the code to the different instances after testing.
* Created Change Sets and deployed it in Production organizations.
* Experience with Agile software development methodologies.

**Environment:** Salesforce Classic, Salesforce Lightning, Salesforce Community, Apex Language, JIRA, HTML, CSS, Force.com IDE, Sales Cloud, AJAX, REST, Development Sandbox, Test Sandbox, Stage Sandbox, Scrum, and Data Loader.

**Project 4: Salesforce Developer**

**Client: Anthem, Atlanta, GA. Jun 2015-Mar 2017**

**Description:** Anthem is working to transform health care with trusted and caring solutions. Our health plan companies deliver quality products and services that give their members access to the care they need.

**Responsibilities:**

* Implemented Agile Methodologies in developing Software Development Life Cycle.
* Develop reporting and dashboards to communicate campaign and marketing effectiveness.
* Research, evaluate, implement, and present statistical methods to provide actionable insights across CRM and other platforms as necessary.
* Created Objects, Page Layout, Record Types, Relationships, Validation Rules, Workflows and Approval Process.
* Working with Administration activities like Users, Profiles, Permission Set Role, OWD settings and Sharing Rules, Designed and Developed Service Cloud and Integration.
* Created Workflows for automated Lead Routing, Lead Escalation, Alerts and Custom Coaching Plans and implemented Email-to-Case, Web-to-Case for automation of the case creation.
* Using Data Loader and Import Wizard for Data Export, Updates and Backup for the organization.
* Worked with various Salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard Objects and Custom Objects.
* Created Public Groups, Queues, Permission Sets, Profiles, Users and Security Settings based on role hierarchy.
* Implemented Salesforce Service Cloud and Opportunity Management (Case Management, Entitlement Management, Product and Price book, High Volume Customer Portal, Partner Portal, Visual Force Sites) for business support and technical support for its channel customers.
* Architect solutions for the data analytics and Einstein platforms, both discovery and wave and provide direction for both the business and technical teams to develop a solution.
* Developed Complex Apex Batch Jobs for updating the accounts daily basis and monthly basis. Used custom settings wherever possible to avoid SOQL queries.
* Migrating Metadata from one sandbox to another sandbox using Force.com IDE Tool.
* Used Web Services like SOAP API and Rest API to integrate with external systems.
* Performed Unit, Integration, Regression and User Acceptance Testing.

**Environment**: Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, Workflow & Approvals, Reports,Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, Eclipse IDE Plug-in, SOQL.

**Project 5: Salesforce Developer**

**Client: Ark Cyber Solutions,Hyderabad, India. Nov 2013-May 2015**

**Description:** ARK Cyber Solutions is technology-driven company, committed to delivering value to customers. We achieve our goals through innovation and by consistently improving efficiency. Company giving priority to Customers and their satisfaction and then employees then managers and then shareholders.

**Responsibilities:**

* Worked on various Salesforce.com Standard objects like Accounts, Contacts, Cases, Opportunities, Opportunity, Leads, Campaigns, and Reports.
* Worked with the Business Stakeholders in designing the requirements and documenting the same using various tools like Microsoft Visio, PowerPoint, and Visual Paradigm.
* Created custom Formula Fields, Roll u
* p summary fields, validation rules.
* Created Workflow rules and defined related tasks, time Triggered tasks, Email alerts, Field updates to implement business logic.
* Experience in all phases of Data warehouse development from requirements gathering for the data warehouse to develop the code, Unit Testing and Documenting.
* Involved in API/Web Service design and developing technical specifications for the Salesforce.com (SFDC) application.
* Enhanced the existing portal functionality and moved to community cloud for more functionality including chatter, employee portal, and customer portal.
* Worked on Salesforce Components for building customized components replacing the existing ones.
* Also embed Components in Visual force page by using new Out feature by event-driven programming.
* Worked on SOAP and REST API web service calls.
* Optimized Test classes as the code base grew because of which there were Deployment Failures due to Governor Limit Exceptions.
* Used Approval Process, Process Builder to automate business processes.
* Interacted with the end users to provide necessary access required for training purposes.
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com subjects and to read, extract and load data from comma-separated values (CSV) files.
* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Developed Custom reports and dashboards to support the needs of the users and executives.
* Involved in enhancing and supporting the application.
* Used Change sets to deploy metadata from sandbox to production environment.

**Environment:**Salesforce.com unlimited edition, Agile Scrum, Saleforce.com platform, Sales Cloud, Apex Language, Apex Triggers, MS Excel, MS Word, PowerPoint, Node.js, PROS CPQ Bamboo, MS Visio, Visual Force

**Project 6:Salesforce Administrator**

**Client :Multitex Filters Engineering, Delhi, India. Mar 2012-Oct 2013**

**Description:**Multitex is a reputable name in the field of Engineering Manufacturing and specialized customized packaged solutions. Our solutions are designed for many critical applications across various sectors.

**Roles and Responsibilities:**

* Created Command Links and Buttons.
* Incorporated Chatter into the SMART platform with one click to help inform people about changes to SMART, collect feedback, and answer questions
* Created different Chatter groups for different sales channels to make it easier for salespeople to stay on top of a plethora of offers and promotions, including everything from poker tournaments to slot tournaments all over the country
* Began using Chatter to collaborate around special events at casinos throughout the U.S.
* Loaded several communications templates and created dashboards so users could easily track performance metrics in real time
* Integrated with multiple systems, including a casino management system and a hotel management system
* A custom app for room reservations called 'Roomforce' that grew to handle 100,000 reservations per year.
* A human resources app to manage talent acquisition.
* Built the following custom apps on the Salesforce platform:
* Created various workflow rules
* Created custom reports and dashboards.
* Trained end users whenever new features introduced in Salesforce.
* Interacted with SFDC premium tech support team in regular basis.

**Environment:**Sandbox, Workflow Rules, Page Layouts, organize fields, Lookups, Mater Detail Relationship, Validation Rules, Email Alerts and Formula Fields.