



BACKGROUND

With almost **8 years** in the information technology industry, **Surbhi Dubey** has a wide range of experience providing analysing, developing, documenting, planning, coding, reviewing, testing and implementing business technology solutions.

She has extensive experience in Salesforce.com Platform – CRM, Force.com, Apex, Triggers, Visualforce, Workflows and Approvals, Sales and Service Cloud etc. with end-to-end product development experience on Force.com platform.

Extensive experience of integration with other system in Salesforce using REST and SOAP APIs along with JSON and XML parsing.

Experience on creating workflows, approval processes, validation rules and sharing & security rules.

Experience in data migration from legacy systems to Salesforce. Used different data tools – Apex Data Loader, Import Wizard etc

EXPERIENCE

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|---|-------------------------------------|
| Lead Analyst CGI, Hyderabad, India | 12 th Nov 2021 - Present |
| Senior Success Engineer Salesforce, Hyderabad, India | July-2019 - Nov 2021 |
| Application Development Senior Analyst Accenture Solutions Pvt Ltd, Pune, India | March 2018 - June 2019 |
| Senior Software Engineer Persistent Systems Ltd, Nagpur, India | Jan 2015 - February 2018 |

EDUCATION

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| Bachelor of Engineering, Information and Technology, Chameli Devi Group of Institutions, Indore RGPV University, Bhopal (M.P.), India | 2010-2014 |
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CERTIFICATIONS AND TRAININGS

- Salesforce Certified Platform Developer I (SU16)
- Salesforce Certified Platform Developer II (SU18)
- Salesforce Certified Administrator
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Platform App Builder Certification
- Salesforce Certified Sharing and Visibility Designer

SKILLS

SALESFORCE.COM

- Apex
- Batch Apex
- Lightning (Aura- Framework)
- LWC
- Visualforce
- Triggers
- Workflows
- Approvals
- OWD
- Sharing Rules
- Profiles
- Validations
- Standard Forecast
- Escalation Rules

TOOLS

- Eclipse IDE
- Force.com IDE
- Data Loader
- Scribe ETL Tool
- HubSpot
- Git
- Bitbucket
- Visual Studio Code
- ANT Migration Tool

- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Community Cloud Consultant
- Salesforce Certified OmniStudio Developer

OTHER CERTIFICATIONS

- HubSpot Academy Inbound Certification
- 201 CPQ Essentials Certification Exam
- Partner Certification Program-nCino University

PROJECT PROFILE

CGI EXPERIENCE

Government Agency – UK Project

May 2022 – Present

Role: Lead Analyst

Agency had a number of disparate systems that hold Customer data. Much of their data was duplicated as the data was rarely shared across business units. There was a need to replace manual data entry and retrieval processes, and improve general visibility and access to available data for use in analytics.

I am working with a Government Agency, using Salesforce.com Non-Profit Cloud, Service Cloud, Experience Cloud, and Marketing Cloud to digitally transform eight topic areas, or departments, ranging from Volunteering, Membership, Donations and Giving, Ticketing, Marketing and Customer Services. Bringing together a large number of different systems and processes into a single customer relationships system to give that full 360-degree view of their customers.

I am working as Technical Lead from CGI in this project and have successfully delivered first phase of the project on Oct-31st-2022. The delivery of Salesforce CRM system helped in delivering a digital customer journey experience and support the agency in aligning with the vision and objectives of its digital and recreation marketing strategies and still working with CGI team in Phase-2 of the project which will also support meeting agency's corporate requirements.

Roles and Responsibilities:

- I am responsible for all technical aspects involved in delivering project, I am leading the development team in India.
- Working with the client to understand requirements and solutionize. Gather system requirements, conduct analysis, coordinate the design of solutions and establish metric for success.
- Develop solutions in conjunction with the team and ensure quality of the solution.
- Determine the scope and corresponding effort estimates for all development.
- Maintain high customer satisfaction through the delivery of high-quality, timely, and thorough solutions to customer problems.
- Coach and mentor junior members of the team in the development process.



CGI Internal Project: Health Cloud-Health Interoperability Platform Integration

Nov 2021 – April 2022

Role: Lead Analyst

Based on the identified business objectives, the scope of the Health Cloud - HIP project was to enhance the following capabilities:

We integrated HIP (external system) and Health Cloud to enable

- Access to patient data from multiple health care organizations in multiple formats.
- Viewing patient data in a single application by clinicians from multiple organizations and by the patient.
- Management of consent and sharing of patient data at a detailed level.

Roles and Responsibilities:

- Worked with Product managers and business analysts to deliver high scale and highly reliable software solutions to complex business problems.
- Worked as team lead and was responsible for overall architecture, high-level technical design solution and project deliverables.
- Created, developed and documented the solution in conjunction with the Product Owner and Business Analyst.

PROJECT EXPERIENCE (PRIOR CGI)

Salesforce Senior Support Engineer

July 2019 – Nov 2021

Roles and Responsibilities:

- Assisted third-party developers to troubleshoot their integration with salesforce.com APIs, Apex, Visualforce and implementation of other salesforce.com developer products. This involved debugging, troubleshooting, and taking responsibility to see that the issue is fully resolved.
- Resolved customer service issues and skilfully managed complex customer service problems.
- Managed customer's expectations and experience in a way that resulted in high customer satisfaction.
- Developed and maintained technical expertise in assigned areas of product functionality and utilized that expertise effectively to help customers.

nCino Commercial Lending in Finance Domain

Aug 2018- June 2019

Role: Developer/Module Lead

nCino managed package used to manage Loan origination from Banking client's commercial lending process.



Roles and Responsibilities:

- Worked on creating Solution Specification Documents which explained how a feature will be built to meet a set of technical requirements.
- Lead a module on Precision lending implementation.
- Involved in complex apex customizations including round robin assignment based on multiple use cases on Opportunity Owner changes, refactored existing code (implemented in pilot release) and enhancements in existing functionalities.
- Performed deployment using Flosum tools.

ANZ Banking Journey-POC

March 2018 - August 2018

Role: Developer

ANZ Simplification proof of concept follows ANZ customers through various life stages which includes Deposits, Home Lending and Small Business. Customers can research for banking solution.

Features includes:

- Customer researches his/her banking solutions and can opens a new transaction/savings account.
- Customer can manage her goals both saving for a holiday and her home deposit.
- Product manager can easily launch, maintain and retire products.
- Bankers can see customers' accounts both retail and commercial and is able to secure their Business loan with their property.

Roles and Responsibilities:

- Worked with functional consultants and business groups to identify the next big chunk of work.
- Developed customized solutions within Salesforce platform and worked with testing team for any system and user acceptance tests.
- Collaborate with the team for code review and unit testing.

Restoration Hardware, RH

January 2017 - February 2018

Role: Developer

In the spirit of moving fast to support Operation Customer Delight and provide equal access to information to associates, RH taking an iterative approach with the rollout of Salesforce. RH using the system as it is being developed and will have access to additional functions as they become available.

Features includes:

- Trade Accounts and Contacts, Opportunities, Order, OrderLine, Quote, QuoteLineItems, Cases, Reports, Dashboard etc.
- Order Information like Billing Information and communications, Send RH branded billing summary, client status and cases for the order.
- Product details with dimensions and photos.
- Salesforce Reports and Dashboards for daily orders and RHD Return process.



Roles and Responsibilities:

- Worked on tickets covering different functionalities of the system and have done complex Apex and VF customizations.
- Impact Analysis to enable multi-currency in the org. Worked on its approach and implementation.
- Committed and merged changes using Git version control system.

Europe Express, TUI

February 2016 - August 2016

Role: Developer

The main objective of Salesforce CRM was to implement a system with Europe Express to provide full visibility, for customers interaction that includes Lead Management, Marketing Campaign Management, Opportunity Management, Customer Service, Activity Management and analytic.

Some of the key objectives of CRM Implementation:

- Implemented a centralized system to prevent loss of critical knowledge.
- Get rid from overhead from large amount of manual effort and implement automation.
- Automatic customer information retrieving system.
- Ability to analyse leads.

Roles and Responsibilities:

- Analysed requirements, involved in the development of all modules.
- Created Workflow Rules, Validation Rules, Tasks, Email Alerts and Components to suit to the needs of the application.
- Develop Apex classes, scheduler to support the custom functionality.
- Implemented Rest APIs to sync Accounts created at Salesforce to Database.
- Implemented Territory based assignment, application flows and logic as per the requirement.
- Implemented Triggers and Apex Batch on Account, Person Account and Case.
- Done RnD on Standard Forecast.

TCS, TUI

July 2015 – January 2016

Role: Developer

The main objective of Salesforce CRM was to implement a system with TCS to provide full visibility for customers interaction that includes Lead Management, Marketing Campaign Management, Opportunity Management, Customer Service, Activity Management and analytic.

Roles and Responsibilities:

- Requirement Analysis and implemented Validation Rules, Workflow Rules, Escalation Rules, Knowledge Settings, Apex Class, Triggers, Batches etc. so as to meet the application requirement.
- Salesforce integration with HubSpot Marketing Tool.
- Used Rest API to sync Accounts created at Salesforce to Database.
- Outlook Integration with Salesforce.



Quark, TUI

January 2015 – June 2015

Role: Developer

Quark targeted the experienced and curious travellers and sell the products in 52 countries around the globe. CRM will accept leads from multiple sources. Lead Assignment, Lead Tracking etc. are the part of Lead Management. Lead Conversion results in Account and Opportunity creation. A customer interacting directly with Quark to buy a travel product is designated as a Passenger in the system.

Roles and Responsibilities:

- Requirement Understanding and designing.
- Implemented Validation Rules, Workflow Rules, Escalation Rules, Knowledge Settings, ApexClass, Triggers and Batches etc. to meet the application requirement.
- Used Labels and Custom Settings as per the application requirement.
- Salesforce integration with HubSpot which is an inbound marketing and sales platform that helps companies attract visitors, convert leads, and close customers.
- Salesforce integration with an ETL Tool Scribe for data migration and application integration.

