**Usama Lakhani**

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**Professional Summary**

* 10 years of IT experience in Design, Development, Testing and Administration spanning all facets of package software and SaaS application implementation.
* Experience working with the Financial Services Cloud to provide personalized service to the client and increase the productivity.
* Experience in testing, Installing and deploying Third Party Solution like Data Management Platform (DMP), XLR8-for financial Service, Cloud Conversion and many others from AppExchange.
* Proficient in developing Service Cloud, Financial cloud, Marketing cloud and Sales Cloud functionalities, partner and Customer portals, Salesforce CRM AppExchange applications.
* Experience in the Salesforce.com CRM & Commerce Cloud space that includes Business Analysis, Administration, Configuration, Implementation, Development and Support experience.
* My web development experience includes Demandware eCommerce (Salesforce Commerce Cloud) and object-oriented Java/J2EE web development experience in Oracle ATG eCommerce platforms.
* Experienced in Discovery Phase, Scoping Phase, Analysis and Implementation Phase.
* Strong Requirements gathering experience and documentation skills which includes Conducting User Interviews, transforming business requirements into user requirement specification, Functional Requirement Specifications Document (FRD) and Use Case Narratives.
* Implementation experience of Salesforce.com applications like the Sales, Marketing and Service and Support Modules.
* Expertise in Service Cloud console with exposure to CTI adapters and mobile application integrations.
* Proficient in Case Management using assignment, escalation, workflow rules and actions.
* Worked on various salesforce.com standard objects like Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards.
* Have in depth Knowledge and understanding of CRM business processes like Forecasting, Campaign Management, Lead Management, Order Management, Account Management, and Case Management.
* Designed Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.
* Extensive experience of using declarative features like validation rules, workflows, approval process, dynamic approval process, sharing rules automation for satisfying complex business process automations.
* Implemented 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.
* Expertise in Force.com technology stack: APEX, Visual Force, SOQL, SOSL.
* Experience in building Visual Force Pages, Visual Force Custom Controllers/ Components, Advanced Search Functionality, Reports, Dashboards, Tabs.
* Installed Salesforce Apps, configured and maintained user security permissions in compliance with organizational Needs.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Experience integrating SFDC with applications like Microsoft Outlook, ACT, etc.
* Knowledge in developing web-based applications using Java, PHP, XML, CSS, HTML, DHTML, XHTML, JavaScript and AJAX Technology.
* Proficient in developing and implementing Web service integration.
* Experience in J2EE architecture, design patterns, objects modeling using various J2EE technologies and frameworks.
* Developed applications by using JSP, JSTL, HTML, Java Scripts, and Ajax.
* Experience in designing, developing and deploying J2EE applications on Apache Tomcat, JBoss etc.
* Good Knowledge of RDBMS, SQL, Microsoft Excel and Access.
* Expert in tasks such as data extraction, transforming and loading using SQL\* Loader, Oracle External tables, database links in Oracle and DTS transformations in SQL Server for various file formats.
* Flexible, enthusiastic and project-oriented team player with solid communication and leadership skills to develop creative solution for challenging client needs.
* Experience of working with diverse database platforms including Oracle, SQL server, MS Access.
* Involved in requirement gathering from the client location, knowledge transfer and setting expectations on project progress at the client end.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.
* A team player with a strong work ethic, a positive attitude and the ability to make the best use of individual resources.

**Technical Skills**

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| --- | --- |
| **Web Technologies** | ASP.NET, C#, HTML, DHTML,XML |
| **Languages** | APEX, Java, C, C |
| **Databases** | **Database.com**, Oracle 10g,9i,8i,7.x, **MS-Sql Server**, MySQL |
| **GUI** | Visual Force Pages, JSP, Windows Apps |
| **Case Tools** | ANT, SVN |
| **Web Related** | J2EE, HTML, CSS |
| **Tools Utilities** | APEX Data Loader, Concept wave, Eclipse IDE, Net beans, Fieldtrip, Salesforce Developer Workbench, Jitterbit |
| **Domain Knowledge**  | CRM |
| **Version Control Tools** | VSS, CVS, Win CVS, Rational Clear Case, Sub Version |
| **SFDC Skills** | Apex, SOQL |

**Professional Experience**

**Salesforce Developer (lead)**

**Client:** **SunTrust Bank, GA**

**July 2019 to Present**

**Responsibilities**

* Developed various lightning components that integrate to form a single point of interactive payment calculator to generate a payment plan.
* Worked with the Financial service cloud to integrate the business model and to increase the productivity.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Developed apex REST web services classes for external applications accessing salesforce.com data with restricted access.
* Built and presented customized demonstrations for SFDC Sales Cloud product offerings.
* Designed Technical Specification Document based on the requirements and the Existing Systems.
* Created Custom Controllers and Standard Controllers in Visual Force.
* Involved in requirement discussions with business team.
* Conducted Gap Analysis on Vlocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile and software analysis.
* Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products
* Worked on vlocity for sales cloud service and Marketing cloud for user friendly UI.
* Preparation of function design documents and responsible for delivery of releases.
* Involved in Unit Testing and Test Coverage for Triggers.
* Made new feature enhancements on Service cloud , Sales Cloud and Marketing cloud using Lightning and vlocity.Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.)
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Partnered with business unit to design and build data integration processes (Java/Spring, Salesforce REST web services, Vlocity DataRaptor app, etc) and loading of initial groups of customers/affiliates.
* Drove and contributed to project that rely on Salesforce Sales Cloud from discovery through delivery: gathered requirements, collaborated with the team to define a solution, build it and trained the users.
* Creating Workflow Rules, Tasks, Email Alerts and Components to suit to the needs of the application.
* Customized different page layouts and assigned them for different profile users.
* Developed Apex classes, Apex Triggers for various functional needs in the application.
* Preparation of technical design document and transitioning to the team.
* Expertise in aura framework, Lightning Components and Sales force Lightning Design System(SLDS).
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Worked on lightning for creating custom pages for lookup screens on Salesforce and implemented Lightning components.
* Responsible for deployments to Production environment using Ant tool, change sets and Force.com migration tool.
* Exported data using data loader to help organizations need to convert from salesforce to e-CRM
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services,Approvals, Workflows, Reports, Dashboards, Tasks and actions.
* Responsible to inform all business stake holders about System down time during Production deployment and provides post production support after System is up for business.
* Worked as a production support developer and solved complex issues on time.
* Preparing deployment packages and disables business users' access during system down time.
* Supporting QA team and UAT for every release.
* Owning the defect management process from development team
* Enhanced in Communities by adding new fields, field sets using Sales force lightning.
* Designed Technical Specification Document based on the requirements and the Existing Systems.
* Responsible to inform all business stake holders about System down time during Production deployment and provides post production support after System is up for business.
* Developing Custom Controllers and Standard Controllers in Visual Force.
* Developed SOQL/ SOSL queries to import object records based on the query and modify dataappropriately.
* Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Worked on lightning for creating custom pages for lookup screens on Salesforce and implemented Lightning components.
* Extensively worked for both person and Company Accounts of the organization
* Extensively worked in real-time Web service integration of Salesforce with J2EE web applications.
* Migrated leads, accounts and contacts to the Sales Cloud with help Jitter bit from the AppExchange
* Identified as the Premier Support contact person for the organization, open cases with Salesforce, follow up until the issues are resolved.
* Involved in developing visual force pages, triggers and apex classes based on the requirements.
* Proficient in creating record-types, page-layouts and profiles to hide/show visibility to various fields.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation rules and formula fields to the custom objects
* Exposure to various latest features of salesforce like Permission Sets to give user-specific permissions, content management, documents and libraries.
* Directly interacted with various user groups to understand and gather requirements and conducted demos to show prototypes.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Customized events and tasks as per user convenience to schedule meetings, follow-up, sharing calendars with other groups, etc.
* Enabled and configured E-mail Relay feature for the e-mail administration for the entire organization.
* Resolved issues connected to Call Centers, usage of CTI adapters and Mobile applications.
* In charge of the deployment and complete setup in 3 production instances, used Eclipse and changeset for deploying.
* Triggered interface events by user interactions, which includes Lightning Component framework and involved in building Lightning Components using the aura framework.
* Hands in experience on modifying Visualforce pages to be supported in Lightning Experience and good understanding of lightning mode and its features.
* Proposed and developer Environment Solution Strategy for various testing in the implementations.
* Setup Marketing Cloud Connector and Sales Cloud Setup of API user and Marketing Cloud API user and performed all the steps of Connecting Marketing Cloud Connector.
* Configured SSO (Single-Sign-On) in Marketing Cloud and Identity Access Management tool with internal teams.
* Experience on working with CSS Backgrounds, CSS Layouts, CSS Positioning, CSS Animations, CSS Text, CSS Borders, CSS Margin, CSS Padding, and CSS Table
* Used HTML, CSS, jQuery, JavaScript and Bootstrap Framework to create front-end portion of responsive web page.
* Used CSS3 to develop Rich UI Effect such as text shadow, animation effect and element that can be resized by user
* Used **CSS Sprites** to decrease the number of **HTTP requests** and load time of web pages.
* Worked on Mobile First Site Genesis on Salesforce Commerce Cloud
* Integrated Commerce cloud with Facebook using Facebook Dynamic Ads feature on Salesforce Commerce Cloud
* Worked on Multilanguage features of Salesforce Commerce cloud
* Worked on Customer Service Center on Commerce Cloud
* Performed hands-on work doing admin as well as development work in marketing cloud.
* Hands on experience in using the Aura framework and Salesforce Lightning Design System (SLDS).
* Created Lightning Components, added CSS and Design Parameters which improves performance.
* I configured product and pricing setup using CPQ/Product consoles Formatted and migrated the user data into Lightning Experience.
* Used backend frameworks Nodejs, Koa (Express), Sequelize ORM, GraphQL, MySQL Database and AWS Stack.
* Microservice API development using NodeJS, KOA, Docker, and Kubernetes.
* sed popular Node.js frameworks like Express and Restify to create a Restful Mock API
* Built backend REST API with Node.js, Express.js.
* Worked on developing CRUD applications using MERN stack (MongoDB, Express, ReactJS and NodeJS) and REST based API.
* Used Lightning framework to integrate with legacy systems like SAP, Microsoft and oracle.
* Involved in migrating from salesforce classic to Lightning.
* Experienced Salesforce developer in Developing Apex Classes, Triggers and Visual force Pages, Lightning Component bundles.
* Administrator for different salesforce.com CRM application for sales cloud and service cloud.
* Extensively used tools such Informatica for integration of data with legacy ERP system.
* Implemented service cloud and Commerce Cloud functionality like case management, field service management and CTI integration.
* Migrated ERP System from Avante to Epicor 9. Transferred system data for sales orders, purchase orders, AR invoices, jobs and master data from legacy system to Epicor 9.
* Worked with all aspects of Epicor ERP system. This includes sales, purchase orders, accounts payables, accounts receivable, MRP, quality control, shipping and receiving.
* Experience and knowledge of cloud service models (SaaS, PaaS, and IaaS) and in implementing cloud access security broker (CASB) solutions to act as central control points to set policy, monitor behavior, and manage risk across all cloud services simultaneously.
* Experience working on Frameworks like Bootstrap, Foundation, Angular.js, React.js, Node.js and Media Queries.
* Solid experience on JavaScript Frameworks like MVC/MVVM JavaScript frameworks and Exposure to Node.js (Node eclipse & Enide Tool Collections), jQuery UI, Kendo UI.

**Salesforce Developer (lead)**

**Client: Stanford Hospital, CA**

**Dec 2016 to June 2019**

**Responsibilities**

* Configure the Sandbox for multi-developer environments, create/manage users, sites, portal configurations.
* Configure the Cast Iron orchestrations endpoint for Salesforce, POS systems in for multi-developer environment, create/manage deployment of orchestrations, config keys, portal configurations.
* Integrated Commerce cloud with Facebook using Facebook Dynamic Ads feature on Salesforce Commerce Cloud.
* Designed RESTful API plugin using Node.js, MongoDB, Mongoose ODM, and Express which optimized the code using Promises by 20%.
* Developed application using NodeJS for Asynchronous Module Definition (AMD) and Grunt as task manager.
* Was assigned to lead task force (executives, leaders, developers, business contacts) to work with Vlocity to troubleshoot DataRaptor performance issues preventing upscaling our data operations.
* Received approval to design and develop POC custom Data Integration Framework to prove viable options to replace Vlocity DataRaptor usage for high volume interfaces
* Setup and Implemented Salesforce marketing cloud 2.0 org.
* Worked on Content builder to creating content templates.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Designed integration using Connect App, REST and SOAP.
* Use TFS for work allocation ad project Management.
* Exposure to various latest features of salesforce like Permission Sets to give user-specific permissions, content management, documents and libraries.
* Extensively worked in real-time Web service integration of Salesforce with J2EE web applications.
* Directly interacted with various user groups to understand and gather requirements and conducted demos to show prototypes.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Experience in SFDC development using Apex classes and Triggers, Visual Force, Force.com IDE, SOQL, SOSL .
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events
* Proficient in using meta-data migration tools like Eclipse IDE and SalesForce Apex Data Loader with code analysis.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.
* Developed Salesforce.com ETL processes using Cast Iron, Java and Sales force Web Services Java API.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates,workflow rules and actions, etc.
* Customized events and tasks as per user convenience to schedule meetings, follow-up, sharing calenders with other groups, etc.
* Coordinated with IT development teams to build user stories, business requirements, and monitor data quality for data feed processes and Working with Marketing managers and converting their strategy into implementations using Marketing cloud Exact Target.
* Built marketing camping reports in Salesforce and utilize it as a main source of data to integrate with marketing cloud.
* Integrated custom HTML pages, AMP Script to capture Data directly into Salesforce using Marketing cloud Journey builders and mass email campaign blast.
* Worked on Vlocity Salesforce AppExchange App and various Omni-scripts to build custom user-friendly UI for create and edit actions with core Vlocity team.
* Design and develop the Custom objects models and SOQL and SOSL queries within Governor Limits.
* Design Salesforce reports from default & custom objects and custom fields.
* Design, develop and test the Force Workflows, Analytics, and Dashboards.
* **Implemented new customer support solution using Salesforce.com Service Cloud. Maintained and improved existing Salesforce implementation.**
* Integrate with the In-Store POS system using IBM Cast Iron Cloud and SFDC to SFDC integration using Cast Iron.
* Integrate with the In-Store POS system for each Goodwill Denver area store using IBM Cast Iron Cloud and SFDC to SFDC integration using Cast Iron.
* Worked on the UI layer coding JSP with HTML, DHTML, CSS Java Script, jQuery.
* Worked on Data cleaning with excel sheets to avoid duplicate records using External ID. **Scheduled deployments in the Salesforce Marketing Cloud application and providing completion communications to the client.**
* **Ensuring ongoing adoption by the customers' website(s) of the continuously innovating Commerce Cloud feature set.**
* worked on Data Mapping using excel sheets to map all the existing fields from Client and Mainframe Applications to Salesforce.
* Worked with Data Loader to update, insert and delete records using excel sheets as a part of the data migration.
* Worked with SQL Server management studio to execute complex SQL queries using client and salesforce schema
* Convert portal to use Salesforce's Force.com Apex /Visual Force portal custom pages, custom objects/fields, controllers, sites, triggers.
* Chatter integration, integration design interfaces for user registration, reports, sales and marketing
* **Worked on various Salesforce.com standard objects including sales cloud and service cloud related objects. Followed agile development methodology for implementing the project.**
* **Worked on various Salesforce.com standard objects including sales cloud and service cloud related objects. Followed agile development methodology for implementing the project.**
* departments and payment systems with Authorize.NET.
* App Exchange apps setup, install like quote Quickly, DocuSign.
* Write tests for Code Coverage of 75% as required by Salesforce deployment.
* Deploy Sandbox to live production Org and data load/migration using Cast Iron, Apex Data Loader.
* Consolidate multiple Lead sources for easy tracking by marketing/Sales department throughout the process.
* Used XML based Web Services using SOAP/WSDL for common interface across all internal and external application and users.
* **Managed subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries**
* **Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.**
* **Used Journey builder in running several different campaigns along with Automation Studio and Contact Builder.**
* **Designed advanced reports, dashboards, and portals in Marketing Cloud and other business intelligence tools.**
* Implemented marketing cloud integration with service cloud to manage cases.

**Sr. Salesforce Developer**

**Client:**  **Nelnet, NE**

**Sept 2014 to Nov 2016**

**Responsibilities**

* Performing the analysis of business as well as technical requirements to design the solution by customizing different standard objects of Salesforce.com.
* Experience on CPQ using Product Catalog Quoting and Contracting.
* Hands of experience in CPQ by CPQ 360, Version 3.1+, Salesforce CPQ, Version 25.2+.
* Implemented Quote-to-Cash solution using CPQ. Depth understanding of the CPQ, CLM data model and functionality.
* Worked on REST API web services for lead management, SOAP API web services with XML as intermediate platform.
* Design, develop and implement solutions for the CPQ system deployed on the Salesforce platform.
* Developed custom Apex classes, tests and triggers by applying design patterns to control code execution, avoid runtime limits, and remain bulk-safe and used SOQL&SOSL for data manipulation.
* Extensively worked on force.com platform in salesforce.com environment with Apex and Visual Force pages.
* Implementation of Batch Classes, Scheduled Classes as part of the Business Requirement.
* Designed, and developed the 100+Custom objects, Record Types, Formula fields, Page layouts, workflow rules, tasks, emails and alerts to track customer related tasks and activities.
* Configured the settings and communication templates and granted high volume portal users to objects in the customer portal.
* Worked on REST/SOAP Web service to integrate Salesforce with third party systems
* Developed Apex Classes, and Apex Triggers, Apex Schedule, Batch Apex, Apex Web services for various functional needs in the application Classes and ensure on getting maximum Test Coverage, maintained around 85 percent for the code. Review code for potential performance issues, security and reusability.
* Managed APEX classes, triggers, controllers, to build instances/object and written complex- SOSL, SOQL quires to extract.
* Owning the responsibility of Code and Data Migrations - collaborating with the Scrum development teams to promote the tested requirements from Sandboxes to Production Environments.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Interface Designing using Visualforce page and their supportive Controller Classes. Automate the functionality by writing Triggers and Apex Classes.
* Created Custom Visualforce components and attributes to override the look and feel of standard Visualforce components. Developed complex reports and dashboards using HTML, PDF, Apex, Visualforce page and mail merge.
* Implementation of Apex Triggers, Apex Class for automation of the business process on Account, Contact, Opportunity and Custom Objects.
* Define and manage release readiness and success criteria based on business requirements.
* Responsible as a Release Coordinator to deploy Salesforce components to Production using Eclipse Force.com IDE.
* Maintains and Publish the Release management plans to Client and stakeholders.
* Implementing the Environment management strategy.
* Developed various Tabs, Components and Visual Force Pages and Covisu.
* Generated SOQL, SOSL Queries for maintenance of multiple objects, to select the data from SFDC.
* Defined lookup and master-detail relationships on the objects, created junction objects Performed Role of Salesforce.Com, Design, Development, Administration and Operational Support.
* Implemented Object as well as field level security to hide critical information on the profile users.
* Created automations of emails to Opportunity owners based on business requirements.
* Generating an XML file including all the components developed for a Release.
* Configuring & customizing the applications.
* Monitor configuration data updates regularly during the development and production timeline.
* Sample Testing to verify the components are migrated as per the Requirements.
* Code Review and maintenance.
* Software development involved using Eclipse, Ant, Maven, local depository and Clear case.
* Strong Experience in build setup using Ant, Maven 2 also has extensive experience in migrating Ant projects to Maven2.
* Built the Project Structure using apache Maven2.
* Worked in querying Salesforce.com databases using SOQL and SOSL for various data fetching and manipulation needs of the application using platform database objects with consideration to Governor Limits.
* Worked on REST API web services for lead management, SOAP API web services with XML as intermediate platform.
* Manage operational requests and troubleshoot issues, working with diverse user groups.
* Worked on integrating Salesforce with 3rd party products, ideally using web services on REST API based integrations.

**Salesforce Developer**

**Client: Better Up, CA**

**July 2013 to Aug 2014**

**Responsibilities**

* Developed SOQL/ SOSL queries to import object records based on the query and modify dataappropriately.
* Bridged the communication gap between students, teachers and administrators using CRM customizations.
* Preparation of function design documents and responsible for delivery of releases.
* Involved in Unit Testing and Test Coverage for Apex classes.
* Creating Workflow Rules, Tasks, Email Alerts and Components to suit to the needs of the application.
* Customized different page layouts and assigned them for different profile users using page layout assignment.
* Developed Apex classes, Apex Triggers for various functional needs in the application.
* Preparation of technical design document and transitioning to the team.
* Responsible for deployments to Production environment using Ant tool, change sets and Force.com migration tool.
* Responsible to inform all business stake holders about System down time during Production deployment and provides post production support after System is up for business.
* Worked as a production support developer and solved complex issues on time.
* Preparing deployment packages and disables business users' access during system down time.
* Supporting QA team and UAT for every release.
* Developed testclassesfor code coverageand done code refactoring.
* Involved in requirements discussion with on shore team and technical as well as functional designdocument preparation.
* Responsible for unit and integrating testing before deliver to QA team
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to   the email alert within the workflow rule for a standard/custom object.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Familiar with Salesforce latest product launches including Wave Analytic.
* Developed wave dashboards using Salesforce platform as the backend.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Developed customer management app for the customer services team to track client databases and financial transactions by collecting requirement for the application of the Salesforce CRM with the Customer Portal.
* Performed fields mapping of Salesforce and Legacy CRM systems.
* Exported data using data loader to help organizations need to convert from salesforce to e-CRM
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
* Responsible for writing SOQL and SOSL queries.
* Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Implementation of Salesforce Service Cloud from Business case to operation.

**Salesforce Admin/Developer**

**Client: Hyland, OH**

**Feb 2010 to June 2013**

**Responsibilities**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and using other Platform based technologies like Visual Force, Force.com API, and Web Services
* Involved in Planning and implementing new SFDC features according to the Business and Software requirements.
* Used Data loader and import wizard to insert, update and import bulk data of Accounts, contacts, leads and opportunities.
* Reviews and streamlined existing CRM to endure accurate adoption metrics reporting. Deactivating users to release licenses.
* Implemented Vlocity cards and reusable templates with comprising SLDS stylin
* Worked on Vlocity Salesforce AppExchange App and various Omni-scripts to build custom user-friendly UI for create and edit actions with core Vlocity team
* Track and communicate team Vlocity and sprint progress to all affected teams and management.
* Performed fields mapping of Salesforce and Legacy CRM systems.
* Created users, roles, territories, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Customized and developed Apex classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Created various HTML5, Visual Force Email templates for Auto response to customers and outbound messages.
* Developed Apex classes, Triggers, Time triggered tasks and Apex scheduler to implement business logic to the needs of the application.
* Develops metric reports on project status, budget, schedule, and Agile metrics such as Vlocity and cycle time.
* Customized User Roles, Role hierarchies, Profiles and Sharing settings to ensure that the protected data is available only to the authorized users.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Implemented pick lists, dependent pick lists, validation and formula fields to the custom objects.
* Involved in Customizing Page Layouts, Workflow Alerts & Actions, Pick Lists, Record Types, Process builder, Custom Tabs and Email Generation as per application requirements.
* Developed Workflow rules, Validation rules, Approval process, Customization and implemented Apex classes and Triggers associated with them to manage the workflow in the application.
* Implemented enhancements on objects like Accounts, Leads, Contacts, Opportunities, Quotes, Activities, Tasks, Reports and Dashboards.
* Developed Visual Force Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
* Designed, developed and deployed Apex classes, Controller Classes, Extensions, Components, Batch Apex classes, Test classes and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Customized existing Visual Force to align with Salesforce new Lightning UI experience.
* Designed Tabular, Summary and Matrix Reports on Opportunity, Pipeline, Cases generated, sales cycle and accounts.
* Worked on lightning for creating custom pages for lookup screens on Salesforce and implemented Lightning components.
* Worked on REST and SOAP Apex web services along the custom web service method.
* Developed SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.