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**PROFESSIONAL SUMMARY:**

* Over 6+ Years of hands on experience in Software Development and 5 years of hands on experience in Salesforce Development & Administration with domain experience including analysis, requirement gathering, design, development, enhancements, testing, deployment and maintenance of standalone Object-oriented enterprise applications. 5 months of Java development experience.
* Experience with SDLC process in agile methodology. Strong implementation and rollout experience with Salesforce.com CRM (**Sales Cloud, Service Cloud and Marketing Cloud**), Communities, Sites and Force.com platforms.
* Ability to set up, customize and deploy to Salesforce.com from the ground up for large user groups, perform hands on customizations using **Apex, Visualforce, custom reports generation using Salesforce Web Services API** and train sales users.
* Good experience in developing business logic services Using Custom Objects, Controllers, **Visualforce/Apex classes and Apex Triggers.**
* Proficient in **data migration** from traditional applications to Salesforce using Data Loader Utility.
* Strong experience in creating, managing applications, Custom Objects, Custom tabs, Fields, Relationships, **Page Layouts, Record Types, Validation Rules, Email Templates, Report Types, Workflow Rules, and Approval Process, SOQL, SOSL and Governor Limits.**
* Experience on creating Users, Profiles, Permission Sets and Roles.
* Experience with SFDC **integration events, triggers**. Worked with SFDC Apex REST API, SFDC Bulk API, SFDC Workflow Outbound Messaging.
* Experienced in web technologies – **HTML, CSS, XML, JSP, JavaScript, WSDL and SOAP**.
* Experience on integration, integrated Salesforce with different external systems, performed both inbound and outbound integration using SOAP as well as REST API. Experience on managing the Communities.
* Hands on experience in developing and configuring Dashboards, Reports and Report Folders for different user profiles based on the need in the organization. Advanced knowledge of Apex, including but not limited to scheduling, Web Services API, triggers, custom controllers, **Design Patterns, Dynamic Apex, and Batch Apex.** Sound Understanding of Data migration using Import wizards, and Data Loader.
* Strong knowledge on SFDC Functional areas – **Accounts and Contacts, Opportunities, Leads, Campaigns, Dashboards and Reports.**
* Extensive experience in using salesforce.com involving the creation of **Roles, Profiles, Workflows, Approval Processes, Page Layouts.**
* Strong knowledge in the creation of **Custom objects, Triggers, Apex Classes, Force.com API, Standard and Custom Controllers, Controller Extensions.**
* Strong knowledge of **Salesforce configuration**, data migration, system integration and familiarity **with Visualforce** (Pages, Components, Controllers) **MVC architecture** and Apex **(Classes, Controllers & Triggers).** Experience working with Force.com IDE and SFDC Sandbox environments.
* 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, roles, and configured the permissions based on the organizational hierarchy.
* Good understanding of Salesforce.com **Governor** Limits with an ability to optimize code to respect those limits.
* **CSS** experience in developing web interfaces for clients both through Force.com Sites and standard web technologies including but not limited to **HTML, CSS, XML, and JavaScript**.
* Knowledge and experience in **Salesforce Lightning**.

**Certifications:**

* **Salesforce Admin**

**Education:**

* Bachelor’s in Computer Applications – 2004
* Masters in Computer Applications - 2009

**Technical Skills:**

**Salesforce.com**: Salesforce Lightning, Apex Language, Apex Trigger, Visualforce (Page, Component & Controllers). SOQL, SOSL, Email template, Formula, Validation rules, workflow and approvals, App exchange, Eclipse, Force.com IDE, Apex Data Loader, web services

**Custom Integration &Management tools:** Outbound Messages, Workflow and Approvals, Field updates, Reports, Account Management, Contact Management, Email Services, Security Controls, Custom Objects, Custom Settings, Custom Labels & Tabs, App Exchange Package & Custom Application and Sandbox Data Loading, MS Visio, HP ALM, QC, JIRA

**Force.com tools**: Eclipse, Force.com Eclipse IDE Plug-in, Data Loader, Force.com, Salesforce.com

**Web Technologies**: HTML, Java Script, XML, CSS, WSDL, jQuery

**Languages:** C, C++, Apex, Core java, Java, JavaScript

**Java Framework:** J2EE, Struts, Hibernate.

**Relational DB**: SQL, SOQL, SOSL

**Professional Experience:**

**Client: Prudential
Location: Roseland, NJ
Duration: Nov 2017 –Till Date**

**Role: Salesforce Administrator & Developer**

**Responsibilities:**

* Implemented Agile to ensure speed-to-market of solutions and maximum business value capture.
* Designed and developed Visual Force pages based on the business requirements.
* Proficient in Developing Apex Triggers, Apex Classes and Test Methods to facilitate details capturing and updating on leads, prospects and contacts, sandbox data loading and Web services API.
* Designed high level customized visual force pages using extension controllers, custom controllers and standard controllers.
* Lightning Experience - Formatting and migrating user data into LE, Implemented Salesforce Lightning Components for small set of users within the organization.
* Replaced all the JavaScript buttons with Quick Actions or Lightning Components in Lightning.
* Used Service Cloud to create a customer portal and help the customers.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Retrieve all metadata and Apex classes from a Salesforce org and push to a GitHub repository hosted on Bitbucket using ANT.
* Day to day Scrum calls on the updates of the work.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities.
* Have done POC on using External ID for Data Upsetting using Data Loader.
* Written test classes for a Process Builder to test its efficiency.
* Worked with SOQL, SOSL, Visualforce, Apex, ETL, SOAP API Force.com and Web Services API.

**Environment**: Force.com platform, Chatter, Apex Classes, Sales Cloud, Service Console, Visual Force Pages, Bit bucket, Jira, apache ant, Custom Objects, Custom Tabs, Controllers, Email Services, Workflow Approvals, Security Controls, Reports, Eclipse IDE, Windows.

**Client: Bank Of America
Location: Pennington, NJ
Duration: Jan 2016 – Oct 2017**

**Role: Salesforce Administrator & Developer**

**Responsibilities:**

* Actively involved in interacting with business users (subject matter experts), requirement gathering, defining functional and technical specifications.
* In the service cloud environment, performed the role of Salesforce.com Administrator in the organization. Also Participated in translating and documentation of business requirements into functional requirements.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API.
* Worked on Service Cloud to complete customer service platform with features and capabilities that include service console, case management, account and contact management, social media customer service, customer self-service, live chat, and more.
* Created the Custom fields for salesforce CRM content management.
* Customized Company Profile, Page layouts, record types, Security & Access Controls and Communication Templates as per the organization requirements.
* Used Chatter, worked together on sales opportunities, service cases and marketing campaigns and monitored the latest developments at the organization.
* Created case escalation rules to escalate cases automatically if they are not resolved within a certain period of time, also worked on app-exchange tools for tracking orders.
* Created formula fields and Roll-up summary to validate the information provided by the customer using validation rules.
* Exported data from legacy systems 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.

**Environment:** Saleforce.com, Security Controls, Escalation rules, Apex, Assignment rules, Agile Methodology, Record types, Custom objects and Fields, Workflows, Rules, Web Services, HTML, CSS, Eclipse, Data loader.

**Client: HSBC
Location: India
Duration: Mar 2005 - Jul 2006**

**Role: Salesforce Administrator**

**Responsibilities**:

* Data migration from external systems to salesforce using Data Loader. Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Created different Workflow rules and Approvals for various campaign processes.
* Designed, and developed Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visualforce Pages to suit the needs of the application.
* Designed, developed and deployed Apex classes, Controller classes and Apex triggers, packages for various functional needs in the application.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
* Extensively worked on customizing Geo Pointe App to the organization needs.
* Developed and configured various reports for different user profiles based on the need in the organization.
* Created email templates and inbound emails using Visual force for the clients and customers.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.
* Participated in the training sessions provided by the Salesforce team and support end users
* Knowledge on creating Visualforce Dashboards, sharing rules.
* Used change sets for deployment.

**Environment:** Saleforce.com platform, Role Hierarchies, Sharing Rules, Email Templates, Reports, Dashboards, Custom Objects, Custom Tabs, Email Services, Security Controls, Approval process.

**Client: Acquire Information Systems
Location: India
Duration: Jan 2004 - Feb 2005**

**Role: Java Developer**

**Responsibilities**:

* Involved in the requirements gathering, analysis, design, development, and testing phases of Software Development Lifecycle (SDLC).
* Implemented Java Persistence API (JPA) through Hibernate 3.0. Created connections to database using Hibernate Session Factory, using Hibernate APIs to retrieve and stored data to the database with Hibernate transaction control.
* Worked with the team to design the front-end GUI using JSP, JScript and HTML.
* Spring, Servlets, JSP, and JSTL are used for building the application.
* Worked on JavaScript to implement front end side validations.
* Design and developed application with a comprehensive knowledge of Java and J2EE.
* Implemented MVC Architecture using Struts Framework.
* Design, Development of JSP pages, Servlets and re-usable Java Beans using Apache Spring
* Designed various Visualforce for customers to select a variety of services offered by the organization and integrate them with the pricing team.
* Designed, and developed Apex classes, Controller classes, extensions and Apex Triggers for various functional needs in the application.
* Maintaining test coverage for all the classes and triggers and supporting deployment activities.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit the needs of the application.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com

**Environment**: Web Sphere Server, Struts 2.0, JSTL, CSS, DB2, JSP, JDBC, EJB, RAD, J2EE, Java, UMLs, HTML, Joint, Log4j, JavaScript, J2EE Patterns, SQL, MVC, Saleforce.com platform, Force.com IDE - Eclipse Plug-in.