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**D. Pooja**

Salesforce Admin/Developer

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**Professional Summary:**

*To secure a stable career opportunity to make full use of my qualifications, hard work and expertise, while still making a meaningful contribution to the company’s progress.*

*Over 6+ of IT experience with over 3+ years of experience in Salesforce as Salesforce Administrator/Developer on Sales, Service, Marketing, Communities, Chatter clouds, Force.com.*

* Strong Hands on experience in writing Apex Controller Classes, Batch processes, Schedulable classes, test classes etc., with Lightning Experience.
* Experienced in developing custom UI using Visualforce Pages, Visualforce Components along with Controllers.
* Hands on experience in SFDC Administrative tasks like Users, Page Layouts, Workflows, Approvals, Validation rule, Formula, Standard objects, Custom objects, and relationships, Profile, Permission Sets, OWD, Role Hierarchy, Sharing Rules, Reports, Dashboards, etc.
* Implemented and delivered projects under Agile Development Environment with both large & small project teams. Prepared Technical Design and Deployment Plan Documentations.
* Automated multi-channel marketing campaigns integrated Salesforce. Hands on experience with Campaign, Campaign Members, Leads, Contacts & Accounts management.
* Worked on new concepts of Salesforce Lightning components, lightning action buttons, etc. Also, Salesforce Mobile Application related development activities.
* Proficient in authorizing Business Requirement Documents into System Requirement Specifications and identifying interface and business process specifications.
* Proficiency in Sales Cloud and Service Cloud features. Worked on Various community templates like Visualforce plus tab.
* Experience in Web Services integrations using SOAP API.
* Involved in Code Deployments using Change sets from Sandbox to production.
* Data Loading experience using Import Data Wizard and Apex Data Loader.
* Managed Sandboxes for development, testing and training purposes.
* Good knowledge of OOPs (Abstraction, Encapsulation, Inheritance and Polymorphism) and design
* concepts.
* Experience in Scrum methodologies.
* Experienced Technically in App Exchange with Lightening experience.
* Hands on in capturing, analyzing, documenting, and realizing the business requirements to design on salesforce.com platform by designing the required entities like custom objects, creating the relationships, junction objects like Master-Child, lookups, Entity Relationship data model, Pages, Classes, Interfaces, Workflow rules, triggers, Email alerts and business logic.
* Good experience with SQL, HTML, CSS, and JavaScript with Force.com.
* Excellent Interpersonal, Communicational, Organizational and Management skills.
* Excellent team player, self-motivated, quick learner and with good trouble-shooting capabilities.

**Certifications:**

* ***Salesforce.com Certified Platform Developer I.***
* ***Saelsforce.com Certified Administrator (ADM 201)***

**Skills Acquired:**

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| **Salesforce Technologies:** | Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, Case Management, Automation, Workflow & Approval processes, Dashboards, Custom Objects, SOQL, SOSL. |
| **ETL/Integration Tools:** | Force.com, and Force.com Workbench |
| **Programming & Data Analysis:** | HTML, CSS, JavaScript |
| **Databases:** | Microsoft SQL Server, MS Access, |
| **Web Services:** | SOAP |
| **Operating Systems:** | Windows, Windows Server, Linux, Unix. |

**Experience History:**

**Comcast Cable – Philadelphia, PA May 2019 – Till Date**

**Role: Salesforce Admin/Developer**

**Responsibilities:**

* Implemented customizations using Apex controller classes (Custom, Extension), Triggers and Visualforce pages.
* Used visual force components like Form, PageBlock, PageBlockSection, CommandButton, ActionSupport, ActionFunction, PageBlockTable and Repeat for developing Visualforce pages.
* Developed salesforce1 Lightning components development for existing business groups and converted Visualforce pages with lighting experience.
* Developed rich UI using custom Cascading Style Sheets (CSS) in Visualforce pages and used Java Script for client-side validations.
* Written SOQL, SOSL, Relationship queries in apex classes, triggers to retrieve optimized data from sObjects.
* Written apex unit test classes for Trigger, Apex classes to meet 75% of code coverage to migrate to Production instances.
* Performed administrative tasks - creating Users, Profiles, Roles, Permission Sets, Page Layouts, Record types and configured sharing rules based on Organization role hierarchy, Standard objects like Accounts, Opportunities, Leads, Campaign, Cases, Tasks and Events, Reports and Dashboards.
* Developed custom Objects, Fields, Dependent picklist values, validation rules, Page Layouts, Search Layouts and Tabs.
* Implemented service cloud, service console, automated cases using Email-to-Case, setting up auto-response, assignment, escalation rules on Case object and enabled communities in cases.
* Created workflow rules, approval process and defined actions like Tasks, Email alerts, Outbound message, and Field updates.
* Created communication templates used for Email alerts based of Text, HTML and Visualforce types.
* Good experience in preparing package.xml file for deploying applications from Sandbox to Production instances using Force.com migration script and Workbench.
* Configured Single Sign-On (SSO) for user authentication.

**Gapblue Software Labs pvt. Ltd. – Kerala, India Feb 2016 – Dec 2018**

**Role: Salesforce Administrator**

**Responsibilities:**

* Interacted with various business team members to finalize requirements and prepared Test-Driven Development (TDD) of the requirements.
* Customized page layouts, search layouts to organize fields, and related lists for various objects. Created/customized Roles, Profiles and assigning Permission sets to the users.
* Worked on salesforce.com customizations using Apex controller, extension controller classes, Visualforce pages and apex trigger.
* Written apex test classes for code coverage (minimum 75%) of apex trigger and apex classes to promote these components to production.
* Developed and scheduled apex batch classes and scheduled jobs using Batchable and Schedulable interfaces. Developed Workflow Rules, Time-Dependent Workflow Actions, Email Alerts and Field Updates.
* Written salesforce SOQL, SOSL for querying the data and use results for data manipulation needs of the application.
* Implemented Dashboards by leveraging out-of-box reporting capabilities.
* Involved in gathering business requirements with other team members from various business teams spread over Sales, Marketing and Customer service.
* Generated Queries using Apex Explorer and WSDL application to connect with different servers.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* 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 based on the need in the organization.
* Involved in migrating data into Salesforce application using apex data loader through CSV files. Installed and configured data loader.

**Google LLC - Hyderabad, India Aug 2013 – Jan 2016**

**Employer - Wipro Ltd.**

**Role: Software Associate**

**Responsibilities:**

* Collaborated in requirement gathering, business analysis, for salesforce.com implementation.
* Successfully developed the program plan within the estimated time, effort, and quality goals.
* Participated on translating and documentation of business requirements into functional requirements.
* Customized Company Profile, Access Controls and Communication Templates as per the

organization requirements.

* Created custom objects, users, custom profiles, page layouts, and record types to meet business

guidelines.

* Designed various HTML Email templates for Auto-Response to customers.
* Developed workflows, assignment rules, escalation rules, case teams, support settings, custom settings

and other inbuilt functionality.

* Added, configured workflow rules, time triggered workflows, email templates resulting into effective

Web-to-Lead, Web-to-Case and Email-to-Case communication with customers.

* Implemented Customer Portal for various business requirements.
* Managed and implements customization requests by Business Users, including creating workflow triggers, workflow alerts, and automated email response.
* Conducted training sessions to the users to use the Salesforce Knowledge application and developed a feedback custom report.