

**Apeksha**

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**SUMMARY:**

* 4+ Years of Experience in Salesforce.com Administration, configuration, Lightning platform and development.
* Worked extensively on building Apps visually with **Lightning App Builder** and **Lightning Components.**
* Proficient in **Lightning Design System**, Lightning App Builder and Lightning Components to enable anyone to quickly and easily create modern enterprise apps.
* In-depth understanding of SaaS, PaaS, and PaaS.
* Excellent programming skills and strong Object-Oriented programming concepts (OOP).
* Extensive experience in salesforce.com Setup, Configuration, Customization, Administration, Data Migration and Integration tools like Apex Data Loader etc.
* Worked on Salesforce provided Cloud Software Service max and SAAS for maintain work order according to user requirement and generating reports.
* Strong exposure to Security and sharing rules implementation at object, field, and record level for different users at different levels of organization.
* Extensive knowledge in developing **stored** **procedures, functions, Views, Triggers**, **Complex queries** using **SQL Server** (TSQL) and **Oracle PL/SQL**.
* Worked with Sales cloud and Service cloud to leverage the functionality, Lead Management and **Opportunity management**.
* Proficient in **Sales cloud implementation, Service cloud modules**, Salesforce SF1, Salesforce lightning and **Chatter**. Expertise knowledge of **CRM** processes like **Sales, Marketing, Customer Service, Customer Support, Business processes** and recommended solutions to improve their processes in salesforce.com.
* Have knowledge in implementing various advanced fields like Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates & Email generation according to application requirements and clients.
* Proficient in Configuration, Customization, Programming with Apex API (Controllers & Triggers), Visual force Pages, Visual force Components using up-to-date technology & implementing new instances of Sales force
* Created multiple 'generic' communities that many external users could access, enabling further revenue from existing customers and management of cases.
* Involved in Automated business process by using Workflow Rules and Approval Process for automated alerts, field updates, and Email generation according to application requirement.
* Experience in working with Data Loader, import wizard, salesforce.com and Sandbox environments.
* Extensive experience in working with various standard objects like Accounts, Events/Activities and Opportunities.
* Involved in creating **Formula fields, Workflow rules, Escalation rules, Validation rules, Page Layouts, and Email generation** according to the business needs.
* Worked on **Opportunity Dashboard** - for bulk modifications instead of going to each Individual record.
* Experience in setting up the sharing model including custom **Profile creation**, assigning the roles to the users and creating the Sharing Rules to share data between different hierarchies.
* Participated in all stages of **Software Development Life Cycle** (SDFC) and **Contract Life Cycle Management** i.e., System Analysis, Design, Development and Testing. Expertise with Object Oriented Design (**OOD**), Analysis (**OOA**), based on Unified Modeling Language (**UML**) architecture.
* Proficient in creating **Business Requirement Document (BRD)**, Functional Specification Document (SFD), **System Requirements Specification (SRS)**, Test Plan, Test case and Test reports.
* Had experience working in Software Lifecycle Methodologies like **Agile/SCRUM** and **Waterfall**.
* Good experience in **Core Java, JDBC, Servlets, Java Server Pages (JSP), Struts, HTML, Java Script, CSS, JQuery, Junit**.
* Experience in web technologies like **HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP**.

**EDUCATION:**

* Bachelor’s in Computer Science in JNT University, India.

**TECHNICAL SKILLS:**

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| **Force.com Technologies** | Salesforce CRM, Salesforce Lightning, Sales cloud, Service Cloud, Marketing cloud, Apex Classes/Controllers, Apex Triggers, Visual Force Pages /Components, Apex Web Services, Workflow & Approvals, Process Builder, Assignment, Change Management, Reports and Dashboards, Process Automation, Custom Objects. |
| **Programming Languages** | C++, Java, Apex, Java Script, CSS. |
| **Web Technologies** | HTML, Visual force, CSS, Java Script, SOAP and REST API. |
| **Database** | Oracle 10g/9i, MS SQL server, MY SQL, SOQL and SOSL. |
| **Salesforce Tools** | Eclipse - Force.com, Eclipse IDE Plug-in, Apex Data  Loader, Cloud Data wizard and GitHub for collaborative code review |
| **Microsoft Tools** | MS office suite: Word, PowerPoint, Visio, Project and Access. |

**CERTIFICATIONS:**

* Salesforce Certified Platform Developer I.
* Salesforce Certified Administrator.

**PROFESSIONAL EXPERIENCE:**

**Client:  Omnicell - Cranberry Township, Pennsylvania**

**Duration: August 2017 – Present**

**Role: Salesforce Developer / Administrator**

**Responsibilities:**

* Performed the roles of Salesforce.com **Admin** and **Developer** in the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Designed and developed **SFA** based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend, **Visual Force pages** **and Salesforce Lightning Experience** as user interface.
* Configured Sales Force Automation (SFA) for **Campaign management**, **Opportunity Management, Account and Contact Management, Data Quality Management**.
* Developed **complex workflows and approval processes** for automating business logic.
* Used Force.com platform for developing feature rich and user friendly **Visual force pages** for enhancing Salesforce UI.
* Developed various **Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects and tabs, Components and Custom links.**
* Used Salesforce.com developer toolkit **including Apex Classes, Controllers and Triggers, Visual force pages, Force.com IDE, Migration Tool, Web Services API**.
* Configured federated login to ensure that single sign on in implemented across the company.
* Enabled Salesforce connections between partner sales force orgs and the client’s org.
* Created search layouts to organize **fields, custom links, related lists,** and other components on a record detail and edit pages.
* Used **Salesforce** **Automation Process (SAP**), Created **workflow rules** and defined related tasks, time **triggered tasks**, email alerts, field updates to implement business logic.
* Worked on Salesforce.com Application to Setup activities and customized the apps to match the functional needs of the organization.
* Created various **Reports** (summary reports, **matrix reports, pie charts, dashboards and graphics)** and Report Folders to assist managers to better utilize Sales force as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Created a **Business required document (BRD)** to provide the developers insight about the objective, goal and scope to kick-start a new version of the product
* Perform **Gap and data analysis** in support of identifying improvement opportunities
* Maintained all the tasks in **JIRA** and updated status on a regular basis.
* Responsible for meetings with users and stakeholders to identify problems, resolve issues and improve the process to ensure a stable and accurate solution.

**Environment:** SalesForce.com CRM Application Platform, Sales cloud, Service Cloud, Apex Language, Visual Force, HTML, JavaScript, Custom Objects, Tabs, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse, Sandbox, Production environment, SSO, Sfd2sfdc.

**Client: Q2 Solutions - Atlanta, GA**

**Duration: January 2017 – July 2017**

**Role: Salesforce Developer / Administrator**

**Responsibilities:**

* Used **Sales Force Automation for Sales Management, Opportunity Management, Account and Contact Management, Data Quality Management, Approvals and Workflow**.
* Interacted **with Product, Sales and Order processing** teams for gathering the requirements.
* Created the **Technical Specification documents**.
* Created the **data structure** and planned the security for various profiles.
* Designed, developed and deployed **Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.**
* Created **business rules** to ensure the data integrity and built the **approval processes**.
* Analyzed and imported thousands of account and contact records using **Data Loader.**
* Achieved import and export operations to load customer data and other master data adopting data loader.
* Created **triggers and classes** to automate the Opportunity and Quote integration process.
* Created **Visual Force Pages** to override the standard functionality of Edit and Delete buttons.
* Provided technical assistance and guided the developers in the team.
* Defined lookup and **master-detail relationships** on the objects and created **junction objects** to establish connectivity among objects.
* Customized **profiles** and implemented **Object** and field level security to hide / restrict data access.
* Used **XML** serialization for interacting with the database.
* Enabled territories for better forecasting. Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects. Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* **Release Management** (Managing different Salesforce instances and Releases) and involved in **Data Migration** and **Deployment** activities.
* Implemented Sales cloud and incorporated the enhanced features as required to streamline the business process.
* Service Cloud enhancements - **Portal entitlement** wizard changes
* Built Lightning components on the developer console.
* Worked with Lightning Components in the **Eclipse Force.com IDE.**
* Accessed Custom Object & displayed its record using Lightning Components.
* Created a component that loads contacts data and interacts with Salesforce1 and **Lightning Experience.**
* Developed multiple **Custom Objects** to the needs of the project.
* Implemented multiple discounts and finance charge **calculations** on the **Opportunity.**
* Built the deployment **planning document** and did the production migration.
* Created a **custom order object** to the extensive order processing needs of the business.
* Provided the sales teams the option of generating **multiple quotes** and automated the Quote acceptance process.
* Implemented **Web to Case**, Email to **Case functionalities** to provide a better customer support to the customers.
* Created **various Reports** (summary reports, matrix reports, pie charts) and represented it in the form of graphical using dashboards to assist managers to better utilize Sales force as a sales tool.
* Used multiple sandboxes for development of various components of the project. Deployed the code to the **UAT** Environment for testing.
* Integrated the **Salesforce Order** with **NetSuite Order**.
* Built the **Quote templates**.
* Helped the Product managers to define the products and cleaning up the data.

**Environment**: Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Apex Data Loader, Workflow & Approvals, Reports, Custom Objects, Sales cloud, Service cloud, Custom Tabs, Email Services, Sandbox data loading, **ERP**, Eclipse IDE Plug-in, C#.net Saledforce.com Data Loader,

**Client: Fidelity Investments – Raleigh, North Carolina**

**Duration: January 2016 – November 2016**

**Role: Salesforce Developer / Administrator**

**Responsibilities:**

* Used Sales Force Automation for Sales Management**, Opportunity Management, Account and Contact Management, Data Quality Management, Approvals and Workflow**.
* Performed in-depth analysis of business practices and provided recommendations on ways to improve the processes.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Worked on **Sales cloud and service cloud.**
* Experience working on **Case Management**, captured cases from the company's website and customer emails.
* Created case **sharing model** and assigned cases to users according to the role hierarchy.
* Escalated cases according to the case priority
* Worked on **Auto response rules** if customers contacted beyond the business hours.
* Created Case Queues which automatically assign cases to a specific user or group of users based on predefined criteria
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
* Conducted brainstorming sessions with the development team to actively involve them during the requirements stage level analysis.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created a sync of contacts, email alerts, events and tasks between Salesforce to Outlook and Outlook to Salesforce successfully.
* Created Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Worked on various AppExchange products according to the needs of the organization.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Worked towards preparation of requirements management plan, business and functional requirement documents.
* Developed custom Objects and Fields as specified in the scope document
* Created data flow diagrams and process flow diagrams to facilitate better system understanding.
* Outlined the organization hierarchy and created profiles, roles accordingly in Salesforce; worked on visibility and security settings around them as required by the business.
* Used Data Loader to read, extract, and load data from comma separated values (CSV) files or from a database connection
* Involved in mapping the fields between the current reporting system and Salesforce using data loader.
* Performed import and export operations to load customer data and other master data using data loader.
* Conducted internal training sessions for business users on Salesforce technology functionalities, especially with respect to reports and dashboards.
* Analyzed different business reports and guided the team on deployment and customization of those reports in Salesforce.
* Extensive knowledge on CTI tools like CTI data connector to track the incoming calls and Cisco unified communication tools.
* Worked on designing different custom dashboards for various user groups based on their business functionalities and needs.

**Environment:** Saleforce.com platform, Record types, Reports, Dashboards, Email, Sharing Rules, MS Word, PowerPoint, Excel, Waterfall, Validation Rules, Messaging, Dashboards, Standard and Custom Object.

**Client: Interactive Advertising Bureau, New York**

**Duration: September 2015 – December 2015**

**Role: Salesforce Developer / Administrator**

**Responsibilities:**

* Analyzed the business requirements and mapped to Salesforce.
* Involved in data migration from Excel to Salesforce using **Apex Data Loader**.
* Created user **Roles** and **Profiles**, security controls and sharing settings
* Worked on various **SFDC** standard objects **like Accounts, Contacts, Leads, Reports and Dashboards.**
* Created **workflow & approval processes**, validation rules, **Auto-Response Rules, Approval process, email alerts and templates, and field updates.**
* Developed **Apex Classes, Visualforce pages and Apex Triggers** to develop the custom functionality as per the requirements.
* Implemented the requirements on Salesforce.com platform and **Force.com** IDE Plug-in using **Eclipse**.
* Worked on various **AppExchange products** according to the needs of the organization.
* Worked on various Salesforce.com standard objects like **Campaigns, leads, Accounts, Contacts, Opportunities, Products, Cases, Solutions, Reports and Dashboards**.
* 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.
* Integrated Salesforce with Microsoft Outlook to synchronize **contacts, events and tasks**.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Configured and Integrated Salesforce with **Oracle database**.
* Created **page layouts, search layouts to organize fields, custom links**, related lists and other components on a record detail and edit pages.
* Worked on **Apex classes**, **controllers, controller extensions** with WCAG 2.0.
* Interact with Business Analysts and Developers to design better **test plan** and strategies based on the Requirements of the business
* Customized page layouts for **Accounts, Contacts, Campaigns, Leads, Opportunity** depending upon user roles and groups.
* Designed various **HTML Email templates** for Auto-Response to customers.
* Deployment of code from **sandbox** to production using **Force.com** IDE tool.
* Created **Visualforce pages** and Visualforce components to achieve custom functionality.
* Wrote **SOQL, SOSL** considering the governor limits.
* Integrated Salesforce CRM with **Siebel CRM** explicitly using web services API
* Configured user Roles, Profiles, sharing settings, organization wide defaults.
* Used Force.com web **service API** for implementing WSDL in the application for access to data from external systems and web sites.

**Environment:** Saleforce.com platform, APEX Language, Visual Force - Pages, Component & Controllers, WCAG 2.0, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in.

**Client: Genesis Software Systems – Hyderabad, India**

**Duration:** July 2014 – May 2015

**Role: Jr.Salesforce Developer / Administrator**

**Responsibilities**:

• Worked with various Salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards**• Created various Custom Objects, Tabs, Components, Triggers, S-controls.  
• Created several **Validation Rules, workflow rules, time triggered tasks, email alerts**, filed updates to implement business logic.  
• Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response**  
• Rules for automating business logic.  
• Create auto response emails including suggested solutions for cases raised via email and web-to-case  
• Worked on Data integration, metadata management. **ETL data modeling tool** sets. Performed Functional Testing and Back-end  
• Involved with **ETL test data** creation for all the **ETL mapping rules** and source data validation  
• Strong ability in developing advanced **SQL queries** to extract, manipulate, and/or calculate information to fulfill data and reporting requirements including identifying the tables and columns from which data is extracted  
• Maintained **Object permissions, Field permissions, and User permissions, Tab settings, App settings**, **Apex class access, Visual force page access, Page layouts, Record Types, Login hours & Login IP ranges.**  
• Wrote **Apex web services** to get real time data from 3rd party systems.  
• Used **Apex Data Loader** for insert, update, and bulk import or export of data from  Salesforce.com objects. Used it to read, extract and load data from comma separated values  
• Perl scripting for automation of data validation from Oracle  
• Preparing and supporting the **QA** and **UAT test** environments  
**Environment**: Saleforce.com platform, Agile Environment, Data Loader, HTML, CSS, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading, Eclipse IDE Plug-in, Informatica (ETL), TOAD, Perl, Oracle 10g using PL/SQL, Oracle (8i, 9i & 10g), Perl scripting, Batch scripting, VB script.

**Role: Java Developer January 2014 –July 2014**

**Responsibilities:**

* Developed use cases, class diagrams and sequence diagrams using Rational rose.
* Developed the application as per the requirements and business rules.
* Responsible for developing the Registration modules of the wholesale application.
* Utilized the various J2ee Design patterns to develop the Business modules based on the required functionality.
* Part of the team which was responsible for designing and developing the application in n-tier fashion as per struts based MVC architecture standards
* Responsible for developing the application level flow by utilizing Java, JSP and Struts.
* Responsible for developing the OS specific scripts (Shell Scripts) for automating the closing doc Process.
* Used JavaScript front end Validations.
* Responsible for testing of application on various levels like integration and System testing by utilizing various methodologies
* Developed Session beans and entity Beans representing business logic abstractions.

**Environment:** Java, JSP, Oracle 8i, Servlets, Java Beans, Java Script, Apache Tomcat JDBC, HTML, Rational Rose and Dream weaver.