**NARESH GOUD**

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Over 8 years of IT experience with 6 years in salesforce which involves requirement gathering, requirement analysis, design, Salesforce Administration, implementation & enhancement of Projects in [Salesforce.com](http://Salesforce.com). Worked as salesforce architect and lead team in application development. This involves working with configuration, customization, integration, deployment, communities and classic to lightning migration, lightning components, lightning design system. and Health Cloud related application with Salesforce.

**PROFILE SUMMARY**

* **Around 8 years of experience as an IT professional,** committed to maintain cutting edge technical skills and up-to-date industry knowledge including **5 years** of experience as a **Salesforce CRM** Administrator, **Salesforce Admin** and Consultant, Configuration and **Salesforce health could consultant**, Requirements Implementation, **Data** **Migration**.
* Strong Experience in **salesforce Administration** with expertise knowledge on sales, service and marketing clouds.
* Experience in configuring business entities and process onto Salesforce health cloud.
* Certified **Salesforce Administrator with hands on experience on profiles, objects and process builders**.
* Designed and configured applications using salesforce health cloud which gives **360-degree experience** to the patients, **health care** provides on various aspects.
* Worked on user management in order to provide access to all the project members
* Designed and implemented various salesforce solutions using business automation in salesforce **workflow rules**, **validation rules**, and **custom workflows**.
* Expertise at administrative tasks such as User management, creating **Profiles**, **Roles** and **Permission Sets**, **Workflow**, **Tasks** and **Events**, **Email notification** and **templates**, **Reports** and **Dashboard**.
* Expertise in SFDC Development using **Lightning Application, Apex Language**, **Visual Force Pages, Classes, Controllers, Indexes, Locks Web Services, Components, Tabs, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Workflows**.
* Worked closely with **Business Stakeholders** and **Product Owners** for prioritizing Epics like **Marketing strategies and Email Campaigns** within and outside salesforce Platform.
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce **custom objects, Junction objects, master-detail relationships** and **lookup relationships**.
* Acquainted and well versed with CRM processes like **Sales, Marketing**, **Customer Service** and **Customer Support**, Business Processes and recommended solutions to improve their processes using SFDC.
* Worked as product administrator for various projects in **Salesforce health could**.
* Experience in working with **Agile methodology** development specifically on salesforce applications.
* Hands on experience on creating custom **Objects** and **Tabs**, Creating **Custom/Standard Objects** **Custom Fields**, assigning **Validation Rules** and **Field-Level Dependencies**, **Approval Processes**.
* Experience in Salesforce point and click configuration using **workflows**, **validation rules**, sales process setup, **roles** & **profiles**, **reports**, and **dashboards.**
* Implemented various advanced fields like **Picklist Fields**, **Master-Detail Fields**, **Custom Formula Fields**, and defined **Field Dependencies** for custom picklist fields.
* Experience in handling **Process Builder**, **Visual Flows**, **Schema Builder** and **Roll-up Summary fields** to aggregate data.
* Experience in building the Salesforce which enables patients 360-degree view, patient intake process and billing etc.
* Implemented various modules in **Sales**, **Service** and **Marketing** clouds and worked on different salesforce features in application development.
* Hands on experience in writing queries using **SOQL**and**SOSL** in Apex Classes and Triggers.
* Experience in setting up service features according to client’s unique business needs. This includes installing field service lightning managed package and field service lightning mobile app.
* Experience in setting up FSL data models (Work orders, Service appointments, Service resources, Territories etc.)
* Ability to configure Service rules and objectives in support of field service business processes.
* Involved in data migration by using data loader, workbench and command line data loader.
* Worked as module lead conducting scrum meetings and giving transition to newly joined associates.
* Experience in Salesforce 1 mobile with out of box using lighting.
* Experience with both **Sales and Service Cloud** that provides Salesforce Customer Support and Customer Management.
* Experience in **marketing Campaigns** and **Email Campaigns**with **Eloqua and Salesforce Communities**respectively**.**
* Creating Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, **Approval Processes, Lightning Process Builder**, Page layouts and search layouts.
* Hands on experience in deploying the components using **Eclipse force.com IDE** and **Change sets**.
* Experience in implementing **Live Agent, Web-to-Case and Email-to-Case.**
* Involved in developing Custom **Web Services** for handling inbound requests and outbound calls to external Web Services.
* Provided customers with best practice solutions as related to **Salesforce CRM.**
* Excellent **analytical**, **debugging skills** and documentation skills along with data preparation for Unit Testing.
* Proficiency in SFDC Administrative tasks like creating **Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and actions**.
* Extensive experience in data migration and integration using **Data Loader.**
* Gained a strong knowledge of synchronization, data-modeling, data extraction, transformation, data loading, **scheduling, monitoring, and reporting in a cloud computing environment.**
* A team player with effective interpersonal and communication skills, adapt at building productive relationships and building rapport with a diverse set of individuals.
* Lead the team and developed software solutions and delivered to the client on time.
* Hands on experience in Designing, building, and deploying B2B commerce solutions for large Salesforce customers along with experience integrating Salesforce.com with other applications via real-time, batch and sync/async

**EDUCATION**

* Bachelor of Engineering in Computer Science and Engineering, Jawaharlal Nehru University of Hyderabad – 2012

**CERTIFICATIONS**

* Salesforce Certified Administrator

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce Technologies** | Salesforce CRM, Apex, SOQL, SOSL, DML Health Cloud Object Model, Visualforce Pages, Triggers, Custom Objects, Custom Settings, Service Console, Lightning Process Builder, Service Cloud, Sales Cloud, Vlocity Omni scripts. Data Raptors and integrations procedures, Marketing Cloud. |
| **Salesforce Tools** | Apex Data Loader, Dataloader.io, Eclipse, Connect Offline, Workbench, Health Cloud Object Model. Timba Surveys, |
| **Databases** | MS Access, MySQL, Oracle, SOQL, SOSL |
| **Operating Systems** | Windows NT/2000/XP Pro/Vista, Windows Server 2000/2003/2008, Linux, Unix |
| **Languages** | JavaScript, HTML, CSS, AJAX, XML, DHTML, C, JSON |
| **Other Tools** | MS Office Suite, MS Project, WebLogic, DocuSign |

**EXPERIENCE**

State of Alaska Sep 2022 – Current

Role: Salesforce Administrator.

**Responsibilities:**

* Expert in knowledge of Salesforce system architecture and developed best practices to scale implementations across multiple Lucid business units
* Developed various business automations that helped patients, care takers using Salesforce health could.
* Configured complex **integrations** between **SFDC, Dynamic Signal** and other systems through custom API.
* Provided **recommendations in enhancing** and expediting business activities.
* **Collected, compiled, and interpreted business data and drafting reports.**
* Developed test procedures, test plans, and test cases for clients.
* Designed and configured application in **Salesforce health could** with provides patients 360 view.
* Attain the defects raised by end user and managed the **Defect life cycle** for solution.
* Analyzed the different systems with regards to business aspect and understand operational data flow process.
* Designed and defined the Organization **Role Hierarchy** and assigned users to those roles.
* Developed Integration the Work Order system with Salesforce.com application using Lightning framework.
* Developed **Components**, Controller, and Helper Classes for Integration.
* Experience performing on early-stage development of Sales Cloud instances for mid-market or enterprise size companies.
* Strong proficiency with Force.com Platform skills (Apex, Lightning, Visualforce, Unit Testing) in **Health Cloud Object Model**.
* Worked on various business automations as a salesforce admin and configured UI screens using Flow , process builders etc.
* Managed API integrations and web services. Developed **workflows and triggers**.
* Met with customer operations managers to identify issues and areas of potential improvement. Supported business needs with **technical design documentation**.
* Worked as salesforce architect for couple of projects and successfully delivered applications to the client especially **Salesforce health cloud**.

**Client: Workday, Pleasanton, CA Jan2020-Apr2022**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Responsible for customization of Salesforce.com Classic to Lightning.
* Setup and deployed Salesforce.com from the ground up for 1250+ users.
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Created modern Enterprise **Lightning Apps** combining **Lightning Design** System, **Lightning App Builder** and **Lightning Component** features.
* **Tested** apps by appending multiple components to a **Lightning Application** thereby **deployed** Applications from **Sandbox to Production**.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.
* Designed and defined the Organization **Role Hierarchy** and assigned users to those roles.
* Configuration of Workday’s business process framework configured conditional rules to guide workflow or validate data as required to accommodate desired outcomes.
* Integrating Salesforce CRM and Sales Cloud with Workday Financial Management using a prepackaged connector and Updating customers in Workday when accounts are updated in Salesforce.
* Configuring the mapping of all sales and custom objects in Salesforce to objects in Workday.
* Implemented Security and record level access using **Role Hierarchy**, **Organization Wide Defaults (OWD)**, **Sharing rules** and Manual Sharing in **Salesforce health could.**
* Defined **profiles** and configured the Object level access settings and field level access settings to each profile while creating the fields for an Object.
* Enhanced functionality to Salesforce.com that included development of custom page layouts, user profiles, Queues, User Groups, Record types, custom objects, validation rules and workflow rules.
* create opportunities, contracts, projects, invoices, and resource plans in Workday from Salesforce events.
* Developed **Components**, Controller, and Helper Classes for Integration.
* Developed Integration for salesforce.com with Experian System for getting the Loan Details from the Users.
* Developed Integration the Work Order system with Salesforce.com application using Lightning framework.
* Responsible for providing solution and **Implementation of Apttus CLM & CPQ** for different business internally.
* Responsible for **requirement gathering from business** and developing User stories for the dev team.
* Responsible for performing all tasks required to develop, implement, and support the Salesforce.Com application integration of the Apttus CLM and CPQ.
* Responsible for **Documenting Account and Contract processes** across different Vendors.
* Configured the **Contract management** and **revenue management** with using of Apttus CPQ.
* Configured and developed the Salesforce application with **Apex** coding and **using Custom metadata**
* Customized tab worked with various standard objects including **Accounts, Contacts, Leads, Campaigns** and **Cases**.
* Designed, Implemented and deployed the **Custom objects, Page layouts, Custom tabs, Components** to suit to the needs of the application.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Integrated Salesforce Classic and Lightning with 3rd Party System to get the Conformation for the Callout was Successful with an Email confirmation.
* Maintenance of installed **Managed Packages** in **Lightning** using Apex. Experienced in using **Data Migration** tool called **Data Loader**.
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action.**
* Used **field level security** along with page layouts in **Lightning** to manage access to certain fields.
* Used **Apex Data Loader** service for loading the data into Salesforce Application using CSV files.
* Implement general customizations and configurations in SFDC required for the User Interface to function as designed per the requirements.
* Actively involved in **integrating the Classic and Lightning for the opportunity record to get the record Data of Transaction**
* Deploy the solution from the sandbox to the production instance Test the production environment for new features to ensure existing SMB Pilot and National functionality is not negatively impacted.
* Created **Custom Objects** and defined **lookup** and **master-detail relationships** on the objects. Also created **junction objects** to establish connectivity among objects.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Used **SOQL** & **SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created mash up between salesforce CRM and Gmail through Force.com AppExchange’s Email integration engine.
* Used the **sandbox** for **testing** and **migrated** the code to the deployment instance after testing.
* Planned and implemented the requirements gathering strategy.
* Worked on configuring health cloud portal using **Salesforce health could.**
* Worked on developing **UI and business model** using salesforce automations for patients reports in 360-degree view in salesforce
* Performed as lead for two months with two developers and a senior developer at the time of closing the project in **Salesforce Health cloud**.

**Environment:**

Salesforce health Cloud, Profiles, Validation Rules, HTML, WSAPI 19.0, SOQL, SOSL, Web Services,

AppExchange, XML, Workflows and Approvals, Apex Data Loader 18.0 etc.

**CLEAResult, Alpharetta, GA Dec 2018 – Dec 2020**

**Role: Salesforce Administrator**

**Responsibilities:**

* Salesforce implementation using Account/ contact, Opportunity, Case, Activity, Interaction Log, Email/ Mass Email, Reports and Dashboards.
* Used agile methodology for drafting functional requirements for computer systems using models and diagrams to represent the functions and processes included.
* Used Data Loader for insert, update, and bulk import or export of data from (SFDC) Salesforce.com objects.
* Migrated data from Salesforce to SQL Database using **Data Loader** Command Line
* Designed, developed, and deployed Apex Classes, Controller Extension Classes to support Visualforce Pages development, Test Classes for Unit testing and Apex Triggers for various functional needs in the application.
* Participated in JAD sessions involving Business Users and Sponsor groups to analyze and understand the business requirements by **AGILE methodology**.
* Implemented **Sales cloud** and incorporated the enhanced features as required to streamline the business process.
* Developed pilot functionalities of related lists into lightning components for classic Salesforce
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Created Custom buttons, Record types, page layouts, Profiles, Custom Setting and Assignment rules.
* Helped in designing developing staff portal for easy access of patient’s data for doctor’s view and billing purposes using in **Salesforce** **Health Cloud Object Model**.
* Used Eclipse with Force.com plug-in for sandbox backup, components validation and deployment to support development, QA, UAT and Production rollouts
* Good with **Configure Price Quote** (APPTTUS-CPQ) Product and Pricing, also understand configuration settings as they relate to business requirements, also good with standard Quote/Proposal creation process.
* Implemented custom API functionality in APPTUS-CPQ to update pricing and product discount and reflecting it in the sales order and opportunity line items as part of **Sales Cloud**.
* Worked on integrating application with other API applications using MuleSoft.
* Implemented **case management automation** (on Case Object) to track and solve customer's issues.
* Performed POC for Customized UI/Screen navigation requirement for the business
* Worked with Salesforce premier support to resolve technical challenges & governor limits.
* Used the sandbox for testing and **Salesforce health could**.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created **workflow rules** and defined related tasks, email alerts and field updates.
* Implemented and used Salesforce.com web services to transfer data from SAP to Salesforce using SAP API integration.
* Created various **Reports** and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Created custom **Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people.
* Conducted GAP Analysis and enhanced business process by integration.
* Developed strategy for the mobile first approach for enterprise adoption to ensure Sales team on road had analytics supporting them.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the **custom objects**.
* Used Salesforce Lightning Design Systems (SLDS) components in the Lightning Application.

**Environment:**

Core Java, Salesforce health cloud, JSP, Servlets, Struts, Hibernate, EJB, JavaScript, Eclipse, Rational Application Developer, MS SQL2008/2012, Web services.

**State of Rhode Island Apr 2016 – Dec 2018**

**Role: Sr. Salesforce Admin**

**Responsibilities:**

* Develops work plans or reviews other work plan timelines and manages workflows to meet project timeframes.
* Seek out ways to utilize **SFDC** to improve processes and productivity and make recommendations to support an organization scaling at a rapid pace using Health Cloud Object Model.
* Working with management and end-users to create and manage workflow rules, data validation, processes and flows.
* Worked on **Salesforce1** Platform to build Mobile App by enabling **Lightning Components** for use in **Salesforce1** mobile platform to make **Lightning**Application mobile.
* Created custom fields, pick lists, dependent picklists, and validation formulas to the custom objects.
* Work directly with Business **POC's** and independently perform development, testing, implementation and documentation relates to the **SalesForce**.**com** development.
* Experienced in Data Migration using **Apex** **Data** **Loader**, and **Third** **Party** **ETL** tools like **MS**-**SSIS**, Informatica.
* Created page layouts, search layouts to organize fields, custom links, related lists and **VF** Pages on a record detail and edit page.
* Experience working on the permission set to Enable update to Managers fields without triggering the Standard Opportunity **Validation** rules.
* Process knowledge of CRM processes like **Sales, Marketing, customer service** and **customer support, Business processes** and recommended solutions to improve their processes using **Salesforce.com**.
* Configured and Customized the **Salesforce Sales Cloud, Service Cloud, Marketing cloud** and Opportunity.
* In-depth understanding of Salesforce.com, **Sales Cloud, Service Cloud and Force.com** product offerings.
* Created the email templates to be used in **Workflows, Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud**.
* Experience working in **service cloud, supporting cases, developed workflows and triggers** for automated case resolution.
* Migrate Child org customizations like Custom objects, Custom Tabs, Record Types and Page Layouts to Parent org using **Eclipse** **IDE**.
* Migrated Child org data like Accounts, Contacts, Activities to Parent org using Apex Data loader.
* Worked on numerous lightning components.
* Created various charts using **Lightning component**
* Worked on cross platform usage of the project functionality using **Lightning.**
* Created a user interface in Lightning using **Aura components, CSS, Bootstrap** for a user to enter case details and submit into Salesforce.
* Used **Salesforce Lightning** Inspector to debug the lightning components during the development process.
* Migrate Child org **Reports**, **Report** **types**, **Dashboards**, Email templates to Parent org using Eclipse IDE.
* Created a Batch Class for the Deletion of the unwanted files Every Day.
* Created a Sharing rules to give the Read/Write Access to the **Manager**.
* Mostly Worked on the Admin Support Issues for the Team on Sales Support, Field access Issues.
* Experienced in **Sandbox Management**, **Data Management and User Management.**
* Experience in working on source control tools like Tortoise **SVN**, **CVS**, **IBM** Clear Case, **Perforce**, and PVCS.
* Participate in the training and implementation of new **CRM** software solutions (including **Salesforce**), acting as contact between **software** **support** teams and **clients**.
* Experience the Validation rules & **Data** **Loader**.
* Experienced working on some of the Apttus Admin issues, Quotes Issues and **MDF** **Activity** issues on the Default Currency Issues for **Health Cloud**.
* Identified territory-based and business vertical based record access based on two or more factors such as geographical location and business department.
* Leveraged Territory management for the organization to use customizable forecasting to model territory hierarchy and manage territory assignments.

**Client: Evontex, Charlotte, NC, USA Sep 2015–Apr 2016**

**Role: Salesforce Health Consultant**

**Responsibilities:**

* Interacted with various **Business User Groups** to gather the document requirements for Health application.
* Worked closely with **Business Analysts** to perform detailed analysis of business and technical requirements involves Configurations on hospital operations.
* Hands-on experience on **Salesforce** health Cloud **functional**ity and built user interface using salesforce flows etc.
* Designed and deployed **Custom tabs**, **Custom Objects**, Components, **Visual Force Pages**, **validation rules**, **Approval Processes** and Auto-Response Rules for automating business logic.
* Worked with standard Salesforce.com objects like **Accounts**, **Contacts**, **Leads, Cases** and **Opportunities**.
* Created **workflow rules** and defined **related tasks**, **email alerts**, and **field updates**.
* Implemented pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Implemented **Case Management Automation** to track and solve Customer’s Issues.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created **page layouts**, search layouts to organize fields, **custom links**, **related lists**, and other components on record pages.
* Customized **user Roles, Role hierarchies, Profiles and Sharing settings** to ensure that the protected data is available only to the authorized users
* Used **Salesforce health cloud object model** to develop custom business logic.
* Integrated the **Web Services** for extracting the data from external systems to display in the pages of salesforce.com especially for **Salesforce health could**.
* Implemented **SFDC CRM** to deliver various reports in departments of **Sales, Administration and Marketing** etc.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Created **custom objects, Visual Force pages, triggers, validation rules** to help track internal help desk cases, customize campaign budgeting and lead qualification.
* Created **custom controllers** implementing complex code for retrieval from Salesforce to **VF pages.**
* Wrote **SOQL and SOSL statements** within custom controllers, extensions and triggers.
* Created mashups to include data from many external endpoints such as including financial information from 3rd parties in the customer’s profile (Accounts) using **WSDL** and **XML** Stream Reader.
* Successfully **customized** **SFDC** interface Responsible for performing administrative functions in **Sales Force** **CRM** such as create/modify picklists and lookup fields.
* Created various **summary reports, matrix reports, pie charts, dashboards** and setup report folders to authenticate users based on their profiles with permissions.
* Managed **users, hierarchical roles, profiles, security controls and territory management.**
* Created and deployed complex **workflow rules** according to the business requirements.
* Developed complex **reports and dashboards** using HTML, PDF, Apex, Visual force page and mail merge.
* Experience in using Bootstrap, **HTML**, **CSS** and **JavaScript** Libraries in Visualforce pages.
* Extensively worked on Salesforce.com sandbox and production environments including creating Full Sandboxes for Testing and Deployment between Developer and Full Sandboxes using **Eclipse** and **Change Sets**.

**Environment**: Saleforce.com platform, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, ETL Tool, Email Services, Reports, Sandbox, Eclipse IDE Plug-in.

***Heritage, India, (Jan/2012 – Feb/2015).* Jan 2015 to Sep 2015**

**Role: Java/J2EE Developer**

**Responsibilities:**

* Involved in Requirement Analysis and Design and documentation.
* Extensively used the J2EE design patterns like Business Delegate, Service Locator, Value Object (Transfer Object) and Data Access Object and Session Facade.
* Involved in writing EJB's/Web services.