# PROFILE

* Working currently in Dallas as Salesforce Developer with valid **L2 EAD** Work Visa.
* 6 years of Salesforce implementation experience
* Strong experience with SalesCloud and ServiceCloud implementation
* Implemented validation Rules, work flows, e-mail services and approval processes using customization & Apex
* Involved **in business and** **technical grooming sessions** and provided solutions for various stories.
* Implemented SalesForce best practices while writing **Apex Triggers, Apex Controller classes, Utility classes** with consideration of **Governor Limits**
* Written **apex triggers on Standard and Custom objects** to perform various customizations based on the stories provided by different business groups
* Written **apex batch classes to process large data updates**, queried large datasets and exported to excel
* Worked on **Service Cloud and Sales Cloud** Skilled on**Case Management, captured cases from the company's website and customer emails**
* Implemented **Web-to-Lead and custom Lead conversion using custom VisualForce and Apex Extension controller class.** Designed, developed and maintain new applications and or capabilities on the salesforce.com platform including Salesforce1
* Used Relationship, Aggregate queries using **SOQL, SOSL to query and search records from SalesForce platform database**
* Developed custom **Apex extension controllers** (Dispatchers) and **visualforce pages to dispatch to visualforce page and standard page layouts based on record type**
* Developed **SQL queries** to manage data and scripts to create tables
* Developed custom **Visualforce components** and implemented components at different **visualforce pages**
* Extensively worked on **Eclipse IDE**, Developer Console and Workbench for developing **Apex Classes, Triggers and customizing other meta-data components**
* Worked on customization of salesforce **standard objects - Accounts, Contacts, Opportunity, Campaign, Lead, Cases, Knowledge and Articles**
* Created custom relationships on the **objects using Lookup, Master-Detail relationships** and created junction objects to establish many-to-many relationships
* Performed admin tasks for customizing **Users, Roles, Profiles, Permission Sets, Sharing Rules**
* Worked on customizing salesforce OOTB features - **Creating Page Layouts, Search Layouts, Record Types, Page layout assignment based on Record Type, Custom links**
* Implemented custom business logic using salesforce declaratives - **Validation rules, Formula Fields, Process builder, Workflow rules and Approval Process**
* Extensive work in **custom report, Historical trending reports, report types, analytic snapshots and dashboards**
* Strong Experience in using **Dataloader**
* Created **Custom Report Types, Report, Dashboard folders** and enabled folder permissions to various roles in the organization
* Capable of rapidly learning new technologies and successfully applying them to projects and operations

# TECHNICAL SKILLS

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| Skills | Tools |
| CRM | SalesForce |
| Development expertise | Visual Force Pages, and Apex classes, Triggers, Sharing rules and Security Settings , Data loader |
| Certifications | Force.com Developer. Salesforce Admin,App Builder,Platform Developer 1 |

# KEY SKILLS

Sales Cloud, Service Cloud, SalesForce Admin, Domain expertise in Product-management / Incentive-management / manufacturing/insurance / Retail, SaaS

**CONSULTING EXPERIENCE**

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| **EXETER FINANCE September 2017 – Till Date (Dallas)** |

**ROLE: Senior SalesForce Developer September 2017 – Till Date**

**Environment:** Saleforce.com platform, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, XML, Java Script, Sandbox, Eclipse IDE Plug-in, Dashboards, Data Migration.

**PROJECT DESCRIPTION:**

Salesforce Implementation for an Auto Finance Company.

RESPONSIBILITIES:

* Worked on various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards, Account, Contact, Opportunity, Campaign
* Worked on implementing High Availability environment using Single sign on with gateway settings.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects
* Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Service Cloud solutions
* Used 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 (CSV) files.
* Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Proactively created Apex Triggers and Apex classes and also developed and managed complex workflows, approvals, validation rules, assignment rules.
* Enabled Single Sign On to SFDC instance using Federated auth type by enabling My Domain feature.
* Created custom Profiles, Roles, and Public groups to restrict the data access to the unwanted internal users depending on their job responsibilities
* Developed and configured monthly, quarterly and annually Custom Reports used for planning and forecasting
* Help users with Chatter teams/Groups and follow application as well.
* Participated in the training sessions provided by the Salesforce team.

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| **Citi group (Contractor) June 2017 – September 2017** |

**PROJECT: Digital Fintech New york City**

**ROLE: SalesForce Developer June 2017 – September 2017**

**PROJECT DESCRIPTION:**

The scope of the project was to automate insurance, trade and risk management.

**RESPONSIBILITIES**:

* Analyzed standard industry practices of back office applications including underwriting, billing, policy, and claims administration with the help of Subject matter expert.
* Involved in gathering Customer requirements from business user teams .
* Extensive experience in creating Roles, Profiles, Permission Sets, Sharing rules, Custom objects, Custom components, Page Layouts, Record Type, Assignment rule, Workflow Rules, Reports, Dashboards and Approval process
* Created custom controllers implementing complex code for retrieval from SalesForce to Visual Force pages.
* Responsible for all activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for data correctness and integrity
* Production Support

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| **Cognizant Technologies August 2016 – January 2017 (Chennai)** |

**PROJECT: Pearson New york City**

**ROLE: SalesForce ServiceCloud Developer August 2016– January 2017**

**Environment***:* **Salesforce, AJAX, JavaScript,Case Management.**

**PROJECT DESCRIPTION:**

Case Management.

**RESPONSIBILITIES**:

* Worked on Salesforce.com customizations using Apex classes, triggers and Visualforce that consists of several new data integrations and customization.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. Migrated data from external sources and performed insert, delete, upsert, export operations on millions of records.
* Developed Visualforce Pages to customize the view and functionality of the Knowledge Articles that were required by the Organization.
* Worked on Case management.
* Customized page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Developed Workflow Rules, Time-Dependent Workflow Actions, Email Alerts and Field Updates.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* Implemented and Consumed Knowledge Base Dashboards&ReportsAppExchange for providing Reports and Dashboards that monitors the Knowledge Base.

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| **Orbit Innovations April 2014 – August 2016 (Chennai)** |

**CLIENT: Johnson & Johnson New Jersey**

**ROLE :SalesForce Developer January 2016 – August 2016**

**Environment:** Salesforce.com, Apex Classes, Triggers, Controllers, Visualforce, Force.com, SOSL, SOQL, Sales Cloud, Service Cloud, Page layout, custom links, Roles, Data Loader, Data Migration, Dashboard, Windows.

**PROJECT DESCRIPTION:**

Johnson & Johnson is an American multinational medical device, pharmaceutical and consumer packaged goods manufacturing company

**RESPONSIBILITIES**:

* Worked with various Salesforce.com objectsLead, Account, Contact, Opportunity, Solutions Standard objects & Custom Objects.
* Written Apex Classes, Controller, Extension Controllers and Apex Triggers in the application for various Business/functional requirements.
* Developed SOQL queries necessary for the application in Apex Classes and Triggers.
* Developed Batch classes and Schedulable classes
* Worked with Visualforce Controllers (Standard, Custom, and Extension classes).
* Created Page Layouts and assigning different layouts based on Record Types.
* Written Apex Test Classes for unit testing to ensure at least 75% of code coverage is met.
* Implemented Web-to-Lead and converted Lead to Account.
* Developed Workflow rules, Field, Email updates to implement the business logic for Standard and Custom Objects as per the business needs.
* Developed UI using CSS, HTML tags, Visualforce components and used Javascript for front-end validation.
* Prepared data mapping document to map source and target system fields.
* Worked with ETL team for creating Data mapping for source and target (Salesforce) systems.
* Migrating large volume of data in multiple batches initially without any ETL tools.
* Experience in Data cleansing by writing apex classes and identifying in ms-excel.
* Used Dataloader to bulk load data into Salesforce.com.
* Configured/Created Profiles, Roles, and Permission Sets for the organization and setting up Field-level, Object-level security rules for the application.
* Deployed application from Sandbox to different other Sandbox as well as into Production environments.

**CLIENT: Michelin New york**

**ROLE: SalesForce Developer April 2015 – January 2016**

**Environment:** Saleforce.com platform, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, XML, Java Script, Sandbox, Eclipse IDE Plug-in, Dashboards, Data Migration.

**PROJECT DESCRIPTION:**

Michelin North America is one of the biggest tire manufacturer company operating 19 plants in 16 locations. It manufactures and sells tires for airplanes, automobiles, farm equipment, heavy duty trucks, motorcycles, and bicycles. The aim of the project is to track sales activities, Incentive Management, Visit Management, Sale Targets and Sale Actuals tracking, sales manager coaching plan, coaching reporting.

RESPONSIBILITIES:

* Worked on various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards, Account, Contact, Opportunity, Campaign
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects
* Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Service Cloud solutions
* Used 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 (CSV) files.
* Worked on implementing High Availability environment using Single sign on with gateway settings.
* Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Proactively created Apex Triggers and Apex classes and also developed and managed complex workflows, approvals, validation rules, assignment rules.
* Enabled Single Sign On to SFDC instance using Federated auth type by enabling My Domain feature.
* Created custom Profiles, Roles, and Public groups to restrict the data access to the unwanted internal users depending on their job responsibilities
* Developed and configured monthly, quarterly and annually Custom Reports used for planning and forecasting
* Help users with Chatter teams/Groups and follow application as well.
* Participated in the training sessions provided by the Salesforce team.

**CLIENT: Minacs Canada**

**ROLE: SalesForce Administrator March 2015 – April 2015**

**Environment** :Data Loader, Eclipse IDE

**PROJECT DESCRIPTION:**

Migrated organization from North America Server to Asia Pacific Server.

**RESPONSIBILITIES**:

Migrated Objects, Fields, Classes, Triggers,vf pages via Force.com eclipse IDE and change sets.

**CLIENT: Lafarge India Pvt Ltd Pune, Mumbai**

**ROLE: SalesForce Developer September 2014 – March 2015**

**Environment**: Salesforce.com platform, Data Loader, Apex Pages, Visualforce, Eclipse IDE, SOQL, SOSL, Integration, Sales & service & CRM cloud, Sand box, Workflow & Approvals, Custom Reports, Dashboards

**PROJECT DESCRIPTION:**

The aim of the project is to track sales activities, Incentive Management, Visit Management, Sale Targets and Sale Actuals tracking, sales manager coaching plan, coaching reporting.

**RESPONSIBILITIES**:

* Designed and developed Visualforce Pages to meet various functional needs.
* Used Apex Data loader to migrate the data across different Salesforce organizations.
* Used Apex classes and Visualforce pages to customize partner portal and make it convenient for the customers to review and renew the licenses for the purchased products.
* Worked on the Sales Cloud Implementation and Customization.
* Used Force.com Eclipse IDE for developing Visualforce pages, Controller classes and Triggers.
* 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.
* Developed Custom Visualforce.com Pages for communities.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application using Force.com IDE.
* Deployed applications from Sandbox to Production using Change Sets.
* Created custom VF pages to leverage the functionality of displaying the information from different objects and update them on the same page.
* Developed VF pages for customizing the UI for partner users

**CLIENT: Flipkart India Pvt Ltd Bangalore**

**ROLE: SalesForce Developer June 2014 – September 2014**

**Environment**: Salesforce.com, Data Loader, Apex Pages, Visualforce, Eclipse IDE, SOQL, SOSL, Integration, Service Cloud, Sand box, Workflow & Approvals, Custom Reports, Dashboards**.**

**PROJECT DESCRIPTION:**

The aim was to track the Cases via email and periodically assign the cases to the users.

**RESPONSIBILITIES**:

* Worked on Salesforce.com customizations using Apex classes, triggers and Visualforce that consists of several new data integrations and customization.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. Migrated data from external sources and performed insert, delete, upsert, export operations on millions of records.
* Developed Visualforce Pages to customize the view and functionality of the Knowledge Articles that were required by the Organization.
* Worked on Case management, Reports and Dashboards.
* Customized page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Developed Workflow Rules, Time-Dependent Workflow Actions, Email Alerts and Field Updates.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* Implemented and Consumed Knowledge Base Dashboards Reports AppExchange for providing Reports and Dashboards that monitors the Knowledge Base**.**

**CLIENT: Sterling Holidays & Resorts Chennai**

**ROLE: SalesForce Developer April 2014 – June 2014**

**Environment**: Salesforce.com platform, Data Loader, Apex Pages, Visualforce, Eclipse IDE,, Integration, Sales cloud, Sand box, Workflow & Approvals, Custom Reports, Dashboards.

**PROJECT DESCRIPTION:**

The aim was to track the payment Details.

**RESPONSIBILITIES**:

* Develop apex classes, apex triggers and visual force.
* Creation of Java script button.
* Data cleansing & Data Migration
* Deployment for QA testing sandbox, production.

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| **HCL Technologies December 2011 – February 2014** |

**CLIENT: Agilent Technologies Richardson, Dallas**

**ROLE: SalesForce Developer / Admin May 2013 – January 2014**

**Environment:**Salesforce.com platform, Data Loader, Apex Pages, Visualforce, Eclipse IDE, SOQL, SOSL, Integration, Sales & service & CRM cloud, Sand box, Workflow & Approvals, Custom Reports, Dashboards.

**PROJECT DESCRIPTION:**

The company provides [analytical instruments](https://en.wikipedia.org/wiki/Analytical_instruments), [software](https://en.wikipedia.org/wiki/Software), services and consumables for the entire laboratory workflow. Agilent focuses its products and services on six markets: food, environmental and forensics, pharmaceutical, diagnostics, chemical and energy, and research.

**RESPONSIBILITIES**:

* Used Apex Data loader to migrate the data across different Salesforce organizations.
* Used Apex classes and Visualforce pages to customize partner portal and make it convenient for the customers to review and renew the licenses for the purchased products.
* Worked on the **Sales Cloud** Implementation and Customization.
* Created tasks, workflow rules, triggers, apex classes to achieve the complex business functionality in Service cloud.
* Configuration and administration of Salesforce.com enterprise editions
* Maintained and customized Salesforce.com scopes such as users, roles, profiles, groups, accounts, contacts, record types, sharing rules, custom objects, pick lists and page layout customization to support vital business functions.
* Provided support to 300 SalesForce users worldwide and acted as the primary point of contact for end-user support.
* Developed, launched and managed in-depth dashboards and reports .

**CLIENT: SYMPHONY IRI Illinois**

**ROLE: SalesForce Administrator January 2012 – April 2013**

**Environment**: Salesforce.com platform, Data Loader, Apex Pages, Visualforce, Eclipse IDE, SOQL, SOSL, Integration, Sales & service & CRM cloud, Sand box, Workflow & Approvals, Custom Reports, Dashboards.

**PROJECT DESCRIPTION:**

**IRI** is an American market research provides clients with consumer, shopper, and retail market intelligence and analysis focused on the [consumer packaged goods](https://en.wikipedia.org/wiki/Consumer_packaged_goods) (CPG) industry. 

**RESPONSIBILITIES**

* Mastered implementations of multiple uses of Apex, SOQL queries, SOSL, custom object design & management, and the creation of Visual Force Pages.
* Developed and researched ways to improve productivity within and outside the SalesForce platform, with multiple companies worldwide
* Tracked and performed daily routine necessary applications such as merging duplicates, task assignments, maintaining and upgrading security permissions, & more.
* Worked in a constantly ever changing environment in which clients wishes could change anytime
* Overall optimized workflow, and increased both comprehensibility and potential of clients to utilize SalesForce to the fullest extent.
* Strong experience in Siebel EIM Techno Functional roles.
* Extensively worked on Siebel EIM and creating procedures, End to End data migration implementation in Siebel

**EDUCATIONAL QUALIFICATION**

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| **Year** | **Course** |
| 2011 | B.E. Instrumentation and Control  Saranathan College of Engineering, Anna University  Chennai, India |