

**Aparna Thakur**

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**Salesforce Admin/Developer**

**Professional Summary**

**Around 6 years** of professional work experience in all phases of Software Development Life Cycle (SDLC) which involves requirement gathering, analysis, design, development, Implementation & Enhancement of projects in **Salesforce.com CRM** and **Force.com** platform across multiple industries

* **Certified Salesforce Administrator**
* Experienced in analyzing company processes, developing CRM workflows, and adapting applications for business needs and preparing technical documentation, entity relationship diagrams and implementing them to Salesforce **Custom Objects, Junction Objects, Master-detail relationships** and **Lookup relationships**
* Experienced in creating and implementing **Roles (hierarchy), Profiles, Email Services, Page Layouts, Workflow Alerts** (and **actions**), and **Approval Workflow**
* Experience in Salesforce.com SFA, **Force.com API, SOQL, SOSL, Apex Classes, Apex Triggers, Visualforce pages** and **Integration.** Designed custom formula fields, field de pendencies, **Validation Rules** and search layouts
* Hands on Experience in Development using Triggers, APEX classes, Batch Processes, Force.com IDE & plug-in, Eclipse with SOQL queries.
* Good experience in working on **Eclipse IDE** with **Force.com** plug-in for writing business logic in **Apex programming language**
* Experienced in building data model by creating apps, tabs, fields with various field types, establishing relationship using Master-Detail, Many-to-Many and Lookup relationship.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of the organization
* Extensive experience customizing and managing standard apps (lead, case management web-to-lead, Web-to case, Email-to-case) and creating custom apps
* Proficient in **Data Migration** from traditional applications to Salesforce using **Import Wizard** and **Data Loader**
* Proficient with **Sales Cloud**, **Service Cloud, Marketing Cloud** and App-exchange on Salesforce
* Hands on experience in working with Data Import Wizard, Apex Data Loader and workbench for Data Management.
* Enthusiastic, flexible and project-oriented team player with Excellent verbal and written communication skills and leadership skills to develop creative solution for challenging client requirements.

**Technical Skills:**

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| **Programming Languages** | C#, C/C++ and Java |
| **Scripting Languages** | Java Script and CSS |
| **Operating Systems** | Windows 95/ 98, 2000/ XP |
| **Database Technologies** | Oracle9i, MS SQL Server 2012/2008,PL/SQL and MS Access 2000 |
| **XML Related Technologies** | XML, XSL, XSLT, XHTML, HTML |
| **Other Tools** | Microsoft VS, MS Excel and MS Word |
| **Salesforce Technologies** | Apex, Apex Classes/Controllers, Apex Triggers, Case Management automation, Workflow and Approvals, Dashboards, SOQL, SOSL, Visual Force (Pages, Component & Controllers), Custom Objects. |
| **Salesforce API Tools** | Eclipse IDE, Apex Explorer, Offline Edition, App Exchange Data Loader, constant contact, Hubspot, Exact target, Demand Tool |

**Work Experience**

**ATW, Dallas, TX Sep 2018 – Till Date**

**Role-Salesforce Adminstrator**

**Responsibilities**

* Defined system scope and objectives based on both user’s needs and industry requirements
* Support and advocate solution recommendations that align to short and long-term strategic plans and roadmaps
* Learn client’s business and industry and developed requirements specifications
* Document functional requirements and technical requirements
* Participated in feasibility studies, implementations, and new business development
* Worked with internal stake holders and deliver the requirements.
* Customized Page Layouts for standard and custom Objects and assigning Record types.
* Creation and Maintenance of Salesforce Users, Roles, Profiles, and Sharing rules.
* Defined OWD to restrict access from users.
* Creation of Reports and Dashboards.
* Created/Modified Dependent Pick lists, Lookup Fields, Formula Fields, Roll-up Summary Fields, Page Layouts and Record Types.
* Created Process Builders, Workflow Rules, Visual flows, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.

**Amplify Brooklyn, NY Jan 2018 – Aug 2018**

**Role-Salesforce Operations Analyst**

**Responsibilities**

* Works closely with all business unit leadership and executives to conduct needs analysis, requirements gathering and act in an advisory capacity around business process in support of Salesforce ERP
* Architects and alternately codes or oversees coding for implementation of custom solutions to support individual teams’ activities in relation to the wider company mission and business requirements
* Engages in long term planning of Salesforce.com expansion and budget to ensure company needs are met in service of business plan and a diverse user community.
* Oversees Salesforce.com development and maintenance, as well as integrations of additional tools and systems to Salesforce.com
* Motivates users and drives strong adoption of Salesforce platform tool to support organizational transactions resulting in better understanding of client base, revenue generation, new business leads and renewals
* Implements plans for change management to support business expansion and growth
* Works closely with Salesforce.com Account and Customer Success Managers, to ensure maximum use of CRM
* Worked on Opportunity and Pricebook creation, addition of products to Pricebook using Demand tools. Mass Data Migration, changes and deletion using Demand Tools.

**Tools & Technologies:**

Classic, Lightning, Force.com platform, Salesforce CRM, Visual Force (Pages, Component & Controllers), Visual Work flows, Apex Language, JavaScript, DML statements, SOQL, SOSL, Data Loader, HTML, Chatter, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading, Eclipse IDE Plug-in, Demand Tool.

**Shah Software Dallas, Texas July 2017 – Jan 2018**

**Role - Salesforce Developer**

**Responsibilities:**

* Interact with business users for gathering requirements for Salesforce implementation and documented the Business and Software Requirements.
* Working with Force.com application packaging and deployment
* Developing interactive web-based applications
* Developing Visual Force pages, Managed Packages, and integration to other third-party solutions in Force.com
* Experience integrating Salesforce with 3rd party system using web services and app exchange apps
* Creating the company profile, set up new users, defined roles and set up public groups, involved in setting up field level access for each custom object created based on the user’s role within the Organization.
* Use Data Loader for Data Migration in force.com platform
* Use Picklists, Dependent Picklists, and Record Types to enforce data quality.
* Creating Tab permissions, Record Type permissions and Field Level Security to implement Component-based security.
* Generating Tabular, Summary and Matrix reports to create Standard reports and Custom reports.
* Design and modified Approval processes and created Approval steps which used email alerts and field updates.
* Working with Approval processes that used Email Approvals and Parallel Approval steps
* Creating Many-to-Many relationships and also creating Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.

**Tools & Technologies:**

Force.com platform, Salesforce CRM, Visual Force (Pages, Component & Controllers), Visual Work flows, Apex Language, JavaScript, DML statements, SOQL, SOSL, Data Loader, HTML, Chatter, Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading,

**VolantSoft Technologies Irving, Texas Oct 2014 – June 2017**

**Role - Salesforce.com Administrator**

**Responsibilities:**

* Created and maintained custom objects. Fields, formula, validation rules, workflows, process-builder, and similar salesforce clicks-not-code technologies
* Proficient in setting up field level access for each custom object created based on the user’s role within the organization
* Created Custom objects to build new application functionality in the Salesforce.com.
* Developed Visualforce page using the extension controller according to the clients’ requirement.
* Developed Apex Classes & Triggers to implement the business logic as per the requirements.
* Developed Unit test class for Apex class and worked for improving code coverage.
* Developed SOQL and SOSL queries to get data from different related objects.
* Expertise on migrating data from external legacy system into Salesforce application using Apex Data loader & CSV files.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities,

Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.

* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Developed Visualforce page using the extension controller according to the clients’ requirement.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.

**Tools & Technologies:**

Saleforce.com platform, Salesforce CRM, Visual Force (Pages, Component & Controllers), JavaScript, Apex Language, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows.

**Maxil Technologies Hyderabad, India Jan 2013 – Sep 2014**

**Salesforce Developer and Administrator**

**Responsibilities:**

* Involved in SFDC Application Setup activities and customized the apps to match the functional needs of the organization.
* Developed various Apex classes, Apex Triggers and Controller classes for various needs in the application.
* Developed various Custom Objects, Tabs, Master-Detail, Lookup relations, Formula fields, validation rules.
* Created various Roles, Profiles, and Page Layouts and Configured the permissions based on the hierarchy requirements of the organization.
* Designed Visual Force pages to add more flexibility and a rich look.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects. Adding and deleting picklist values.
* Configured Sharing settings to specify the level of access the users have to each other's data.
* Implemented Data Loader for loading the data.
* Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Developed & Scheduled batch process for administrative task like periodic data cleansing, security setup and workflow update.
* Created email templates, approval processes, workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.

**Tools & Technologies:**

SFDC platform, Workflow and Approvals, Reports, Custom Objects, Tabs, Email Services, Apex Language, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader.