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PROFESSIONAL SUMMARY

A Salesforce professional with over 4.3 years of experience as a Developer and Administrator, specializing in Salesforce CRM. Proven expertise in configuration, customization, system analysis, design, development, deployment, and application support. Skilled in managing reports and dashboards for business analysis and leveraging advanced features of the Lightning platform. Strong understanding of the Force.com platform and the Salesforce development lifecycle, with experience in performance testing to ensure optimal system functionality. Proficient in establishing and following testing protocols to ensure system reliability. Strategic thinker with strong interpersonal skills, adept at collaborating with cross-functional teams to ensure compliance and improve business processes.

- Experience in **SFDC** development using **Visualforce Pages**, **Lightning Components**, **Apex Classes**, **Custom Controllers**, **Controller Extensions**, and **Apex Triggers**.
- Experienced in **Salesforce Administration**, **Configuration**, **Customization**, **Development**, and support on the **Salesforce.com Platform**.
- Proficient in debugging **Salesforce CPQ** flows and **Apex** contexts, addressing complex scenarios in dynamic environments.
- Hands-on experience with **CPQ API** and **Custom Action Plugin** development, optimizing quoting processes for large-scale deployments.
- Proficiency in creating **Profiles**, **Roles**, **Users**, **Workflows & Approvals**, **Reports & Dashboards**, **Formula Fields**, **Rollup Summary Fields**, **Validation Rules**, **OWD**, **Sharing Rules**, and **Security Models**.
- Extensive work experience designing **Custom Objects**, **Custom Fields**, **Record Types**, **Page Layouts**, **Custom Tabs**, **Custom Reports**, **Report Charts**, **Report Folders**, and **Report Extractions** in various formats.
- Strong understanding of the full **CPQ** process, encompassing quoting, ordering, and renewals.
- Experience in **predictive modeling** and generating actionable recommendations to drive business growth.
- Configured **Assignment Rules**, **Auto-Response Rules**, and **Escalation Rules**.
- Work experience with **Custom Settings** and **Custom Labels**.
- Efficient in monitoring **Apex asynchronous processing** using **Future Methods**, **Batch Apex**, **Queueable Apex**, and **Scheduling Jobs** with **Apex Scheduler**.
- Expertise in creating **data sets**, **dashboards**, and **lenses** to visualize **Salesforce** data effectively.
- Proficient in **Salesforce Sales Cloud**, including **campaign management**, **lead conversion**, **reporting**, and **data migration**.
- Extensive experience in querying **Salesforce.com** database using **SOQL** & **SOSL** queries.

- Skilled in **data migration tools** (e.g., **Data Loader, Data Import Wizard**) and generating actionable insights.
- Strong experience gathering requirements, conducting **process analysis**, creating documentation, and communicating with stakeholders to meet business objectives.
- Extensive experience with **Salesforce deployment methodologies**, including **Change Sets**.
- Ability to work with development teams to review and debug **Apex scripts, Visualforce pages**, and components.
- Hands-on experience with **Email Studio, Journey Builder, and Audience Builder**.
- Good knowledge of **Salesforce Integration** using **REST API**.
- Experience in languages and technologies like **HTML, CSS, and JavaScript**.
- Extensive experience with **Agile Scrum Methodology** in software engineering processes.
- Excellent team player, and quick learner with good communication and troubleshooting skills.
- Enthusiastic about learning and upgrading technical skills.

TECHNICAL EXPERIENCE

Salesforce Development: Apex programming language, Asynchronous and Synchronous Apex, Batch Apex, Workflows, Einstein Analytics, Process Builder, Lightning Flows, Triggers, Visualforce Pages, SOQL, SOSL, triggers, DML, Einstein Discovery, Proficiency with Apex, Visualforce, Lightning Web Components (Aura and LWC), SOQL, Visualforce, Lightning Web Components Framework, Integration, REST API, SOAP API.

Salesforce Administration: Custom and standard objects, fields, page layouts, record types, validation rules, schema builder, Sharing & Security Rules, flow Builder, Process Builder, workflow rules, approval process, permission sets, Org, object-level security, salesforce CPQ, Assignment Rules, Email Alerts, OWD, Data Management.

Salesforce CPQ Development: Expertise in CPQ Quote Calculator Plugin Coding, leveraging all available methods for efficient pricing calculations.

Salesforce Clouds: Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud.

Programming Languages and Database: C++, Java, Python, MySQL, SQLite.

Web Development: HTML, CSS, JavaScript, Bootstrap, React.js, Redux, JavaScript (ES6+), XML, GitHub.

Backend Development: Node.js, REST APIs, Server-side logic, data integration.

Tools and software: Agile Methodology, Technical Documentation, Software Development Lifecycle, Jira, Project Management, Scrum Methodologies, IDEs (VSCode, IntelliJ) and version control tools (Git, SVN), Microsoft Visual Studio, test-driven development (TDD), including Salesforce unit and automated testing using JEST and Robot frameworks, Deployment tools, Release management expertise in handling Salesforce deployments across environments. Data visualization -Tableau, with SQL.

Soft Skills: Leadership, Analytical skills, Communication, Time management, Teamwork, Problem-solving, Work ethic, Written communication expertise for clear and effective project documentation, Effective Communication, Analytical and Problem-Solving Skills, and Creativity.

Operating Systems: Windows XP/7/8/10.

WORK EXPERIENCE

- Worked as a Salesforce Developer in **Cognizant Technology Solutions India Private Limited**, from Nov-2021 to Dec-2022.
- Worked as a Salesforce Administrator & Support role in **Mindtree**, from Sep-2018 to Oct-2021.

CERTIFICATIONS

- Salesforce Certified Platform Developer 1.
- Salesforce Certified Administrator.
- Salesforce Certified AI Associate.
- AWS Certified Cloud Practitioner.

EDUCATION

- MS in computer science from Auburn University at Montgomery with a 3.5 GPA.

PROJECT EXPERIENCE

Project Name : **Direct Line Insurance Group (Cognizant)**
Client : **DLG (Direct Line Insurance Group)**
Team Size : 4
Role : Salesforce Developer
Duration : Nov-2021 to Dec-2022.
Environment : Salesforce.com, Force.com

DESCRIPTION:

Direct Line Insurance Group plc is a British insurance company based in the United Kingdom, formed in 2012 by the divestment of The Royal Bank of Scotland Group's (RBS) insurance division, through an initial public offering. The company owns several insurance subsidiaries, providing various insurance products, including Direct Line and Churchill, Darwin, and the roadside assistance and vehicle recovery provider Green Flag.

RESPONSIBILITIES:

- Understand and analyze the requirements and map them to Salesforce functionality.
- Implemented and debugged Salesforce CPQ functionalities, including Price Rules, Product Rules, and Advanced Approvals, ensuring seamless integration with client business processes.
- Implemented multiple integration APIs to retrieve data from external sources, provided live service support, particularly in the insurance industry project (DLG-Direct line group), And used Tools like Jira, GitHub, and Visual Studio code.
- Prior experience in a large-scale project within the Salesforce Experience Cloud.
- Responsible for implementing component-based security by configuring user permissions, record type permissions, and field-level security within the Salesforce org, Debugging and troubleshooting issues raised by users, and ensuring the smooth functioning of the Salesforce applications.

- Utilized CPQ API and Custom Action Plugin to create tailored solutions for large-quote scenarios, optimizing system performance and user experience.
- Developed and maintained CPQ Quote Calculator Plugin code, enhancing pricing accuracy and operational efficiency.
- Facilitated testing and validation of Salesforce configurations to ensure adherence to project requirements and compliance standards.
- Involved in customizing various aspects of the Salesforce platform, including custom objects, fields, record types, forms, layouts, custom tabs, and applications, as well as maintaining workflow rules, approvals, and relationships between objects.
- Utilized SQL and Apex for advanced data handling in Salesforce, strategically aligning configurations with project scope and compliance needs. Ensured alignment with data security protocols and regulatory compliance across insurance services.
- Worked on Data Loader To perform CRUD Operation and Implemented various advanced fields like Picklist Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom Picklist fields.
- Designed and implemented advanced Einstein Analytics dashboards to visualize sales performance metrics and operational KPIs
- Integrated XML-based data exchange processes for real-time data synchronization between Salesforce and external applications, enhancing system interoperability.
- Implemented RESTful APIs to support backend processes, ensuring secure, scalable interactions between Salesforce and external systems.
- Developed backend functionalities using Java for custom integrations and business logic, supporting seamless data processing for insurance industry applications.
- Utilized Redux and React.js to create dynamic, user-friendly UI components, improving customer portal interactions and data visualization.
- Led project management tasks, coordinating with cross-functional teams to meet project milestones and deliverables, and leveraging Agile practices to streamline the development lifecycle and ensure timely deployments.
- Implemented CPQ processes in Salesforce for streamlined quoting, pricing, and configuration in client projects.
- Designed and implemented advanced Einstein Analytics dashboards to visualize key business metrics, such as sales performance and operational KPIs, enabling data-driven decision-making.
- Developed custom Apex classes, triggers, and flows to extend the functionality of Salesforce which included the enhancement of registration request functionality for a customer portal, effectively addressing data inconsistencies and slashing ticket counts from 50-60 per month to a mere 5-6 over a month-long period.
- Created detailed technical documentation for Salesforce Integration projects, outlining API specifications, data flow, and configuration steps to ensure consistent deployment and maintenance.
- Implemented release management practices for efficient and risk-free deployments across sandbox and production environments.
- Developed a user-friendly digital UI web-based signup form for onboarding new regions, seamlessly integrating LWC Framework with Apex and triggers. Ensured robust communication between systems through REST and SOAP APIs, deploying the new functionality within the existing platform framework.

Environment: Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, Eclipse IDE Plug-in.

PROJECT EXPERIENCE

Project Name : HP e-portals (Mindtree)
Role : Business Analyst & Admin.
Team Size : 10
Duration : Oct 2020 to Nov 2021.
Environment : Salesforce.com, Force.com.

DESCRIPTION:

HP E-Portal is a consumer portal built on the Salesforce Sales Cloud for managing customer relationships and transactions across retail customer interactions. It serves business brokers who sell products to potential prospects/customers and allows sellers to list products for sale. The application facilitates day-to-day operations for agents and outlets, tracking their activities effectively.

RESPONSIBILITIES:

- Requirements Gathering: Worked closely with stakeholders, including business brokers, agents, and outlets, to gather requirements and document functional and non-functional needs for enhancing the consumer portal's CRM functionality.
- Integrated Salesforce Marketing Cloud for multi-channel campaign management, leveraging tools like Email Studio, Journey Builder, and Audience Builder to automate and personalize marketing campaigns, improving lead conversion rates.
- Utilized Einstein Discovery to create predictive models for sales forecasting, enhancing the alignment of business strategies with customer behavior trends.
- Configured campaign hierarchies, lead assignment rules, and Web-to-Lead automation to streamline customer acquisition and engagement processes.
- Leveraged Einstein Discovery to create predictive models, enhancing the accuracy of business forecasts and strategy alignment.
- Process Analysis: Analyzed current business processes to identify improvements, align with business objectives, and support end-users effectively.
- Integrated Salesforce Marketing Cloud tools to automate multi-channel campaigns, increasing lead conversion rates.
- Campaign Management Support: Coordinated with marketing teams to set up and streamline marketing campaigns, campaign hierarchies, lead assignment rules, and Web-to-Lead auto-response rules to enhance customer engagement.
- Developed user stories and test plans for new functionalities, validating configurations to ensure data integrity and compliance with industry standards. Facilitated communication between developers and QA teams for efficient issue resolution.

- **Lead and Opportunity Management:** Collaborated with sales teams to configure lead conversion processes and implement custom business logic to support campaign influence and lead queries.
- **Reporting and Analytics:** Provided analysis and recommendations on key performance indicators by creating and optimizing custom and standard reports (Tabular, Summary, and Matrix) that support data-driven decision-making.
- **Change Management:** Actively participated in the deployment process using change sets, ensuring smooth transitions and minimizing disruption.
- **Security & Permissions Management:** Assisted in configuring role hierarchies, user profiles, sharing rules, and field-level security to enforce data security and role-based access controls.
- **User Support and Training:** Supported end-users by addressing questions, troubleshooting issues, and coordinating training sessions to improve user adoption and productivity.
- **Documentation & Communication:** Maintained detailed documentation of requirements, configurations, and workflows; facilitated clear communication with developers and QA teams to resolve issues effectively.

PROJECT EXPERIENCE

Project Name : SGX-Salesforce Implementation (Mindtree)
Client : Singapore Exchange (SGX)
Team Size : 8
Role : Salesforce Admin & Application support
Duration : May 2019 to Sep 2020.
Environment : Salesforce.com, Force.com

DESCRIPTION:

The **(SGX)** is a full-service equities, fixed income, derivatives, commodities, and foreign currency exchange. The exchange came into being because of a 1999 combination of three separate entities the Stock Exchange of Singapore, the Singapore International Monetary Exchange, and the Securities Clearing and Computer Services Pte.

In 2000, the Singapore Exchange-listed its shares for public investors, and in 2008, it completed the acquisition of the Singapore Commodity Exchange.

Understanding the Singapore Exchange:

The Singapore Exchange (SGX) provides trading, clearing, settlement, custody, and market data services for thousands of securities. According to its 2021 annual report, it operates the largest stock market exchange in Southeast Asia; as of the end of June 2021, the total market capitalization of listed equities exceeded S\$900 billion, with a daily average trading value of S\$1.35 billion.

RESPONSIBILITIES:

- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Responsible for Debugging and troubleshooting the issues raised by users.
- Deployed App using GitHub.

- Collaborated with stakeholders to define project scope, enhance the performance of Salesforce components, and identify areas for process improvement in CRM functions.
- Responsible for User permissions, Record Type permissions, and Field Level Security to implement Component-based security
- Involved in Customizing Custom Objects, fields, record types, forms and layouts, custom tabs, and applications.
- Experience with Salesforce data tools such as Data Loader
- Maintaining Workflow rules and Approvals, creating relationships between the objects.
- Created profiles and implemented Objects and field-level security to hide critical information on the profile users.
Use SOQL & SOSL considering the Governor Limits for data manipulation using the apex code.
- Implemented various advanced fields like Picklist Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom Picklist fields.
- Created many of Roles and Profiles for the organization, which helps them maintain the Security of different individuals who are working in the organization.
- Worked on Data Loader, which helps us to perform CURD operation with the help of CSV files.
- Deploy using, Change sets for the sandbox-to-sandbox environments. Implemented the salesforce.com applications using Agile Scrum Methodology.

PROJECT EXPERIENCE

Project Name	: Health Resource Management System (HRMS). (Mindtree)
Client	: Health Department.
Team Size	: 12
Role	: Salesforce Admin & Application support
Duration	: Sep-2018 to Apr-2019.
Environment	: Salesforce.com, Force.com

DESCRIPTION:

The Health Resource Management System (HRMS) is designed to streamline the ordering and management of healthcare resources and services. Health department staff and approved users can access the system to select and order specific health services, such as medical supplies, patient care plans, and health screenings. Built with Visualforce pages and Apex, HRMS supports efficient workflow automation and communication through integrated email alerts and notification systems. Reports and dashboards provide users with insights into resource usage, order statuses, and plan tracking, assisting the health department in managing various healthcare resources effectively.

RESPONSIBILITIES:

- Involved in Salesforce.com Application Setup activities and customized the apps to match the organization's functional needs.
- Implemented best practices in Salesforce administration and development to optimize health resource management processes.

- Involved in Salesforce.com application setup and configuring applications to meet the functional needs of the health department.
- Worked with standard Salesforce objects like Accounts (for healthcare providers), Contacts, Leads, Cases (for health support cases), and Opportunities.
- Mapped and loaded data, including patient and provider information, into Salesforce using Data Loader.
- Developed and validated detailed use cases for healthcare operations and documented user requirements, aligning solutions with compliance standards to ensure patient data protection.
- Created custom labels and settings specific to healthcare operations.
- Developed custom buttons and replaced standard buttons with Visualforce pages to enhance user interactions.
- Responsible for debugging and resolving user-reported issues related to healthcare resource management.
- Deployed the application using GitHub for version control.
- Managed user permissions, record type permissions, and field-level security to implement component-based security for health department data.
- Communicated daily with the onsite coordinator and health department stakeholders to discuss and address user issues and requirements.
- Customized Salesforce by creating custom objects, fields, record types, forms, and layouts tailored to healthcare services, custom tabs for quick access, and applications for specific health department workflows.