VINAY KUMAR DUBEY

Email: [cancerianvinay@gmail.com](mailto:cancerianvinay@gmail.com)

Ph: +61-451162786

Linked-in: https://in.linkedin.com/pub/vinay-dubey/17/a3a/b66

|  |
| --- |
| Career Objectives |
| * To use my skills in best possible way for achieving the company’s goal. * To work with the users/client directly and develop a healthy relationship with them which will eventually be mutually beneficial for myself and the organization I work for.  Profile Summary |
| * A professional with more than 11 years of IT experience, 6+ years of experience **in Salesforce.com CRM platform as a Technical consultant** having in depth knowledge in Salesforce Implementation, Administration and Integration. * Worked with the team towards phased roll out of lightning. * Sound understanding of lightning security features and its capabilities * Experience in analyzing technical challenges with excellent teamwork and client facing skills. * Proficient in analyzing the requirements, understanding the functionality and designing the solution by directly interacting with the team. * Integration of Pardot with the salesforce org. * Have been working on modifying the existing VF pages to Lightening components. * Have done integrations with different platforms like PHP, ASP.net, JAVA and AWS SQS using the open API's and WSDL’s (REST and SOAP based). Build a community using Apex Controllers and visual force pages with some inclusions of front end technologies like JavaScript, JQuery and bootstrap framework. * Ensure test classes provide good test coverage using best practices. * Ability to customize the community using the custom settings and custom object so as the managers can configure the portal users without any hassles. * Well aware of Salesforce limitations (Governor limits) and implementing best practices while writing any program. * Have used data integration tool (Informatica) to load data back and forth to Legacy systems. * Have customized many standard features involving logging any activity related to the users * Have refactored various existing codes and done code review for the code before deployment to production. * Data migration using import Wizard, apex data loader and Informatica cloud data Wizard * Good knowledge on deployment using **change sets(Inbound and outbound), GIT (versioning control) and Jenkins** * Used Custom Queries in ICS (**Informatica Cloud Services**) to extract the data and create the integration to load the data to SFDC. * Thorough understanding of Salesforce.com processes such as Sales, Marketing, Customer Service and Customer Support. * Expert knowledge in Conga Merge Composer which provides amazing and never before reporting capabilities straight out of Salesforce platform. * Have been helping the team mates to understand the powerful capabilities and limitation of salesforce and also providing the workaround in many cases. * Have mentored juniors to help them understand the existing business both functionally and technically. * Proficient in object oriented programming like JAVA and Apex and web technologies such as HTML, XML, CSS and Java script. * Solid understanding of the **SQL and RDBMS concepts** across diverse database such as Oracle, Teradata and Sybase. * Extensively worked on the performance tuning of SQL queries, clear understanding of data modeling fundamentals such as normalization and denormalizations. * Experienced in Software development, Requirement Analysis, Detailed Design, Software Development, Code walkthrough, Integration Testing, System Testing, Documentation and Support. * Good experience in Agile methodology (Sprints, product backlogs, story points, etc). * Have been involved in end-to-end phases of SDLC.  Professional Experience    * **Senior Salesforce Engineer** – Macquarie Group (Nov 2019 – To date) * **Senior Salesforce Consultant**– System Partners(DXC) (Jul 2019 – Nov 2019) * **Senior Salesforce Developer/Development Lead**– Talent (Sep 2017 – Jul 2019) * **Senior Salesforce Developer** – Primary Health Care (July 2016 – Sep 2017) * **Salesforce Consultant** – Ray White (Sep 2015 – July 2016) |
| * **Senior Software Engineer- 8B**, SOCIETE GENERALE GLOBAL SOLUTIONS CENTRE(Jun 2013 – Sep 2015) * **IT Analyst- C2**, TATA CONSULTANCY SERVICES(Aug 2012 – Jun-2013) * **Technical Analyst**, INFOSYS LTD.( Oct 2007 – Jul-2012) * **Certifications – Salesforce Admin – 201, Force.com 401, Salesforce Platform Dev 1, Salesforce Platform Dev(2) , App Builder, Sales Cloud** |

* **CRM Tool**: Salesforce
* **Programming Skills**: AURA framework,APEX, UNIX Shell Scripting, PL/SQL, JAVA, C++, JavaScript, JQuery
* **ETL Tool**: Informatica Power Center 9.x/8.x, Informatica Cloud, Informatica Data Quality (IDQ), Informatica Power Exchange
* **Force.com**: Apex, Visualforce pages, SOQL, Triggers, Test classes
* **Database**: Teradata, Oracle
* **Web Tools**: JavaScript, HTML, XML, CSS.
* **Requirement Traceability Tool**: JIRA
* **Application Life Management**: HP ALM Quality Center
* **SFDC Tools**: Data Loader, Connect Offline, Force.Com, Apex triggers, SOQL, SOSL, Force.com IDE (Eclipse), Informatica Cloud Data Loader, Jitterbit, Visual Studio,dataloader.io, aside.io
* **Development Tools**: Force.com IDE, TOAD, SQL Developer, Eclipse, INFORMATICA POWERCENTER - Designer, Workflow
* **Operating Systems:** Windows XP, UNIX, 2000, Vista, Mac.
* **Version Control**: Svn and GIT (integration with tools like Copado and Click deploy)
* **Job Scheduler**: Autosys and Redwood Chronacle.

# Significant Projects and Clients

Macquarie Bank:

Nov-2019 – To date

* To ensure proper development guidelines are met to grow and maintain a stable Salesforce platform across multiple clouds
* Responsibilities include system integrations, administration, analysis, design, and coding.
* Ensuring compliance to internal and external policies and standards, support feature team development and provide innovative solutions to business needs.

DXC Technology:

Jul 2019 – Nov 2019

* Supported Integration and builds for DOE (Department of Education) – Sydney
* Was instrumental in ASX community implementation (using latest web stack)
* Worked with pre-sales team to build technical responses for solution design.

Talent International:

September 2017 – To Date

* Worked as a development lead with talent international, responsible for requirement gathering, providing solutions with estimates, implementation and support after go live.
* Worked extensively on resolving the technical debts in the system
* Worked extensively to work thorough the limitations of an org with heavy managed package
* LEX Migration – Lightning Migration from Salesforce classic. This included going through the lightning readiness report and making the components compatible.
* Developed several lightning components in process of lightning migration
* Good understanding of lightning capabilities and limitations.
* Created data migration interface using Talend (ETL tool) to load all the referential data and main data in the new environment.
* Good experience in managing the CRM with various managed packages and solutions to get around them.
* Worked on various integrations of the Front office with the back office and other vendors like Adobe EchoSign for Candidate management.

Primary Health Care Projects:

July 2016 – September 2017

* Have been working with different stake holders for mapping the functional requirements into the technical design.
* Transition to lightening experience is already in progress and has been released to subset of users for evaluating the user adoption.
* Responsible for the design and tech solutions.
* Mapping business requirement to technical specifications and developing the solution.
* Streamlining the existing code base by implementing best practices
* Development of Apex code, controller, extensions, batch classes, VF pages, test classes, etc.
* Implemented service console to show holistic view of the recruiter.
* Used REST API to integrate with other systems to bring in existing information into Salesforce.
* Automated manual data loading process which was very time consuming using data loader CLI.
* Have participated in implementing Pardot marketing tool which helps in providing 360-degree view and multiple touch points of the leads.
* Worked with PWC to identify existing bottlenecks and how our Salesforce org could be optimized further to add more value to the company.
* Have worked extensively on creating scheduled reports and dashboards for different end users.
* Generated various contracts using Conga solutions.
* Have been involved in normal salesforce customization and configuration. Have on boarded several users, assignment of profiles and permission sets, controlling access to records using roles.
* Created various workflows, modified and created validation rules, and make them more flexible by using custom settings.

**Operational Delivery**  
  
-> Serve as the subject matter expert for Salesforce and its technical applications.  
-> Manage the day to day support and maintenance of Salesforce including configuration, development, integration and customization of platform.  
-> Design and develop solutions primarily on the Salesforce platform using Apex programming language and Visual Force.  
->Analysis and transition of classic to Salesforce lightening.  
-> Provide system administration support to the GP recruitment executive and salesforce manager such as customizing applications, user permissions, security settings, custom object and workflow.  
-> To liaise with IT services and other third parties to remain up to date with Salesforce changes.  
-> Provide administration support with regards to generating Salesforce reports, dashboards and updates to key stakeholders and management  
  
**Project Management**:  
  
-> Act as Technical lead on Salesforce platform projects and updates.  
-> Develop customized solutions within the Salesforce platform to meet project objectives and requirements and business goals.  
-> Maintain a flexible work environment to allow quick response to changing project requirements and business goals.  
-> Conduct long term improvement operations within the Salesforce platform to ensure compatibility with changing business needs and strategy.  
-> Work with the GP Recruitment Executive and Salesforce manager to implement solutions to ensure the Salesforce Platform is being used in most efficient way.

Raywhite Project:

Sep-2015 – July 2016

Working directly with the clients at Ray white Projects as a Salesforce consultant.

Roles and Responsibilities:

* Responsible for requirement gathering and coming up with functional and technical solution.
* Developed Community using Apex and Visualforce pages which is Live now and agents from all across the world use it to sell properties to potential customers who are based overseas.
* Optimizing the existing lead nurturing system along with the whole CRM process. (Have created Email services using Apex class and also triggers to handle the requirements)
* Created community and working on its extension by creating custom pages using VF pages with HTML, JS and CSS.
* Customizing and configuring the new processes or existing one like workflows, process builder,

Validation rules, etc.

* Worked extensively on reports and dashboards.
* Expert knowledge in Conga query composer to generate amazing reports which are not natively supported by salesforce.

SOCIETE GENERALE GLOBAL SOLUTIONS CENTRE

Jun 2013 –Sep-2015

Domain: Banking, Finance.

Projects:

**1).Lot 3 Automation:**

* It is module where in the deals more than certain amount (mediocre and hot deals) are brought into salesforce platform from the legacy system (oracle and flat files) and are processed through native force.com stack.

**Roles and Responsibilities:**

* Responsible for design and build of the client requirements.
* Salesforce development and technical support.
* Interacting directly with the user for reported issues and providing end to end solution.
* Working in Agile Model to develop project.
* Demo sessions with users on a monthly basis to ensure the developed module is in sync with the user’s requirements.

2). BASALT (Balance Sheet Analysis at thin granularity):

**Roles and Responsibilities:**

* Directly working with the users and stake holders to capture requirements.
* Providing End to End Solution (Technical & Functional) for the user requirements.
* Participating in Design as well as the release management of the client requirements.
* Managing code version control process and deployments.
* Working in Agile Model to develop project.
* Demo sessions with users on a monthly basis to ensure the developed module is in sync with the user’s requirements.

**3). SNS Report:**

**Roles and Responsibilities:**

* Deputed to onshore location (Paris), to coordinate with business partners, to finalize requirements and designs.
* Coordinated with the architects and developers, supervising and assisting the progress of the projects from development to testing (including User Acceptance Testing (UAT)) and then to development, resolving any bottlenecks encountered.
* I was part of the Salesforce functional and development team for developing the functionality.
* Developed SNS Report App which provides a summary level of amounts of back office, which is used for reconciliation and reallocation of amounts within inter entities.
* Developed 3D feed application which is currently being used by the market regulators to know about bank investments
* Salesforce is used as a platform to capture all the information and report the discrepancies in a timely manner using batch process or on demand.

**Technologies:** Salesforce(SFDC), Apex, Triggers, batch Apex, Schedulable Apex, Javascript, HTML, CSS ,Visualforce pages, Informatica 9.5, Informatica Data Quality (IDQ)-InformaticaDeveloper, UNIX,Informatica Cloud Data Loader, Oracle

TATA CONSULTANCY SERVICES

Aug 2012-JUN-2013

Client: Internal to TCS.

Project: Request Management system using Salesforce:

**Roles and Responsibilities:**

* Was a part of the team participating in the development of apps like CONSULT ON Demand. An extension of case management system) which provides added value for existing Service and Support customers, by enabling them to resolve repetitive customer support queries through an AI database and also helps in requirements, issues and bug tracking.

Technologies: Force.com, Apex, Visualforce pages, JAVA script, HTML, CSS, Dataloader

INFOSYS

Oct 2007 – JUL 2012

Client: Apple

Project: EDW- Marketing

Domain: Marketing

**Roles and Responsibilities**

* Apple client which designs and markets consumer electronics, computer software, and personal computers. This project mainly deals with the migration of campaign and promotional related data, to make strategic decision and ultimately come up with some feasible solution to entice the customers in buying more and more products.
* Worked on setting up ETL interfaces of different kinds in order to migrate data from the heterogeneous sources (Flat files, Oracle database , .csv files, xml files ,etc) to the Teradata database using ETL tool informatica where in all the business logics (data cleansing , formatting) is incorporated, which is used as the data warehouse , for data analysis and reporting purpose
* Used utilities like bteq ,tpump , fastload , multiload ,teradata parallel transporter , fast export as per different requirements frequently.

**Technologies**: Informatica 8.6, 9.1, Oracle, Teradata UNIX, Autosys, SVN, Java, CSS, HTML

|  |
| --- |
| Certificates/Awards |
| * Certificate of Customer appreciation for outstanding performance in bringing delight to GEHC through my contribution to AR Automation and Reporting * Certificate of excellence for being a part of most spirited team for the quarter FY09-10 * Certificate of excellence for being the programmer for the quarter FY10-11 * On the spot award twice during the tenure in Infosys.  Scholastics  * Bachelor of Technology in computer Science from Uttar Pradesh Technical University. |