

SUMMARY:

- Overall **8+** years of experience as a **Salesforce Developer** and excellent experience as **Salesforce Admin** as well.
- Experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
- Expertise in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
- Good Experience in SFDC Development implementing the **APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.**
- Experience in CRM business processes like Forecasting, **Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.**
- Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
- Worked with **Pardot** Functionality, **PardotA/B Testing, Auto responder** emails and **Pardot Email Rendering.**
- Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.
- Worked on Vlocity, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business.
- Proficient in dealing with functionalities related to **sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.**
- Good Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
- Developed and recommended CRM roadmap for customers in the **Financial Domain**
- Experience working in **agile methodology, Scrum methodology, Waterfall model** and **Test-driven** development.
- Created test scenarios on **Sandbox** and **production environment** and migrated code to deployment upon successful testing.
- Extensive exposure to **Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing** and **User Acceptance testing (UAT).**
- Created customized UI as per the client and application requirements using **Visualforce.**
- Review/Adjust/Write **Apex** and **Visual Force** page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
- Experience in creating different email templates and inbound emails using Visualforce for the clients and customers.
- Competent in analyzing and creating narrative **Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram** using **UML Tools** like **MS Visio.**
- Experience in **Business Analysis methodologies** and **iterative Software Development Life Cycle (SDLC)** in relation with all the phases of **Rational Unified Process (RUP).**
- Good Experience in data migration from **ACT, Excel, MS outlook** using **Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica.**
- Good Experience in Creating **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail.
- Working with different aspects of Web Services (**XML, WSDL, SOAP, REST**).
- Experience in customizing standard Objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts)** and **Dashboards** and **Report folders** for different user profiles as per the requirements.
- Created **lookup** and **master-detail relationships** on the objects and created **junction objects** and various advanced fields like **Pick-list, Field Dependencies, Custom Formula, and Approval Process, Sharing rules** for **automated alerts, field updates** and **Email generation.**
- Implemented **Security** and **Sharing** rules at **Object Field and Record** levels for different users in the organization.
- Exposure to **Apttus** and **Steel Brick**, developed POC's in Apttus CPQ and steelBrick CPQ.

- Good Experience with **Steel Brick CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with **Steel Brick CPQ**.
- Extensive experience in Demandware and Commerce Cloud
- Designed and Developed Vlocity CPQ for couple of telecom clients.
- Setting up **Service Cloud** Console, **Cases** (Web to case, Email to case), **Solutions**, **Case Assignment** and **CTI** Integration.
- Experience in **Lightning app builder** (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
- Developed **Lightning Component Framework** and also built **Lightning component** using **aura framework**.
- Good Knowledge on **Salesforce Lightning Process Builder**, **Lightning UI/UX**, **app builder** and creating **Visual Workflows**, salesforce support **communities** and **Chatter** groups.
- Built reusable **UI/UX components** with **lightning component framework**.
- Expertise with source control tools **Git**, **Bit bucket**, **Source tree**, built salesforce code from the repository.
- Worked on Salesforce **Wave Analytics** product.
- Good Experience in **Object Oriented Analysis** and **Design** and **Object-Oriented Programming** and Design Patterns under **MVC (Model View Controller) Architecture**.

TECHNICAL SKILLS:

<ul style="list-style-type: none"> • Salesforce.com Tools 	<ul style="list-style-type: none"> • Data loader, Import/Export wizard, ANT tool kit, Force.com IDE, Work bench.
<ul style="list-style-type: none"> • Force.com Configuration 	<ul style="list-style-type: none"> • SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, custom Fields, Page Layouts, Related lists, Record Types, Field Level and Object level security, role hierarchies, sharing models, Automation: time-dependent actions, field updates, email alerts, task creation, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management, Security and Sharing Model, Custom settings, SLDS, Community builder,
<ul style="list-style-type: none"> • Programming Languages 	<ul style="list-style-type: none"> • C++, Java, APEX, Visual force, Aura, LWC.
<ul style="list-style-type: none"> • Web technologies 	<ul style="list-style-type: none"> • XML, HTML, CSS, JQUERY, JavaScript, JSP, JSON, AJAX.
<ul style="list-style-type: none"> • Web Services 	<ul style="list-style-type: none"> • SOAP/REST API
<ul style="list-style-type: none"> • Databases 	<ul style="list-style-type: none"> • Oracle 10g, 11g, MySQL.
<ul style="list-style-type: none"> • Packages 	<ul style="list-style-type: none"> • MS Word, MS PowerPoint, MS Excel, MS Project, MS Visio, Eclipse IDE
<ul style="list-style-type: none"> • Tools 	<ul style="list-style-type: none"> • workbench, Jira, Rally, Jenkins, Maven, Git and Git Hub, Mulesoft, Tableau

PROFESSIONAL EXPERIENCE

Fidelity Investments, Boston, MA

Sr. Salesforce Developer /Admin

Jul' 2020 – Till Date

Responsibilities:

- Created Lightning Apps combining Lightning Design System, Lightning App Builder and **Lightning Component** features.
- Worked on Developing **Apex Trigger Framework**.
- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the **custom objects**.

- Created **page layouts, search layouts** to organize **fields, custom links, related lists**, and other components on a record detail and edit pages.
- Developed multiple lightning record pages, App pages, home pages and lightning Applications using Lightning App Builder and activated for different record types and profiles per business needs.
- Experience on development in Lightning Design System (LDS) and Lightning Components Development.
- Configure Salesforce and **marketing cloud** integration user along with configuration in Salesforce worked in **marketing cloud** (Exact Target) quoting team to implement Apttus. Developed the view pages using HTML5, **JavaScript** for client side development and validations.
- Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
- Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
- Created workflow rules and defined related tasks, email alerts, and field updates.
- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the **custom objects**.
- Created **page layouts, search layouts** to organize **fields, custom links, related lists**, and other components on a record detail and edit pages.
- Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
- Created workflow rules and defined related tasks, email alerts, and field updates.
- Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
- Developed dynamic Salesforce.com Visualforce pages, components, using Apex page functions and actions, designing them using HTML, HTML5, JSON, CSS, JQuery, ExtJS and JavaScript.
- Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
- Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
- Used field level security along with page layouts to manage access to certain fields.
- Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
- Developed Lightning **Flows**.
- Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
- Created **Custom Objects** and fields for transactional and contractual information.
- Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response** Rules for automating business logic

Environment: Lightning Components, LWC, Apex Language, Data Loader, Triggers, Test Methods, Debugging, Web Services, JavaScript Remoting, Remote object, Angular JS, Escalation Rules, Assignment Rules, Record Types, Service Cloud, CRM

Sr. Salesforce Developer

Fedex, Fortworth, TX

Jan" 2017 – Jun" 2020

Responsibilities:

- Performed the role of Salesforce Developer in the Organization.
- Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
- Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
- Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
- Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
- Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.

- Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
- Worked on SFDC CRM E2E Testing/ServiceMax testing.
- Have experience in HTML for front end
- Involved in Salesforce CRM Lightning Testing (COB-Project)
- Monitor the RTOM (Real time offer Management) details in the SAP CRM Web UI.
- Familiar with Salesforce latest product launches including Wave Analytic.
- Developed wave dashboards using Salesforce platform as the backend.
- Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
- Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
- Designed and Implemented Continuous Integration and Continuous deployment in the company
- Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
- Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.
- Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
- Used Amazon Aurora to copy salesforce data to itself.
- Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
- Give training on SAP CRM to team members
- Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
- Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
- Maintenance of CRM functionality implementing SFDC.
- Worked on development of screen navigation flow
- Use amazon Aurora to replicate the data of salesforce
- Extensively worked on the end-to-end SFDC Release Management using Gearset tool
- Worked on Multilanguage features of Salesforce Commerce cloud
- Create profiles, roles and configure permissions according to organizational hierarchy requirement.
- Developed applications using agile methodology.
- Created Workflows for automated lead routing and lead escalation.
- Developed Apex classes and Triggers and linked them to manage the workflows.
- Experience in configuring price quote (CPQ) with Apttus.
- Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
- Used more than 55% of Apex for development.
- Experience on the Sales Cloud.
- Documented architecture providing a blueprint for site design with SFRA technical and UX components .
- Worked on building a process for continuous integration using GearSet
- Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer's cases in Cases Tab.
- Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
- Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API.
- Designed and Developed Vlocity CPQ for couple of telecom clients.
- Integrated applications with salesforce.com using SOAP web services API.
- Used Informatica Power Exchange for integrating the SFDC with legacy system.
- Implemented communities and built external pages.
- Setup and Implemented Salesforce marketing cloud.
- Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
- Experience working with the Financial Services Cloud to provide personalized service to the client
- Integrated Commerce cloud on Salesforce Commerce Cloud

- Interacted with the Salesforce.com and Apttus premium tech support team on a regular basis.
- Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.

ENVIRONMENT: Salesforce.com, Service cloud, Force.com platform, Apex Classes, Chatter, Visual Force Pages, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, Eclipse IDE, WSDL, Windows.

Sr. Salesforce Developer

AT&T, TX

Jan" 2015 – Dec" 2017

Responsibilities:

- Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
- Worked with functional leads to transform and develop new requirements into design, implementation.
- Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
- Used refined global search in Lightning by developing Apex classes and Controllers.
- Worked on SFDC CRM E2E Testing/ServiceMax testing.
- Developed workflows and approval processes for opportunities and products/ assets management and Integrated SFDC with external back office systems.
- Implemented Vlocity cards and reusable templates with comprising SLDS styling.
- Vlocity is a managed package in Salesforce, and with the combined power of Salesforce and Vlocity, you can wrap up your sales with a greater velocity.
- Supported and improved sales cycles by implementing CPQ solutions effectively.
- Used the Lightning Aura framework to build the components when upgrading legacy customer portal to Community for Clients.
- Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
- Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
- Private Cloud and Hybrid cloud configurations, patterns, and practices in Windows Azure and SQL Azure and in Azure web and database deployments.
- Vlocity CPQ is focused on the communications industry, where the Service Agent can quickly build orders and quotes and can close sales rapidly.
- Developed and designed a Partner community based CPQ in Salesforce Vlocity.
- Integrated Salesforce.com with an external application using SOAP, REST based web services.
- Wrote SOQL and SOSL statements within custom controllers, extensions.
- Used force.com IDE for developing custom applications.
- Used Force.com platform for developing feature-rich and user-friendly Visual Force pages for enhancing SFDC UI.
- Interacted with the Salesforce.com and Apttus premium tech support team on a regular basis.
- Experience in Salesforce1 Mobile with out of box using Lightening.
- Extensively used REST APIs for integration between Salesforce and on premise systems.
- Extensively developed Visual-force pages, Apex class & Triggers for various custom functionalities for business requirements.
- Work with APTTUS CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash.
- Followed Scrum Agile methodology for the iterative development of the application and participated in weekly Sprints, daily stand up meetings and customer reporting backlogs.
- Conducted Gap Analysis on Vlocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities.
- Created Managed Package using Eclipse. Migrated from sandbox to production using FORCE.IDE
- Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
- Designed, and developed Apex Classes, Controller Classes, and extensions for various functional needs in the application.
- Enabled Salesforce1 mobile for mobile applications and roll out two-factor authentication.

- Responsible for setting up Filed Level Security.
- Designed Visual Force pages to add more flexibility and a rich look.
- Implement on working across various SFDC implementations that are covering Sales cloud, Service Cloud and Apptus CPQ.
- Implemented Data Loader for loading the data.
- Developed business documents for Salesforce.com Custom objects.
- Created Workflow rules, Approval process on various objects to automate actions Email Alert, Field Update, Creating task, Outbound messaging and time-dependent actions.
- Created custom pipeline report and other reports for different business users using tabular, summary and matrix reports and dashboards.
- Written SOQL, SOSL queries in Apex triggers and controllers, used Salesforce workbench to generate queries.
- Developed apex custom and extension controller classes for actions defined in Visual force pages.
- Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects.
- Leveraged APEX Controller to make a call for external requests to retrieve data from various API's and displayed them on to the component.
- Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
- Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application.
- Developed Aura, Lightning web components, Apex classes and VF pages.
- Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
- Designed various Web Pages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
- Involved in data mapping and data Integration from JD Edwards ERP to Salesforce.com.
- Installed Pervasive Data Integrator from the AppExchange for two-way integration with a JD Edwards ERP system.
- Installing the Applications Insights tool on the web services and configuring an Application Insight workspace in **Azure**.
- Integrating Confidential with AWS Marketplace to allow buyer purchase Confidential product from AWS Marketplace.
- Utilized S3 bucket and Glacier for storage and backup on AWS.
- Worked with Visualforce List Controllers to act on a set of records with pagination and iterate over a list of records to produce output in a list.
- Used Informatica Power Center in synchronizing SQL to the Salesforce application.

Environment: Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Workflow. TDD.