**Summary**

* Over 9+ years of IT experience and 7+ years as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well.
* Extensive experience with the Salesforce.com development life cycle, application design patterns**, integration patterns** and **deployment** planning.
* Experienced working in Cross - functional teams, identifying **business requirements** and supporting sales/marketing efforts.
* 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**.
* In-depth 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**.
* Proficient in dealing with functionalities related to **sales cloud** & **service cloud**, **Marketing cloud**, **Community Cloud**, **Custom Cloud** and **Analytics Cloud**.
* Experience with **SFDC Service console**, **customer** **portal**, **case** management, knowledge base, customer communities and **service** **account** management
* Good insight in to the **Health** and **Financial** Domain.
* 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.
* Expertise 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.
* Expertise in Business Analysis methodologies and iterative Software Development Life Cycle (**SDLC**) in relation with all the phases of Rational Unified Process (RUP).
* Experience in data migration from ACT, Excel, MS outlook using **Data** **Loader**, Data Import **Wizard**, SFDC Data Export, Mass Delete, **Informatica**.
* 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).
* Expertise 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**, **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.
* Experience with Salesforce **CPQ** for **subscription**, **billing**, **invoicing** and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Salesforce CPQ.
* Excellent communication and inter- personal skills, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce com-based development enhancements and implemented **lightning** **applications** from the scratch.
* Setting up **Service** **Cloud** Console, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
* Expertise 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**.
* 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.
* Strong experience with source control tools **Git**, Bit bucket, Source tree, built salesforce code from the repository.
* Knowledge to work on Salesforce Wave Analytics product.
* Experienced in **Object** **Oriented** Analysis and Design and Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**CERTIFICATIONS**

* Salesforce Platform Developer - I
* Salesforce Platform Developer - II

**Professional Experience**

* Working as Senior Salesforce Developer at US Bank (Contract) from Feb 2024 to Till Date
* Working as Senior Salesforce Developer at LG Corp (Contract) from April 2023 to Jan 2024
* Worked as Salesforce/SFMC developer at Petco (contract) from September 2021 to March 2023
* Worked as Salesforce developer/Admin at Apollo Hospital (contract) from May 2018 to August 2021
* Worked as QA Engineer at Zaggle from July 2015 to April 2018

**Educational Qualifications**

* Completed Bachelor’s degree in Electronic and Communication Engineering From SRM University, Chennai from July 2011 to May 2015.

**Technical Skills**

|  |  |
| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Sales Cloud, Service Cloud, Revenue Cloud,Omni channel configuration, Visual Force (Page, Component & Controllers). |
| **Custom Integration** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application and Sandbox data loading, Fast Forms, Conga Composer, DELL Boomi. |
| **System Tools** | SQL Server management Studio, SQL Profiler, Performance monitor, Microsoft visual studio2005/ 2008, Microsoft Office Suite. |
| **CRM** | Salesforce.com |
| **Data Modeling** | UML, MS Visio, Lucid Chart. |
| **Scripting Languages** | Transact SQL, C, C+, Java, HTML,XML, VB Script, Apex Language, Apex  Trigger, Apex Scheduler, Apex Class & Apex Web Service, Partner WSDL & Enterprise WSDL, Visual Force Page, Component & Controllers, JSON, SAML, SOAP, REST. |
| **IDE** | IBM RAD, Eclipse 3.5, WebSphere Integration Developer. Force.com IDE,IntelliJ, VSCode |
| **Operating Systems** | MS-Windows XP/ME/98/95/ 2000/NT 4.0, Red Hat Linux and Unix. |

**PROJECT EXPERIENCE**

**Project 1**

**Senior Salesforce Developer - US Bank (contract)**

**Feb 2024 – Present**

**Environment -** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

* 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.
* 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.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* 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.
* Creating SFDC reports (functional and technical documents).
* 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 Apptus.
* 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.
* 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.
* 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.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Very good experience of using Data loader and cleansing and de-duplicating Bulk loads.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
* Responsible for writing SOQL and SOSL queries.
* Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final implementation
* Integrated **Copado** for version control, continuous integration, and automated deployments, ensuring seamless collaboration across development teams.
* Managed **branching strategies** and release pipelines using **Copado**, resulting in streamlined deployments and reduced manual errors.
* Used **Copado’s Test Automation** to automate functional and regression tests, improving code quality and reducing post-release issues.
* Automated metadata and data deployments with **Copado**, reducing deployment time and ensuring consistent releases across environments.

**Project 2**

**Senior Salesforce Developer - LG corp (contract)**

**April 2023 – Jan 2024**

**Environment -** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

* Took on the role of Salesforce Developer, specializing in advanced APEX/Visualforce development, including high-volume data processing, managed packages, and community portals.
* Designed and developed SFA applications on the Force.com Platform, utilizing Apex for backend functionality and Visualforce for user interfaces.
* Collaborated with business user groups to gather requirements and document both business and software needs.
* Implemented Analytics for Opportunity, Accounts, and Cases, staying updated on Salesforce product launches.
* Developed Visualforce Pages with various components tailored to application needs.
* Contributed to design documents and managed Salesforce standard objects while creating custom objects and validation rules.
* Implemented workflows for lead routing and escalation, integrated external systems using SOAP and REST APIs.
* Utilized Informatica Power Exchange for legacy system integration and implemented communities.
* Participated in data migration using Apex Data Loader, deployed Change Sets, and managed deployments between environments.
* Developed Visualforce pages for Salesforce1 app and custom UI using CSS, HTML, and JavaScript.
* Designed Salesforce Service Cloud console for productivity enhancement.
* Managed community rollout framework and crafted SOQL and SOSL queries.
* Utilized Sandboxes for testing and package management.
* Implemented **Copado CI/CD** pipelines to automate code reviews, continuous integration, and deployments, minimizing manual interventions and enhancing release efficiency.
* Utilized **Copado’s version control** to track and manage changes in Salesforce environments, enabling better traceability and auditability.
* Coordinated cross-team collaboration using **Copado’s release management** tools, ensuring smooth delivery and deployment cycles.
* Leveraged **Copado’s compliance and governance features** to maintain adherence to security protocols and best practices during deployments.

**Project 3**

**Salesforce Developer /SFMC –** Petco

**September 2021 – March 2023**

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

* Designed and deployed essential components including Custom Objects, Custom Tabs, Entity-Relationship Data Model, Validation Rules, Workflow Rules, Auto-Response Rules, and Page Layouts, tailored to application requirements.
* Developed and implemented multiple batch jobs to achieve efficient round-robin assignment of contacts to users, including dynamic scheduling for processing records at different times of the day.
* Created batch processes to update custom date fields on Account records based on Case Updates, subsequently triggering email reminders to stakeholders on a weekly basis.
* Crafted a visually appealing Lightning Component to facilitate the addition of unavailable start and end dates by users, optimizing the contact assignment process. Leveraged CSS and Design Parameters for an enhanced user experience.
* Engineered an Apex Controller Class triggered by Opportunity updates. This innovative solution automatically updated a rich text field on related contacts when specific Opportunity fields were modified, involving the complex task of reconstructing call reasons for each update.
* Successfully established an outbound integration using REST API, ensuring real-time transmission of contact information to a third-party system upon insertion or updates within Salesforce. Employed custom metadata types and custom labels for configurable endpoint management within the org.
* Implemented dynamic logic using field sets in an Apex class, triggering post actions based on the alteration of multiple fields, enhancing system value and future scalability.
* Introduced a constants utility class for streamlined and consistent use across multiple controller classes, promoting code organization and efficiency.
* Orchestrated outbound integration of case updates to a third-party system using the Queueable interface and REST API, bolstering data synchronization capabilities.
* Developed an inbound integration solution capable of parsing incoming contact data, checking for existing contacts tied to accounts, and dynamically creating new contacts as needed. Resulting success or failure statuses were captured in a dedicated custom object.
* Proficiently utilized SFDC data load tools and Workbench for seamless data migration from Sandbox to higher organizational tiers, including Production environments.
* Ensured robust code quality by meticulously crafting comprehensive Test Classes for Apex classes and triggers, achieving a minimum code coverage of 90% for each.
* Collaborated effectively on integrating data from SQL databases into Salesforce using the Mule integration platform, contributing to enhanced data consolidation and accessibility.
* Connecting with various systems to analyze and implement the requirements.
* Creating, implementing, and updating Automations and Journey Builder.
* Working on contact builder to delete, update subscriber data.
* Creating Email, SMS, push messages, and Tracking reports.
* Installing various packages for different business units, creating FTP accounts, and File Locations.
* Creating AMP script for Dynamic content and email personalization.
* Integrating Salesforce CRM org with Marketing Cloud using Marketing Cloud connector.
* Working on Send Relations, managing data in All subscriber list.
* Building queries/Segments to extract data from the database using SQL logical filters.
* Creating journey builders to send emails to campaign requirements.

**Project 4**

**Salesforce Admin/Developer - Apollo Hospital**

**May 2018 - August 2021**

**Environment -** Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop a rich user interface and better interaction of pages.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder, and Lightning Component features.
* Worked on Salesforce1 Platform to build a Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make the Lightning Application mobile.
* Retrieved some data and its functionality from Third-Party APIs and displayed within the lightning component.
* Created multiple Lightning Components, and added CSS and Design Parameters that make the Lightning component look and feel better.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Implemented Salesforce CPQ, Revenue Cloud, and billing while helping to migrate from APPTUS CPQ to Salesforce CPQ.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Tested apps by appending multiple components to a Lightning Application thereby deploying Applications from Sandbox to Production
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Worked on Lightning Process builder flows, Connect API, Chatter, and quick Action.

**Project 5**

**QA Engineer - Zaggle July 2015 - April 2018**

**Environment:** Sandbox, Application, Mobile, Ipad testing

* Interacted with developers, QA team members and client for resolving defects and setting priority.
* Work with downstream application teams to execute end to end test cases.
* Involved in functional, system, integration and regression testing.
* Interacted with development team for bugs or defects fixing and following the defect life cycle till the closer of defects