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**Shivakrushna Aitha**

**Professional summary:**

* Accomplished and certified Salesforce.com developer with over 10+ years of IT experience specializing in the Salesforce.com CRM Platform, including Commerce Cloud, Sales Cloud, Service Cloud, Health Cloud, Community Cloud, and Financial Cloud.
* Experience in successfully leading end-to-end projects encompassing Salesforce.com administration, configuration, and implementation, with a strong focus on Lightning and LWC (Lightning Web Components) development on the Salesforce platform.
* Proficient in managing the administration of Salesforce B2C/B2B Commerce, ensuring seamless operation and optimal user experience.
* Results-driven professional with a proven track record of thriving under pressure and consistently meeting deadlines. Possesses a keen aptitude for comprehending intricate business challenges and promptly identifying optimal systems-based solutions.
* Demonstrated comprehensive knowledge of day-to-day Salesforce management, data processes, and security, with a strong ability to address complex business processes with reliable solutions.
* Highly experienced in utilizing Salesforce functionalities like Reports, Dashboards, Approval Processes, Workflow Rules, Entitlement Processes, Process Builder, Sites, Customer Portal, Partner Portal, Communities, and Knowledge Base articles.
* Proficient in all aspects of Salesforce application development, including CloudCraze, Salesforce Commerce Cloud, Salesforce CRM, Salesforce Sales Cloud, Salesforce Service Cloud, and Salesforce Community Cloud.
* Hands-on experience with Service and Sales Cloud, ensuring efficient and effective utilization of Salesforce capabilities.
* Proven track record of successfully interacting with vendors for eCommerce project implementation, fostering productive partnerships and achieving project objectives.
* Experienced in the complete project development life cycle (SDLC), including system analysis, design, development, testing, and deployment.
* Proficient in developing Apex Triggers, Visualforce pages, Batch Apex, Apex Classes, Scheduled Apex, Workflows & Approvals, and Reports & Dashboards, optimizing Salesforce functionality to meet business needs.
* Skilled in working with Force.com IDE, facilitating data migration and updates through the Salesforce AppExchange tool (SFDC).
* Well-versed in Data Migration from traditional applications to Salesforce using Import Wizard, Data Loader and Data Loader.io.
* Hands-on experience with HTML, CSS, jQuery, JavaScript, JSON, AJAX, and APEX JS, leveraging these technologies for robust application development.
* Having Experience in Salesforce Object Query Language (SOQL) and Salesforce Object Search Language (SOSL).
* Demonstrated ability to create Profiles, Users, and assign Permission Sets, Permission Set groups, OWD, ensuring proper access and security in Salesforce environments.
* Expertise in working with REST and SOAP/WSDL web services for seamless integration with third-party tools.
* Adaptable to any work environment, excelling in both independent and collaborative settings, with exceptional communication skills.
* Well-versed in Agile Methodology, driving efficient project management and delivery.
* Experienced in creating Site.com, Communities, and Portal features of Salesforce, enhancing user experiences and self-service capabilities.
* Implemented Salesforce CPQ for clients across various industries, including manufacturing, technology, and healthcare.
* Conducted requirements gathering sessions to understand client needs and business processes.
* Configured and customized Salesforce CPQ to align with clients' pricing models, product catalog, and quoting processes.
* Designed and implemented complex product configuration rules, pricing rules, and discounting structures.
* Developed and maintained validation rules, workflows, and approval processes to streamline quote generation and approval.
* Collaborated with cross-functional teams, including sales, marketing, and finance, to ensure smooth integration of CPQ with existing systems.
* Conducted user training sessions and provided ongoing support to end-users to maximize adoption and utilization of Salesforce CPQ.
* Extensive hands-on experience developing Lightning Web Components (LWC) and Aura components, leveraging their unique capabilities to create highly interactive and responsive user interfaces.
* Proficient in customizing and configuring Sales Cloud features like Web-to-Lead, Web-to-Case, Email-to-Case, and custom Lead conversion processes, aligning Salesforce with specific business requirements.

**Technical Skills**

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| **Salesforce Technologies** | Apex, Test Classes, Synchronous and Asynchronous operations, SOQL, SOSL, Visual Force, Lightning pages (pages, Components & Controllers), ETL, Triggers, Batch apex, Custom Objects, Dashboards, LWC, Reports, OWD, Profiles, Roles, Relations, Flows,  Workflows, Approvals, Case Management, Automation, CPQ, Sandbox and Production |
| **Cloud** | Sales Cloud, Service Cloud, Experience Cloud, Health Cloud, Community Cloud, Commerce Cloud, and Financial Cloud. |
| **Methodology** | Agile, Scrum, Waterfall |
| **Languages** | C, Java, SQL, and Apex |
| **Scripting Languages** | Web Services, HTML, XML, Java script, CSS, jQuery, Bootstrap |
| **ETL/Integration Tools** | Apex Data Loader, Mule Soft, Force.com Workbench, Remedy, Rally  Jira, ANT, Visual Studio |
| **Web Services** | SOAP, REST, XML, JSON, WSDL |

**Certification**

* ADM-201, Platform Dev- I, Platform App-Builder, Salesforce Associate and Platform Dev- II

**Professional Experience:**

**O2 Telephonic - Virgin Media, NY Jun 2021 – Till date**

**Salesforce Developer and Customization**

**Position: Application Developer Team Lead and Data Architect**

**Domain:** Telecommunication – Community Cloud, Experience Cloud, Commerce Cloud, Sales Cloud, eCommerce, and Service Cloud, API Integrations

**Description:**

O2 UK (legally incorporated as Telephonic UK Limited) is a British [telecommunications services provider](https://en.wikipedia.org/wiki/List_of_telephone_operating_companies#United_Kingdom), headquartered in [Slough](https://en.wikipedia.org/wiki/Slough), England which operates under the [O2 brand](https://en.wikipedia.org/wiki/O2_(brand)).[[3]](https://en.wikipedia.org/wiki/O2_(UK)#cite_note-3) It is owned by [VMED O2 UK Limited](https://en.wikipedia.org/wiki/Virgin_Media_O2), a 50:50 joint venture between [Telephonic](https://en.wikipedia.org/wiki/Telef%C3%B3nica) and [Liberty Global](https://en.wikipedia.org/wiki/Liberty_Global). O2 is the [largest mobile network operator in the United Kingdom](https://en.wikipedia.org/wiki/List_of_mobile_network_operators_of_Europe#United_Kingdom), with 31.3 million subscribers as of September 2021.

**Responsibilities:**

* Developed a deep understanding of the client's business processes and data models to ensure proper fit within existing systems as well as future scalability.
* Worked on SITE pages to configure the products.
* Worked on Data Migration and Data integration of Legacy system to Salesforce CRM.
* Worked extensively in eCommerce Demandware, CloudCraze, Tableau, and on various SFDC standard objects Lead, Campaigns, Cases, Solutions, Communities, Reports and Dashboards.
* Integrated salesforce data with external systems by writing salesforce REST Web Services for Inbound classes and used Http Request methods to call external application REST API endpoint.
* Build Lightning Web Components (LWC) to be used in Communities, created Apex controllers and Triggers based on the business requirements.
* Developed Apex classes, Apex triggers, Controller classes, and extensions for various functional needs of the organization and managed the version of code through GitHub.
* Configured and maintained and GitHub for source code management and DevOps focused release management
* Resolved SSO and JIT provisioning issues by troubleshooting integration problems, conducting root cause analysis, and implementing effective solutions within tight deadlines.
* Created comprehensive documentation and conducted training sessions for end-users and system administrators, enabling smooth adoption and utilization of SSO and JIT provisioning features.
* Created visual flows, workflow rules, Validation rules, configuration and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Designed, developed and deployed Apex Classes, Visual Force Pages, Components, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Developed and scheduled various Batch Apex classes using Apex Schedulable classes on hourly basis.
* Leads design and execution of business solutions using Salesforce Sales Cloud and Service Cloud.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Building credibility with client:  Drawing from and highlighting experiences on other Salesforce.com projects.  Pointing out similarities in business process, and in technical solution.  Reinforcing "best practice" methods in developing the solution.
* Job shadowing:  working with business team to understand their day-to-day activities and the types of production problems they are resolving.  Where possible, provide the existing business team with guidance on solution options.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Worked on Salesforce CPQ pricing using list, cost/markup, percent total, block, price rules, calculator plugins, filter rules, system and user discounts.
* Designed and mapped CPQ objects to Salesforce custom objects and involved in Advanced Workflow Approvals.
* Designed and implemented Salesforce Community Cloud solutions to enhance collaboration and engagement with customers, partners, and employees.
* Functioned as an SME for the salesforce CPQ customization.
* Configured and customized Community Cloud components, including themes, templates, layouts, and navigation menus, to align with branding and business requirements.
* Developed custom Lightning components and Lightning Web Components (LWC) to extend Community Cloud functionality and deliver personalized user experiences.
* Designed and implemented Salesforce Community Cloud solutions to enhance collaboration and engagement with customers, partners, and employees.
* Configured and customized Community Cloud components, including themes, templates, layouts, and navigation menus, to align with branding and business requirements.
* Developed custom Lightning components and Lightning Web Components (LWC) to extend Community Cloud functionality and deliver personalized user experiences.
* Implemented Salesforce B2B CloudCraze interfaces integration with external applications.
* Experience in developing and deploying Sales Cloud & Service Cloud.
* Responsible for clarifying client requirements, business needs and project objectives, via feedback sessions and client meetings, delivering solution to our customer.
* Worked on Synchronous and Asynchronous, Test classes, REST APIs, and SOQL.
* Worked on product Catalogues to update the SKUs at both online and offline retail stores.
* Expertise in different WCS store Models (B2B, B2C, Supply Chain and Demand Chain) models.
* Built End to End flow of the Technical product of CloudCraze B2B/B2C cross-channel (Online & Retail) ecommerce Platform.

**Environment:** Saleforce.com platform, Apex Language, Visual Force, Data Loader, HTML, JavaScript, Workflow & Approvals, Site pages, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE, lightening, CPQ.

**Barclays, Dallas, TX Feb 2020 – May 2021**

**Salesforce Lightning Developer and Customization**

**Position: Application Developer Team Lead**

**Domain:** Banking - Financial Cloud, Services Cloud, Sales Cloud, Commerce Cloud, and Community Cloud

**Description:**

Barclays is a Multinational Investment Bank and Financial Services Company. Apart from investment bank Barclays is organized into four core business Personal Banking, Cooperative Banking, Wealth Management, and Investment Management. As part of Leads and Referral to develop application for capturing the leads through various channels. This application is to work on the leads for capturing premier customers for various integrated sources like Leads hub.

**Responsibilities:**

* Responsible for Developing Lightning Components, Controllers, Helpers, and Apex classes based on user stories.
* Worked on Financial Service Cloud to develop the Application.
* Implemented Security/Sharing Rules, configure Permission sets, Filed Level Security, and Record level Security. Profiles, Roles, and Resource monitoring at different hierarchical levels of the Organization.
* Implemented Salesforce Lightning Components for small set of users within the organization, developed Lightning components & LWC and server-side controllers to meet the business requirements.
* Developed Customer 360 view and book of business.
* Build service console and worked on the Case management and Lead management.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Developed Apex Triggers, Apex Classes and Test Methods using proper controls & syntax and experience in writing unit test cases.
* Configured and maintained Salesforce REST API endpoints, managing authentication, security, and access controls for integration processes.
* Developed web apps for desktop using Salesforce Lightning Component UI framework.
* Created modern Enterprise Lightning Apps combining Lighting Design System, Lightning App Builder, and Lighting Component features.
* Upgraded some apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Successfully implemented SSO functionality within Salesforce, utilizing SAML and OAuth protocols, resulting in a seamless and secure user authentication experience for high volume of users.
* Configured JIT provisioning mechanisms to automate user provisioning and deprovisioning processes, reducing administrative overhead by 80%
* Used to work in agile mode having sprints of two week’s duration.
* Worked with various salesforce.com objects Lead, Account, Contact, Opportunity, Standard objects & Custom Objects.
* Developed Apex classes, Apex triggers, Controller classes, and extensions for various functional needs of the organization and managed the version of code through GitHub.
* Provided ongoing support and troubleshooting for Salesforce Sales Cloud and Service Cloud applications, resolving issues and ensuring smooth system operations.
* Configured Salesforce objects, fields, record types, page layouts, validation rules, permissions, security settings, sharing models.
* Developed and Designed Triggers in apex classes, Visual force for various requirements.
* Created Approval Process & Validation Rules and Formula fields.
* Creating permission set and permission set groups to assign the users to provide the access.
* Involved in creation of record types, Page Layouts, workflow, and approval process.
* Developed Test classes for all the Apex classes and Triggers with minimum 90% code coverage for triggers and classes.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

**Environment:** Saleforce.com platform, Apex Language, Visual Force, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE, lightening.

**Comcast, Philadelphia, PA Feb 2019 – Jan 2020**

**Salesforce Developer / Customization and Support**

**Position: Application Development Senior Analyst and Lead**

**Domain:** Communication Media & Technology - Commerce Cloud, Sales Cloud, Community Cloud and eCommerce

**Description:**

Comcast is international mass media company and it’s the largest broadcasting and Cable Company in the world by revenue. One of the largest cable company and home internet service provider, it provides services to residential and commercial customers in 40 states and district of the Columbia, related to Salesforce.

**Responsibilities:**

* Building credibility with client:  Drawing from and highlighting experiences on other Salesforce.com projects.  Pointing out similarities in business process, and in technical solution.  Reinforcing "best practice" methods in developing the solution.
* Implemented Apex triggers, controllers, and classes to automate business processes and enhance Community Cloud functionality.
* Integrated Community Cloud with external systems using Salesforce APIs, ensuring seamless data exchange and synchronization.
* Used AMP scripting to use data from Data Extensions. Used SOAP API to invoke triggers and create redundant data.
* Developed web apps for desktop using Salesforce Lightning Component UI framework.
* Integrated the REST API web services for extracting the data from their Order management system.
* Experience in architecting backend system integrating with Salesforce Commerce Cloud and optimizing them for top performance.
* Configured Salesforce objects, fields, record types, page layouts, validation rules, permissions, security settings, sharing models.
* Profile and order migration from legacy systems to Salesforce using informatics.
* Configured and maintained Salesforce REST API endpoints, managing authentication, security, and access controls for integration processes
* Job shadowing:  working with onshore development team to understand their day-to-day activities and the types of production problems they are resolving.  Where possible, provide the existing onshore team with guidance on solution options.
* Working with onshore mobilization team to review and validate day to day processes between onshore/offshore teams:  communication, escalation, issue/risk tracking, governance, L1, L2, L3 support, deployment.
* Actively involved in Architectural Design and process layout, Blue Printing phase, Application UI and Flow designing.
* Responsible for clarifying client requirements, business needs and project objectives, via feedback sessions and client meetings, delivering solution to our customer.
* Strong consulting and system implementation skills including requirements/process analysis, design, configuration, testing, training, change management, and production support (Salesforce Applications).
* Analyzed and documented requirements for software projects, translate business requirements into technical specifications and define alternate software solutions to business needs.
* Understanding complexities in Salesforce.com code, complexities in Comcast direct sales/indirect sales business logic/business process.

**Environment:** Saleforce.com platform, Apex Language, Visual Force, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE, lightening.

**Hospital Referral Program (HRP), India Sep 2015 – Jan 2019**

**Salesforce Admin/Developer**

**Position: Software Engineer**

**Domain:** Health Insurance - Salesforce Health Cloud, Commerce Cloud

**Description:**

The HRP application aims to streamline business development operations to better engage hospital with its patients and physicians in the community. The solution will allow Hospital Business Development (includes core Business Development, Branding, PR, and Communications) to run their campaigns in a systematic way. HRP will automate the process of running campaigns in an effective manner so the hospital can measure the ROI on its various marketing efforts and Improve quality, compliance, and collaboration by streamlining Business Development operations. Help to decrease costs by improving productivity, increase revenue by improving community outreach, physician referral process and engage with potential & existing patients in a better way. Empower management with real time data reporting to take better decisions.

**Responsibilities:**

* Involved in automate the Business process using Workflow Rules.
* Experienced Health Cloud limitations like display limitations, platform encryption limitations, Behavior and access limitation and localization limitations.
* Experience to the Salesforce Health cloud data model and creating roles for care team members.
* Implemented functionalities on Salesforce Health Cloud for user management, bulk data creation, campaign setup, update, and audits.
* Professional Experience in development & administration of applications in Salesforce platform-based on Health Cloud.
* Experience in Continuous Integration and Continuous Delivery/Deployment methodologies with regards to the Salesforce ecosystem.
* Developed and Designed Triggers in apex classes, Visualforce for various requirements.
* Created Approval Process & Validation Rules and Formula fields.
* Wrote SOQL and SOSL necessary for the application in Apex classes and Triggers.
* Involved in Writing Test Classes for Apex Classes and Triggers.
* Implemented Batch Apex and Schedule Apex Concepts.
* Used Data loader to perform DML Operations like Insert, Update, Delete, Export the bulk of records.
* Developed Reports and Dashboards for weekly/monthly reviews.

**Environment:** Saleforce.com platform, Apex Language, Visual Force, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs,

**Jubilant Life Sciences May 2013 – Aug 2015**

**Salesforce Admin**

**Position: Software Engineer**

**Domain:** Health Insurance - Financial Cloud, Services Cloud, Sales Cloud

**Description:**

Jubilant Life Sciences Limited, is an integrated global pharmaceutical and life sciences company engaged in

manufacturing and supply of APIs, Solid Dosage Formulations, Radiopharmaceuticals, Allergy Therapy Products, Advance Intermediates, Fine Ingredients, Crop Science Ingredients, Life Science Chemicals and Nutritional Products

**Responsibilities:**

* Worked as enhancement team member and performed the roles of Salesforce.com Analyst / Developer and
* Administrator in the organization
* Worked closely with sales team and business analysts and performed detailed analysis of business and
* technical requirements and designed the solution by customizing various standard objects of SalesForce.com
* (SFDC)
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various Functional needs in the application.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response
* Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application
* Using platform database objects.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it
* To read, extract, and load data from comma separated values (CSV) files.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish
* Connectivity among objects.

**Environment:** Saleforce.com platform, Apex Language, Visual Force, Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading, Eclipse IDE.

**Academic Qualifications**

* B.sc Computers from Osmania University, India 2013