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PROFESSIONAL SUMMARY:

- I have 11+ years of professional IT experience in Salesforce.com CRM platform as Salesforce Administrator, Developer and Architect.
- Seasoned Salesforce Certified Application Architect responsible for designing and implementing scalable solutions to meet business needs.
- Proficient in Sales Cloud, Service Cloud, Experience Cloud and Marketing Cloud
- Strong proficiency in implementing the Lightning Web Component framework, Aura Framework, Apex Classes, Controllers, Extensions, Batch Apex classes, Apex test classes, Apex triggers, REST API, SOAP API and Visualforce. Experience in designing, building and managing Salesforce Communities.
- Expert in SFDC Administration tasks like creating fields and relationship, Users, Roles, Profiles, OWD settings, Role Hierarchy, Sharing Rules, Manual Sharing, Public Groups, Page Layouts, Email Services, Workflows, Visual Flows, Validation Rules, Approval Process, Lead Management and Case Management.
- Profound in Security Controls, Manage Users, Data Management, Data Migration, Code Migration, Org Migration, Sandbox environments. Successfully migrated and managed the Salesforce Org having 60K plus Salesforce users.
- Experience in building Synchronous and Asynchronous jobs as per different business requirements.
- Experience in Requirement gathering, Analysis, Administration, Design, Implementing, Coding and Supporting of Salesforce application and communities on Force.com platform.
- Proficient in implementing Pardot for customers and integrating it with Salesforce to measure ROI to optimize marketing efforts.
- Designed and implemented the prospects journey using the Pardot's Engagement Studio.
- Experience working on email marketing by email template creation, content configuration, personalization, dynamic content, A/B testing etc.
- Implemented form controllers and custom forms to capture leads and enrich the leads.
- Competent in configuring Pardot's Automation Rules and Segmentation lists based on prospect categorizations.
- Accomplished User Management requirements like user management, role creation, and group configuration for Pardot business users.
- Ability in managing the teams, clients across end-to-end Salesforce development, implementation, and quality assurance.
- Self-motivated and capable of rapidly learning new technologies, and processes and successfully implementing them to projects with good communication skills, documentations, and presentation skills.

TECHNICAL SKILLS AND ABILITIES:

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|-------------------------------------|--|
| • Technologies and Languages | Apex, LWC, Aura components, JavaScript, HTML, CSS, REST, SOAP, WSDL, Jenkins |
| • Methodologies | Agile, Waterfall |
| • CRM Applications: | Salesforce.com: Sales Cloud, Service Cloud, Community or Experience Cloud |
| • Force.com: | Custom Application configuration & customizing, Pardot: B2B Marketing Cloud. |
| • Tools & Softwares: | VS Code, Data loader, Workbench, Bit-Bucket |

White Paper:

- Published the **white paper in Mphasis** for implementing the **DevOps with SFDX**.
URL: <https://www.mphasis.com/content/dam/mphasis-com/global/en/home/our-approach/service-transformation/dev-ops/SFDX-with-DevOps-Whitepaper.pdf>

Application Activities:

- Requirement gathering, Designing Solution, Development, Defect Management & Failures, Test Class Failures, Apex Batch and Scheduler for Bulk Data Processing, Lightning Components, Organization Code Coverage Increase, Deployment, Custom Communities, Support.

My Leadership Experience:

- Train newly hired SFDC developers and creating the Salesforce training materials and evaluating them.
- Created an internal training program for the new joiners so that they are acquainted with Basic Salesforce concepts.
- Mentoring and up skilling the team members across Salesforce Practice so as to be ready for project deployment.
- Creating the RFP and planning the resource allocation and providing estimation for new projects.
- Participate in the meeting with prospective clients to understand business and problem statement and pitch the solution.
- Be an active participant in the leadership call with the management and provide inputs for growth of Salesforce Practice.
- Involved in interviewing and recruiting candidates for various senior SFDC roles across locations.

EDUCATION:

Bachelor of Engineering in Information Technology from Pune University, India, 2011

CERTIFICATIONS:

- Salesforce Certified Data Architect
- Salesforce Certified Application Architect
- Salesforce Certified Sharing and Visibility designer
- Salesforce Certified Platform App Builder
- Salesforce Certified Advanced Administrator
- Salesforce Certified Platform Developer II
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Platform Developer I
- Salesforce Certified Administrator
- Salesforce Certified Service Cloud Consultant

PROFESSIONAL EXPERIENCE:

Palo Alto Networks, Santa Clara | USA

April 2022 till Date

Sr. Salesforce Developer

- Involved in discovery phase of this project and responsible to understand the requirement.
- Worked on Salesforce Lightning Components and have hands-on experience in developing the lighting component and lightning application.
- Built the custom components using Lightning Web Component (LWC) Framework leveraging Visual Studio Code, Salesforce CLI and SFDX.
- Configured the custom Communities as per requirement using standard and custom-built components.
- Built the custom components using Lightning Web Component (LWC) Framework leveraging Visual Studio Code, Salesforce CLI and SFDX.
- Implemented the RMA (Return Merchandise Authorization) functionality for External and Internal users using the experience cloud.
- Worked on implementing the Salesforce OOTB features via configuration as per requirements.
- Worked on high priority production issues and provided deployment support.
- Worked on implementing the service cloud features for case management.

- Hands on experience in REST/SOAP API and implemented OAuth to integrate multiple systems.

AbInBev, Leuven, Belgium | INDIA

SEP 2021 till FEB-2022

Sr. Salesforce Developer

- Involved in discovery phase of this project and responsible to understand the requirement.
- Responsible to translate the requirement to technical implementation and prepare solution.
- Responsible for preparing the technical design for the application.
- Manage the team of developers and testers to ensure timely delivery of the deliverables.
- Designed and implemented Apex Triggers using the Trigger Framework to implement the business needs.
- Developed batch class for implementing the custom reports and deleting old data.
- Worked on Salesforce Lightning Components and have hands-on experience in developing the lighting component and lightning application.
- Built the custom components using Lightning Web Component (LWC) Framework leveraging Visual Studio Code, Salesforce CLI and SFDX.
- Configured the custom Communities as per requirement using standard and custom-built components.
- Written Apex Class, Controller, Extension controllers and Triggers in the application for various business and Functional needs.
- Implemented the ticketing tool functionality for internal employees using the Salesforce Service Cloud and Experience Cloud.
- Worked on REST Services for business needs and POSTMAN for testing REST.
- Worked on GIT for code check-in and responsible for code deployment and support.
- Create various reports and dashboards for measuring the adoption and other business needs.
- Performed unit testing to ensure the functionality meets the business needs.
- Used Data Loader for Insert, Update and Bulk Import and Export of data from and to Salesforce sObjects and used it to read, extract and load data from CSV files.
- Created and managed the process for onboarding the users on the platforms.
- Delivered the functional and technical documents as per requirement.
- Provide status of the project to the managers and be a liaison between Client and Team for better communication.
- Provided the KT to the client-side developers about the application while project handover.

Bajaj Finserv | Pune, India

AUG 2019 till AUG 2021

Sr. Salesforce Developer

- Responsible for the complete Consumer Loan processing application with 60K plus Salesforce users throughout India.
- Understand various processes in Loan processing and provide the solution for implementation in Salesforce.
- Responsible for solution and technical design for the application.
- Analyzed, Designed, and Implemented complete customer journey for online shopping at Bajaj Markets portal.
- Configured the custom Communities as per requirement using standard and custom built components.
- Responsible for providing the support and enhancing the existing features and per requirements.
- Implemented various features to ensure smooth customer journey for offline store experience.
- Worked on Integrating Salesforce with multiple other systems using API's to send and receive high volume data using the Salesforce Platform Events.
- Implemented the Apex triggers, Classes, Lightning Components, REST and SOAP etc. as per business needs.
- Worked on the Salesforce configuration activities like fields, formulas, workflows, process builders, flows etc.
- Implemented new ticketing tool for the support team to improve the productivity of support team. Was able to achieve 30% improvement with the implementation.
- Implemented the CI/CD process for code check-in and deployment using Microsoft Azure.

- Responsible for interacting with Salesforce.com regularly to understand the roadmap and have their guidance to ensure the application is stable and efficient.
- Played a key role in doing Salesforce ORG separation and successfully migrated the code, metadata, and users to new ORG.
- Performed the role of Mentor for the team members and help them in upskilling.

Ambition School Leadership, London, UK | INDIA

MAY 2017 till APRIL 2019

Sr. Salesforce Developer

- Developed Visualforce Pages, Classes and Triggers using Apex for proprietary Salesforce app to track the flow of business.
- Involved in Lightning Compatibility Analysis using the Lightning Readiness Report.
- Worked extensively on Pardot by creating lists, Automation Rules, Page Preference, Newsletter template creation, Activity tracking and many more.
- Worked on creating Lightning out VF pages to render a lightning component in salesforce classic applications using Lightning out app.
- Implemented Custom Lightning Components as per business requirements.
- Configured the custom communities to enable the external users have access to application.
- Worked on Lightning Events for data exchange between components.
- Worked on different platform events references like force: create Record, edit record, navigate to URL, close Quick Action etc.
- Worked on Lightning Data Table with the attributes like sortable, icons and links to the detail records.
- Implemented Lightning Toast message for success, errors, and warning.
- Worked on the REST API to integrate Salesforce with external applications.
- Creating Objects, Fields and Apex Classes, triggers, test classes and lightning pages.
- Experience in mentoring the team and providing Salesforce training to specified team members.
- Worked extensively on custom communities and provided various features which helped users and increased its usability.
- Ensured that the test classes code coverage is more than 85% across ORG.
- Worked on deployment using the change set and ANT Migration Tool and support.

AT&T Real Yellow Pages| YP.COM, USA| INDIA

MAY 2013 till MAY 2017

Salesforce Developer

- Analyzing the Requirements.
- Creation of custom visual force pages using controllers and Custom components, Communities.
- Developed the Apex classes/triggers and Visual Force Pages for the major requirements.
- Developed Apex Batch and Scheduler classes to handle the bulk data processing.
- Redesigned the Case and Lead management functionality.
- Worked extensively on Service Cloud implementation like CTI, Live agent, Omni channel, knowledge article, case management etc.
- Building SOQL & SOSL statements using APEX classes
- Transfer of legacy data to sales force using APEX Data Loader, Bulk API.
- Using the REST API for integrating third party application with Salesforce.
- Worked on Configuration and Administration.
- Used SVN tortoise and Jenkins as CI/CD tool.
- Took part in giving the KT to the client-side developers about the application while project handover.
- Created various training documents and provided class trainings related to Salesforce and client applications.

Synergy Management Solutions, USA | INDIA
Salesforce Developer

SEP 2012 till MAY 2013

- Creation of Custom Objects, Fields, Relationship, Page layout, Record Types, Views, Validation Rules and Formulas as per project requirement.
- Developed several Apex Triggers, Classes during the project lifecycle.
- Developed visual force page using the extension controller according to the clients' requirement.
- Worked with SOSL and SOQL queries.
- Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- Involved in Deployment, deployed all the classes, triggers, objects, components, pages from one environment to another environment.
- Implemented case management automation (on Case Object) to track and solve customer's issues. Implemented Email-to-Case entry and manual case entry for entering customer's cases in Cases Tab.
- Developed automated workflows and approval processes for sales opportunities, quote discounts and lead routing.
- Created Custom Profiles, Public Groups and Roles to distribute user rights and functionality
- Loaded data into SFDC using Data loader and migrated several legacy applications to the Force.com Platform
- Created user accounts and managed the profiles.
- Worked on role hierarchy & sharing rules to configure visibility.

Sales Automation, Roche, USA | INDIA

JULY 2011 till AUG 2012

SALESFORCE DEVELOPER

- Worked on Configuration and Administration.
- Developed the Apex classes/triggers and Visual Force Pages for the major requirements.
- Developed Apex Batch and Scheduler classes to handle the bulk data processing.
- Building SOQL & SOSL statements using APEX classes
- Transfer of legacy data to sales force using APEX Data Loader.