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Dynamic Salesforce Architect with **over 8.5 years** of comprehensive experience in Salesforce solutions, development, and integration across multiple clouds including Sales, Service, Marketing, and Health. Expertise in Apex development, LWC, and creating tailored CRM solutions that enhance business efficiency and user engagement.

**PROFESSIONAL SUMMARY**

* Extensive experience in Salesforce.com administration and development, specializing in **Sales Cloud, Service Cloud, Marketing Cloud, Health Cloud, Experience Cloud, Partner Portal, Financial Cloud, Customer Portal, and Salesforce Communities.**
* Proficient in Apex development, including creating Custom Objects, Custom Tabs, Triggers, Apex Classes, Force.com API, Apex Scheduler, Batch Apex, Standard Controller, Custom Controller, and Controller Extensions.
* Proficiency in **Agile methodologies** and the Software Development Life Cycle (SDLC). Demonstrated expertise in Salesforce integration and data migration, implementing Visualforce customizations, Force.com IDE, **SOQL, and SOSL.**
* Skilled in Case Management with Escalation Rules, Validation Rules, Reports, Dashboards, Dependent and Analytical Snapshots for continuous monitoring of data quality and integrity.
* Strong understanding of Salesforce security, **including OWD**, **Org Hierarchy, Roles, Profiles, User Creation, Object Level Security, Field Level Security, Record Level Security, and Sharing Rules.**
* Developed Visualforce Pages, Visual Flows using Apex Programming, and designed Custom Fields, Custom Reports, Report Folders, Report Extractions, and Dashboards.

Implemented **Email-to-Case and Web-to-Case** functionalities in Salesforce to track and resolve customer issues.

* Familiar with CPQ for subscription, billing, and invoicing, managing the sales process from Quote to Cash and automatically generating Revenue Recognition Status.
* **FSL Implementation**: Successfully implemented Field Service Lightning, configuring Work Orders, Service Appointments, and Service Territories to optimize field operations.
* **Service Resource Management**: Managed service resources and scheduling, resulting in a 30% increase in on-time service delivery.
* **Work Order Management**: Developed and maintained custom Work Order workflows to streamline service processes and enhance customer satisfaction.
* **Mobile App Utilization**: Leveraged the FSL mobile app to enable technicians to access real-time information, improving efficiency in the field.
* **Integration with Salesforce**: Integrated FSL with other Salesforce clouds (e.g., Service Cloud) to ensure seamless data flow and improve service coordination.
* Proficient in various technologies including Web Services, XML, AJAX, HTML, jQuery, and JavaScript, with experience integrating Salesforce using Apex, Visualforce, REST API, and Lightning UI.
* Strong expertise in Marketing Cloud areas such as Email Studio, Automation Studio, Journey Builder, MC Connect, and

**Data Extensions,** creating Data Extensions, Activities, and Automations for custom scenarios.

* Hands-on experience in **Data Mapping and Migration** from legacy systems to Salesforce, utilizing standard project tools like Microsoft Project, Excel, and PowerPoint.
* Provided technical leadership and guidance to development teams, ensuring adherence to best practices, coding standards, and project timelines.

## Proficiency in Marketing Cloud tools such as Email Studio, Mobile Studio, Social Studio, Advertising Studio, and Journey Builder.

## Customized Microsoft Dynamics 365 entities, forms, and views to align with organizational needs.

* Designed and executed multi-channel marketing campaigns, including email, SMS, social media, and web.
* Managed opt-in and opt-out processes to maintain clean and compliant data lists.
* Created and managed automated customer journeys and workflows to enhance customer engagement and retention.
* **Architecture & Design: Solution**/Technical Architecture, Data Modeling, Middleware Integration (MuleSoft)
* Industry Expertise: Patient Access, Hub Services, Inside Sales, Healthcare Provider Engagement
* **Salesforce Proficiency:** Salesforce Service Cloud, Health Cloud, LWC, Flows
* **Cloud Services:** Azure, AWS Data & Integration Services
* **Leadership**: Team Development, Mentoring, Conflict Resolution
* Analytical Skills: Issue Investigation, Best Practices Implementation, Stakeholder Communication
* Expert in writing LWC components, Apex and triggers and Active participation in the Salesforce community with over **200+ Trailhead badges.**
* Customized and configured CRM solutions to meet business requirements.
* Expertise in Axiom Elite, particularly in reporting, database management, and analytics.
* Familiar with Argos Reporting tool for creating custom reports and dashboards for enhanced operational insights.
* **System Configuration**: Configured Microsoft Dynamics 365 CRM/ERP modules, including Sales, Customer Service, Finance, and Operations, to align with business processes.

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce clouds** | Sales Cloud, Service Cloud, Health cloud, financial cloud, Marketing Cloud & Experience Cloud |
| **Tools** | Force.com IDE, Change Sets, Visual studio, velocity, Copado, Gearset, Jenkins, conga, Bamboo, Bit Bucket, Sf advanced code searcher, Workbench, Apex Data loader, Eclipse, JIRA, Service Now, Rally, GITHUB, Import wizard |
| **Salesforce Admin** | Custom Objects, Page layouts, Record type, Profile, Permission sets, Security Controls, Sharing settings, Flows, Process builder, Workflows, Approval process, Quick actions, campaigns, campaign members, Record types.  Validation Rules, Users, Profiles, Role hierarchy, List view, custom lightning pages, Email templates. |
| **Salesforce Technologies** | Apex classes, Triggers, Visualforce pages, Lightning aura framework, LWC, Asynchronous APEX, Batch Apex, Test classes, SQOL, SOSL, Integration using SOAP/REST API. Expertise in UI Design such as Visualforce page, Java script, CS and HTML. |
| **Web Development** | C, C++, Java, Java Script, XML, HTML, CSS, Visual force, jQuery, LWC. |
| **Methodologies** | Agile-scrum, Agile- kanban, waterfall. |
| **SQL Server** | Design, develop, and maintain database objects, such as tables, views, stored procedures, and functions.  Develop and maintain reporting solutions.  Create and maintain database scripts for data migration, data integrity, and performance tuning.  Troubleshoot and resolve database issues. Develop and maintain database documentation |

**EDUCATION**

* Bachelor of Engineering (B.E) in Computer Science, ARUNAI ENGINEERING COLLEGE, Anna University, India 2012 -2016.

**Certifications:**

* + Salesforce Certified Administrator
  + Salesforce Certified Business Analyst
  + Salesforce Certified Platform Developer I
  + Salesforce Certified Platform Developer II
  + Salesforce Certified Experience cloud

**Experience Summary**

* + - Worked as a Salesforce Developer in **ZENSAR** Technologies from Jun 2016 to July 2019.
    - Worked as a Senior Salesforce Developer in **INFOSYS** Limited from August 2019 to Feb 2022.
    - Worked as a Salesforce Technical lead in **L.A. Care Health Plan** from Feb 2022 to Jun 2023.
    - Working as an Architect in **PENSERV PLAN SERVICES** from Jun 2023 to Current.

**PROFESSIONAL EXPERIENCE**

**PENSERV Plan services - Columbia, SC June 2023 – Present**

**Salesforce Architect**

Roles and Responsibilities as financial cloud Analyst

* Designed and developed an enrollment portal for retirement benefits using Lightning Web Components (LWC) within Community Builder.
* Leveraged LWC components to create a user-friendly and responsive interface for retirees to enroll in pension plans, update personal information, and access retirement resources.
* **Streamlined Work Orders**: Implemented FSL for efficient management of financial service appointments, improving client interaction speed.
* **Automated Notifications**: Developed client notifications for financial consultations, enhancing communication and satisfaction.
* **Optimized Resource Allocation**: Used FSL to allocate financial advisors effectively, ensuring timely client service.
* **Integrated Data Flow**: Connected FSL with financial systems for seamless data management and compliance.
* **Performance Tracking**: Created dashboards for monitoring service metrics, enabling data-driven decisions Developed and implemented data models and integration patterns using MuleSoft, optimizing data flow between systems.
* Managed Banner ERP system to automate administrative workflows and enhance operational efficiency.
* Utilized Axiom Elite to provide detailed insights and performance metrics for executive teams.
* Created and maintained custom reports and dashboards using Power BI to provide actionable business insights.
* Delivered end-user training sessions, improving user adoption.
* Managed system upgrades and applied patches to ensure the stability and performance of Microsoft Dynamics 365.
* Proficient in leveraging TargetX CRM for data management and customer relationship strategies.
* Experience with Ascent module of TargetXCRM, improving data-driven decision-making processes.
* Validity for Data Management: Hands-on expertise with Validity tools (like DemandTools) for data cleansing, migration, and management.
* Skilled in Banner ERP systems for streamlined administrative processes, financial management, and student information systems.
* **Version Control**: Learn about integrating Git with Copado, managing branches, and handling merge conflicts.
* **Change Management**: Familiarize yourself with the process of managing changes from development to production, including deployment strategies and rollback processes.
* **Continuous Integration/Continuous Deployment (CI/CD)**: Explore how to set up automated testing and deployment pipelines within Copado to streamline your release process.

**L.A. Care Health Plan - Los Angeles, CA (Remote) Feb 2022 – June 2023**

**Salesforce Technical Lead/Administrator**

Roles and Responsibilities:

* Designed and implemented Salesforce Health Cloud solutions for multiple healthcare clients, including community health centers, insurance providers, and pharmaceutical companies.
* Utilized Salesforce's Health Cloud data model and platform capabilities to build scalable and flexible healthcare applications tailored to client requirements.
* **Coordinated Care Visits**: Implemented FSL to manage home health visits, improving patient care outcomes.
* **Efficient Scheduling**: Streamlined appointment scheduling for healthcare staff, reducing wait times.
* **Health Cloud Integration**: Integrated FSL with Health Cloud for real-time patient data access.
* **Mobile Updates**: Enabled healthcare workers to update records in real-time via the FSL mobile app.
* **Compliance Tracking**: Ensured adherence to healthcare regulations through FSL’s tracking capabilities.
* **Salesforce Health Cloud:** Extensive experience in configuring, customizing, and maintaining Salesforce Health Cloud solutions for healthcare organizations.
* **Email and SMS Integration:** Proficient in developing and integrating email and SMS functionalities within Salesforce to facilitate patient communication and engagement.
* **Data Management:** Strong background in securely managing and maintaining patient data in Salesforce databases, with a focus on compliance with healthcare regulations such as HIPAA.
* **Salesforce Updates and Enhancements:** Proven track record of leading updates and enhancements to Salesforce implementations, driving continuous improvement and innovation.
* **Training and Support:** Skilled in providing training and support to users to maximize adoption and utilization of Salesforce solutions.

# Salesforce Development:

* **Designed enterprise-level solutions for Inside Sales and Healthcare Provider engagement, driving measurable business outcomes.**
* **Managed multiple complex projects simultaneously, guiding teams through change management processes to ensure adoption of best practices.**
* **Conducted thorough analyses to resolve technical issues, collaborating with stakeholders to provide viable solutions*.***

# Marketing cloud Implementations

* **Proficiency in Marketing Cloud Tools**: Expertise in Email Studio, Journey Builder, Mobile Studio, and other key Marketing Cloud components.
* **Campaign Management**: Successfully designed and executed multi-channel marketing campaigns, enhancing engagement and conversion rates.
* **Customer Journey Automation**: Developed and optimized automated customer journeys to improve customer experiences and retention.
* **Data Segmentation**: Implemented advanced segmentation strategies to deliver personalized and targeted marketing messages.
* **Analytics and Reporting**: Utilized Marketing Cloud analytics to track performance, generate reports, and drive data- informed decisions.
* **System Integration**: Integrated Marketing Cloud with CRM systems and other platforms for seamless data management and enhanced marketing capabilities.
* **Compliance**: Ensured marketing activities adhered to industry regulations and best practices for data privacy and compliance.
* **Project Leadership**: Led projects related to Marketing Cloud implementations and optimizations, coordinating with cross-functional teams to achieve objectives.
* **Complete SMS functionality for LA care health plan has been implemented end to end in this project using marketing cloud**. Functionality: Sending mass SMS to register mobile numbers for schedule, re-schedule, Cancel and Reminders for an appointment booking has been handled.

**Infosys Limited – California (Remote) Sep-2021 – Feb 2022**

**Infosys Limited – Bangalore, India Aug 2019 – Feb 2021**

**Senior Salesforce Administrator/ Developer**

**Client: Mercedes Benz, Fisker project, AstraZeneca health care project**

Roles and Responsibilities:

* Built reusable UI components and pages using the Lightning Component framework, enhancing user experience and productivity.
* Developed Apex Classes, Triggers, Batch Classes, Scheduled Classes, and Unit Test methods to meet business requirements.
* Implemented TargetXCRM to optimize student engagement and increase customer retention.
* Leveraged DemandTools for data cleansing and improved data quality across various platforms.
* Developed customized reports with Argos, leading to improved data visibility and strategic decision-making.
* Upgraded applications from Salesforce Classic to Lightning Experience, enhancing user interface and interaction.
* Enhanced SFDC application based on business user requirements, ensuring optimal functionality and user satisfaction.
* Provided extensive support for over 500+ users, resolving issues and guiding users on Salesforce best practices.
* Utilized ServiceNow tool for efficient resolution of customer issues and bug fixes.
* Provided daily user support, managing user setup, custom object and field creation, roles, profiles, permission sets, page layouts, email templates, tabs, list views, validation rules, quick actions, flows, workflow rules, and approval processes.
* Created various record types, assignment rules, public groups, queues, custom settings, and Salesforce sites.
* Utilized Data Loader for data manipulation tasks such as insert, update, and bulk import/export of data from Salesforce objects.
* Implemented Salesforce Sites using Visualforce pages for external user access.
* Customized Lightning record pages and custom pages using App Builder to meet specific business requirements.

# Service Cloud Implementation:

* Implemented and deployed Service Cloud with custom page layouts, tabs, and apps tailored to business needs.
* Designed and configured Case Management using Email-to-Case, including setting up field-level security and creating email templates using HTML and Visualforce. Worked on setting Omni channels and omni studio data raptors.
* Implemented custom health analytics dashboards and reports in Salesforce Health Cloud, enabling tracking of patient outcomes, population health trends, and healthcare performance metrics.
* Configured Partner Communities to facilitate Case Management processes for dealers within Salesforce environment.

*Environment:*

Salesforce.com CRM, Force.com Platform, Apex Classes, Chatter, Visualforce (Components, Controller, Pages), Apex Trigger, Reports, Custom Objects, Email Services, Workflow & Approvals, Workbench, Eclipse IDE Plug-in

**Employer: Zensar Technologies, Bangalore, India** *Salesforce Developer, June 2016 to July 2019 Clients: BELKIN products, Tyco Electronics*

Roles and Responsibilities:

*Cross-functional Collaboration and Support:*

* Collaborated with cross-functional teams and supported Hypercare testing to ensure smooth implementation of new features.
* Attended daily scrum calls, handled product support tickets, and managed release tasks to ensure timely delivery of enhancements.
* Provided impact analysis documents for all new requirements, ensuring seamless integration with existing applications and preventing issues during implementation.
* Analyzed and solutioned the best approach for implementing enhancements without disrupting existing workflows.

*Technical Expertise:*

* Experienced in schedulable Apex classes, batch Apex, Apex sharing rules, and Email Services, catering to functional needs of the application.
* Provided timely support and worked closely with L2 teams to resolve P1 and P2 incidents effectively.
* Collaborated with the Informatica team to ensure smooth data flow between Salesforce instances.
* Utilized Data Loader for migration and data rework tasks, ensuring data integrity and consistency.
* Conducted sanity testing for each Salesforce release to validate system stability and functionality.

*Development and Configuration:*

* Developed Apex batch and scheduled classes to process large volumes of data periodically.
* Created various reports and report folders, assisting managers in utilizing Salesforce as a sales tool effectively.
* Enabled Single Sign-On to facilitate seamless access to authorized resources with one login.
* Worked on Salesforce Community Cloud to engage with employees, customers, and partners effectively.
* Created and maintained documentation for design, migration, and integration processes.
* Customized Sales Cloud schema by customizing standard objects like Leads, Accounts, Contacts, Opportunities, and Products.
* Worked on integrating Dynamics 365 with other business applications to ensure seamless data flow and process automation.
* Configured Live Agent, Omni-channels, and routing configurations for efficient service request management.

Implemented Lead/Case Queues, Assignment Rules, Escalation Rules, Web-to-Lead, and Email-to-Case functionalities.

* Configured roles, profiles, access settings, workflow rules, validations, and page layouts as per organizational requirements.
* Installed and evaluated AppExchange applications on the Salesforce platform.
* Developed custom Visualforce pages for communities, enhancing user engagement and experience.
* Debugged Apex scripts using Debug Logs and System Log Console to identify and resolve exceptions and governor limits.

*Environment:*

* Force.com Platform, Apex Language, Batch Classes, Visualforce, Data Loader, HTML, JavaScript, Workflow, Approval Rules, SSO, SOQL, Eclipse, Sales Cloud, Service Cloud, Push Notifications, GitHub, Reports, Workbench, Eclipse IDE Plug- in, Windows XP Professional.