**PROFESSIONAL SUMMARY:**

* 8 years of robust experiences in Managing and Implementing Business IT projects and System Analysis in **Salesforce.com CRM administration**, development, configuration, customization, implementation, training and support.
* Certified Force.com **Developer – Dev 401.**
* Proficient with **Sales Cloud,Service Cloud**, Call Center, **Force.com**, Chatter and App-exchange on Salesforce.
* Strongly experienced in analysis, design, development, and testing of the SFDC application
* Skilled working with **Force.com IDE** and **SFDC Sandbox** environments.
* Greatly skilled in SFDC Development using **Apex**, **Visualforce**, **JQuery**, **Apex Triggers**, **Apex Class**, **Apex Test Methods**, **Apex Web Services**, **SOQL** and **SOSL**.
* Experienced in creating custom objects and junction objects with lookup relationship and master detail relationship, as per business needs.
* Created Reports and Dashboards and **Customized Reports**, **Financial Reports**, **Forecasts**, **Pipelines** and Dashboards for the Executive Office.
* Managed **Salesforce.com administrative tasks**; **configured users**, **roles** and **profiles**, **page layouts**, **workflow rules**, **email services**, **reports** and **dashboards**.
* Designed **Custom Fields**, **Approval Process**, **Validation Rules**, **Field Dependencies**, **Formula Fields**, **Trigger Rules** and **Workflow processes**.
* Proficient in developing **Visualforce Pages**, using **Standard controller**, **Custom controller** and **Controller extensions**.
* In-depth experience with business CRM processes like **Lead Management**, **Pipeline Management**, **Case Management**, **Account Management**, Reports and Dashboards, Forecasting and Campaign Management.
* Knowledgeable in **Ajax tool kit**, **Visual Force Pages**, **HTML**, **JavaScript**.
* Robustly experienced in Data Migration using Data load tools; **Workbench**, **Apex Data Loader** and **Salesforce API Data Loader**.
* Superb operational metrics, analytical, communication and interpersonal skills.
* Skilled in problem solving, building business logic, project management and motivating teams.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| **Force.com** | Apex Custom Controllers and Extension, Apex triggers, S-controls, SOQL, SOSL, Packaging and migrations, Force.com IDE (Eclipse) |
| **Visual Force** | Custom Visual Force Pages |
| **Operating Systems** | Windows 8/7/2003/XP/2000/NT/98/95, MS-DOS, UNIX,LINUX, Mac OS |
| **Languages** | C++, C#, Apex, JAVA |
| **Database** | Microsoft SQL Server, MYSQL |
| **Web** | HTML, XML, CSS, ASP.Net**,** JavaScript,Asp.Net, JQuery, WSDL, SOAP |
| **Tools** | MS Office, Adobe Photoshop, MS Excel, MS-Project 2000,Visual Studio |

**WORK EXPERIENCE:**

**Comcast – Philadelphia, PA Jan 2014 to present**

**Sr. Salesforce Developer**

An upgrade to a legacy application to address the shortcomings of the legacy process and systems and also to include data cleaning activity in the existing **salesforce application**. To cultivate the **salesforce CRM** capabilities to enhance the traditional Advertising and associated business approval and funding processes. The project caters various in-house initiatives to offer deals and discounts on various products to its existing/new customers. Based on various Marketing Strategies it manages and tracks appropriate fund allocation through dynamic approval methods.

**RESPONSIBILITIES:**

* **Managed security, users, roles, profiles, groups, queues, sharing rules** and other setup options.
* Creating and managing custom objects, fields, developing custom reports, dashboards, and setting up **SFDC user base**.
* Captured client's requirement and contributed to technical design document.
* Supporting strategic Salesforce initiatives-gathering, documenting, analyzing and drawing conclusions regarding complex data and information.
* Performed routine and basic **administration of Salesforce.com** instance(s).
* Reviewed and contributed to the overall design and layout of **Marketing Initiative**.
* Identified data problems and fixed them by **de-duplication and cleaning**.
* Created training documentation on system changes.
* Designed the flow for **Dynamic Approval Processes** for fund allocations.
* It also included merging of records from different **salesforceobjects** and displaying on the visual force page as a single list with the same look and feel and sorting functionality as that of standard list view pages. User should see records in the list view as per their visibility and accessibility. Programmatically calculating sharing settings of records of objects using share objects, batch apex and apex sharing reasons.

**Environment**:

Saleforce.com platform, Apex Language, Visual Force Pages, Visual Force Components & Controllers, SOAP API, Email Services, App Exchange Data Loader, Import Wizard, Data Migration, Dynamic Document Packages.

**Client: AT&T/Amdocs, Alpharetta, GA Aug 2012 to December 2013**

**Role: Salesforce Developer**

**RESPONSIBILITIES:**

* Salesforce.com developer on customer database project and migrated customer reference data from Boulder Logic Database into customized objects of the company’s **Salesforce.com CRM tool**.
* Monitored, managed and improved Sales Database quality by leveraging tools (**Apex Data Loader**, **Salesforce Data Loader**) to standardize, consolidate, update and mass import/delete data as required.
* Performed testing of Database functionality in new Salesforce.com **Customer Reference Database**.
* Built a Marketing automation app to track existing marketing asset.
* Implemented **SFDC Sales Cloud**, Created Group, Deal Rooms provisioning and marketing teams.
* Used Force.com developer toolkit including Apex Classes, Visualforce, Apex Controllers and Apex Triggers to develop custom business logic.
* Wrote Triggers for custom validation process
* Created **Visual force pages** to provide customer status to sales team and executive team based on different geographical location filters.
* Designed Visual Force pages for dashboards to grant access to specific group of users.
* Experience working with data migration using **Salesforce data loader** from excels sheets.
* Developed HTML pages with **JavaScript validation** for Web to Lead, and Web to case.
* Worked with **Developer Sandbox** and **Force.com IDE** to migrate written classes.
* Configured Reports and Dashboards for various marketing and sales teams.
* Implemented **Salesforce Chatter** for internal users to share the deal information and status updated on various activities.
* Provided on-going trainings to various marketing and sales teams on Salesforce.com built **customerdatabase applications**.
* Served as company point of contact for all Salesforce.com CRM content applications.

**Environment:**

Apex Data Loader, Apex Classes, Visual Force Pages, Sandbox, Sales Cloud, HTML, App Exchange, MS Office, JavaScript and Salesforce Chatter.

**Client: JP Morgan, Raleigh, NC September 2011- July 2012**

**Role: Sales Force Developer/Administrator**

**Description**: DealerOne to create a CRM application & automation along with Dealer, Contacts, Territory Management, Dealer Commitments & Metrics, Territory Goal, Dealer Grouping, Reports, Dash boards. The Data Migrated using data loader. An ETL tool performed data loading for from external system to SFDC and SFDC to external system.

**Responsibilities:**

* Involved in the preparation of the requirements, low level and high level design of the application.
* Prepared the data modal design document which includes standard and custom object relationships.
* Involved and Prepared requirement analysis, designing and developing of the dealer grouping module.
* Involved and implemented SFA, configuration, Dealers, Contacts, Territory management, Commitments, Metrics, Workflows, Validations Reports, Dashboards, and Dealer Grouping.
* Uploaded hierarchical data using data loader including dealers, contacts, territory, zip to territory mapping.
* Implemented and configured command line data loader to export and purge the commitment metrics data.
* Setup/ enhancement salesforce mobile data sets with the mobile administration console.
* Developed the Apex, Visual Force pages as part of the POC to display all the dealer groups with related list.
* Involved in the preparation of the design documents for **SFDC API** with Informatica (ETL) data integration, verification and validation of the process.
* Implemented Data Migration between sandbox and production for dealer grouping after system testing/ UAT.
* Used the Force.com explorer to build and test SOQL and SOSL queries.
* Deployment, System testing with Abinitio, bug fixing for the issues in SIT and UAT.

**Environment:** Win-XP, SFA, Configuration, Workflows, Visual Force, Apex, Web Services, Triggers, Validations, Informatica, Data Loader, WSDL.

**Client: British Telecom December 2009 – August 2011**

1. **Role: Sales force Administrator**
2. **Derscription**: **British Telecom** is a Prestige’s client and for **Tech Mahindra**. BT Group plc (trading as BT) is a **British multinational telecommunications Services** Company headquartered in London, United Kingdom. It is one of the largest telecommunications services companies in the world and has operations in over 170 countries. Through its BT Global Services division it is a major supplier of telecoms services to corporate and government customers worldwide. Its BT Retail division is a leading supplier of telephony, broadband and subscription television services in the UK, with over 18 million customers.
   * + - 1. BT Design takes care of BT’s IT functions and provides IT and process solutions to its various LOBs like BT Wholesale, BT global Services, and BT Retail.In order to fulfill the need of a CRM application for BT’s business customers of BT wholesale and BT Global Services (BTGS), Openreach application is designed and developed over a period of time with enhancements as per the business need. Openreach application provides CRM solutions for all three customers Experiences (CE) i.e. C2M, L2C and T2R.

**Responsibilities:**

* Preparation of Technical Design Documents for the enhancements..
* Participates in all the Meetings and maintains the Minutes of Meeting.
* Involved in Creation of Visualforce pages as per user
* Insert/Update/Upsert and related data **SOSL,SOQL** using the **dataloader** as per User required
* Implementation with Objects, Custom Apps, Layouts, Tabs, Validation Rules,Workflows, Approval processes, Assignment/Sharing Rules, Outbound/Inbound Messages
* Customization of profiles, roles, page layouts, Picklists, Dependent fields & standard objects
* Create/Modify/Delete users, roles hierarchy, profiles, custom objects, fields, Picklist
* **Import/Export/Upsert data** using **Apex Data Loader**& standard import wizard.
* Creation of new application, objects, formula etc. as per requirements.
* Knowledge on **webservice, email** in bound & Integrating with CRM tools
* Involved Reports & Dashboard as per user required.
* Involved extensively in creation and customization of SR – Escalation Matrix.
* Created offers for campaign and various methods of Treatments
* Involved in creation of custom Business services for data loading.
* Creation and customization of sale Proposal and Presentation Templates.

**Environment:**

Saleforce.com platform, Apex Language, SOQL/SOSL, Reports, Custom Objects, Sandbox, Force.com IDE, MS Excel and PowerPoint.

**Client: Hewlett-Packard Company June 2007 – November 2009**

**Role: Sales Force Administrator**

**Description:**

**Hewlett-Packard Company** is an American multinational information technology corporation headquartered in Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. It specializes in developing and manufacturing computing, data storage, and networking hardware, designing software and delivering services. Major product lines include personal computing devices, enterprise, and industry standard servers, related storage devices, networking products, software and a diverse range of printers, and other imaging products.

PPS-IT Service Cloud is a Salesforce CRM Call center Application which is previously designed in SAP-CRM. To reduce the costs and have effective functionality and for better Customer services the App is re-designing in Salesforce.

**Responsibilities:**

* Creating new application and customization of standard and custom objects as per requirements
* Involving in configuration and Development of application.
* Integrating standard objects like Accounts, Contacts, and Cases with other Systems.
* Implementing all best practices for development of the application.