

**Julio Medellin Oliva**

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**Salesforce Certified**

9 years of professional Software Development experience with strong Object Oriented Analysis, Designing and Programming skills including 5+ years of experience in Salesforce CRM and Force.com platform as a Salesforce.com Developer, Administrator & Java.

**SUMMARY:**

* Salesforce Certified Force.com Developer (DEV 401)
* Salesforce Certified Admin (DEV 201)
* Involved in all phases of Software Development Life Cycle(SDLC) methodologies such as Agile, Waterfall Models
* Expertise in managing Sales Cloud which includes Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports
* Experience is managing Service Cloud which includes Cases, Solutions, Public Knowledge Base, Web-to-case,Application Supoport, Self-Service Portal and Customer service automation
* Experience working with Custom Objects, Custom Fields, Page Layouts, Workflow Rules and Actions, Approval Process, Validation Rules, Custom Tabs, Custom Reports, Report folders and Report Extractions to various formats
* Experience in developing and maintaining User Roles, Profiles, Custom Settings, Security and Sharing Settings
* Experience in implementing customization requests which includes Apex Triggers, Workflow Alerts, Automated E-mail responses
* Expertise in SOSL, SOQL,WSDL, Batch Apex
* Implemented Batch jobs to handle bulk logic and scheduled jobs using Apex Scheduler.
* Experience in Apex development which includes creating Apex Classes, Test Methods, S-controls and followed best practices in implementation
* Experience in implementing Visualforce pages, Standard Controllers, Custom Controllers, Controller Extensions and custom user interfaces using JavaScript, jQuery.
* Experience in integrating Salesforce.com applications with external applications
* Well experienced with mass data Exports & Imports using API, Apex Data Loader
* Good knowledge in Salesforce.com data migration, SOAP API and REST API Experience working with Eclipse Force.com IDE Plug-in environment for implementing and deploying Apex code.
* .Net C# Experience Code , MVC Model,. Best Practice Methodologies.

**EDUCATION:** Bachelor Computer Sciences, Matehuala S.L.P, Mexico. 2007

**TECHNICAL SKILLS:**

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| Salesforce | Service Cloud, Sales Cloud, Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visualforce pages, components & controllers, Apex Web Services, Workflow & Approvals, Dashboards, Reports, Analytic Snapshots, Custom Objects, Batch Apex |
| Salesforce Tools | Force.com Eclipse IDE Plug-in,Force.com Data Loader, Workbench 34.0.12 |
| Software Design Tools | Visual Studio,Microsoft .Net ,Beans,Eclipse |
| Programming Languages | Apex, Java, C, C#,SQL, jQuery, JavaScript,MySQL |
| Data Analysis Tools | MS Excel, Splunk |
| Documentation Tools | MS Office, MS Excel, PowerPoint, MS Visio |
| Salesforce.com Modules Sales Cloud | Salesforce automation including Leads, Web to lead, Accounts, Contacts, Opportunities, Contract, Partner Portal |

**PROFESSIONAL STRENGTHS:**

* Certified Salesforce Administrator and Developer.
* Good at problem solving and analytics.
* Experience in working with various Business teams and Customers of my clients.
* Fast learner of different business systems.
* Ability to adapt to fast-paced environments.
* Good at time management and prioritization.
* Good client facing exposure.
* Experience in handling large scale applications;
* Open to relocation and travel.
* Willingness to learn.
* Believe in setting the right expectations.
* Strong experience in troubleshooting.

**COURSES:**

* Training 401 Salesforce Developer 2012
* Training 501 Salesforce Advenced Developer 2012
* PM Courses Instituto Tecnológico de Estudios Superiores de Monterrey.

**EDUCATIONAL BACKGROUND:**

* Bachelor Computer Sciences, Mexico

**PROFESSIONAL EXPERIENCE:**

**American Airlines, Ft. Worth, TX Sep 2014 – Current**

**Sr. Salesforce Developer**

**Responsibilities:**

* Worked with the business group for requirement gathering throughout the planning and

implementation. Defined Lookup and master-detail relationships on the objects and

created junction objects to establish connectivity among objects.

* Developed various Custom Objects, Buttons, Tabs, validation rules on the objects,
* Components and Visual Force Pages.
* Created page layouts, search layouts to organize fields, custom links, related lists, and

other components on a record detail and edit pages.

* Execution of Data Loader for loading the data.
* Worked with SOQL&SOSL queries to store and download the data from Salesforce.com platform database.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and

record level permissions to provide shared access among different users.

* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed

updates to implement business logic.

* Developed Apex Classes, Controller Classes, extensions and Apex Triggers for various
* functional needs in the application.
* Created various Reports (summary reports, matrix reports, pie charts and dashboards) and
* Report Folders to assist managers.
* Involved in Salesforce.com Application Setup activities and customized the apps to match

the functional needs.

* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in

using Eclipse.

Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.

**Environment:** SaleForce.com platform, Eclipse IDE, Rocket Track tool( for Bug Reporting) and RLINK.

**Kaplan University. Miami Florida Aug 2013 - Sep 2014**

**Salesforce Developer/Admin**

**Responsibilities**

* Developer and Administrator of Salesforce.com platform;
* Creation and managing users, role hierarchy,

permission sets, profiles, public groups, queues

* Worked on Data Migration and Data Loading using Apex Data Loader and Import Wizard
* Created Custom Formula fields, Approval Processes, Reports and Dashboards, tasks and events
* Automated business processes with workflow rules, approvals, email alerts and field updates
* Created Custom Objects, Custom Fields, Record Types, Workflows, Data Validation Rules,
* Custom Tabs, Page Layouts, Lookup & Master-Detail Relationships, Junction Objects
* Administration of Chatter and Cloud Communities with user creation, groups, security
* Managed email marketing campaign, uploading the database from salesforce to BridgeTrack
* Build and customize multiuser software-as-a-service (SaaS) applications with just clicks
* Participated in each phase of one full SFDC lifecycle implementation, provided End-user

training, post go-live support and on-shore/off-shore coordination.

* Worked based on the Agile Process.
* Extensive experience in Saleforce.com setup, Configuration, Customization, Administration,
* Data Migration & Mapping, and Integration.
* Proficiency in SFDC Administrative tasks like creating Roles, Profiles, Page Layouts, Record
* Type, and Assignment rule, Workflow Alerts and Actions, Reports, Dashboards, Outbound

messaging, and Approval Workflow.

* Proficient in designing of Custom objects, Custom components, Custom fields, Role based

page layouts, Custom Tabs & Custom Application.

* Experience in SFDC Development in implementing Apex classes, Triggers, Visual Force Pages,
* Apex Components and Controllers, Triggers and working with Force.com IDE.
* Email Campaigns.
* Hands-on experience with Schema builder.

**Environment:** SalesForce.com, Salescloud Apex Language Salesforce.com Custom Objects, Visual Force (Pages, Component & Controllers), Page Layouts, Force.com IDE  HTML, CSS, Java Script, Workflows, Reports, Eclipse, SalesForce.com sandbox implementation,Windows7.

**UNUM, Portland, ME Oct 2012 - July 2013**

**SFDC Admin/Developer**

**Responsibilities:**

* Worked as enhancement team member and performed the roles of Salesforce.com Administrator and Developer in the organization.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Involved in administering, configuring, maintaining Salesforce.com , Application user profiles, roles, Permissions, generating security tokens, validation Rule, upgrade installation.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Customized tabs for among different business users groups and business centers.
* Create various profiles and configured the permissions based on the organization requirements.
* Created the workflows f or automated lead routing, lead escalation, email alerts and task creation.
* Developed Apex Classes & Triggers and linked them to manage the workflows developed in the system.
* Developed various Custom Reports and deployed them for different business user levels.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
* Enabled Ch atter for the Organization and to communicate with the users in the Organization
* Demonstrated ability to effectively work in team environment with varying skill set levels.
* Designed and built custom applications using Force.com and Visualforce.com
* Provided ongoing Salesforce.com maintenance and administration services, Including custom objects and workflows.
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users
* Provided the training to the internal business users to use the application and develop their own custom reports.
* Involved in requirement gathering from the client location, knowledge transfer and setting expectations on project progress at the client end.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

**Environment:** SalesForce, Sales Cloud, Apex Language Salesforce.com Custom Objects, Visual Force (Pages, Component & Controllers), Page Layouts, Force.com IDE  HTML, CSS, Java Script, Workflows, Reports, Eclipse, SalesForce.com sandbox implementation,Windows7.

**Company EMC Boston MA Nov 2011 – Sep 2012**

**Salesforce Developer**

**Responsibilities:**

* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules on the

objects and tabs, Components andVisualforce Pages.

* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates

to implement business logic.

* Designed and developed SFA based Application on force.com platform in salesforce.com

environment with Apex programming language at backend and Visual-Force pages as user

interface.

* Created test scenarios on Sandbox environment, created packages and moved it between
* Sandboxes and Production environments to place final implementations.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using

Eclipse.

* Created profiles and implemented Object and field level security to hide critical information on the

profile users.

* Created users, roles, public groups and implemented role hierarchies, sharing rules and record

level permissions to provide shared access among different users.**Environment:**

* Salesforce.com plattoform,Eclipse, Dataloader,Developer console,Skype.
* Excel., Splunk,SQL server, GlassFish,Eclipse. Microsoft .Net,Informatica.

**Environment:**Saleforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers),

Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs.

Windows, Microsoft Office.

**Company GE Corporate (Mexico)May 2010 - Oct 2011**

**Java Developer/Salesforce Developer**

**Responsibilities:**

* Responsible for Business Analysis & Requirement understanding, development and data

modeling.

* Extensively migrated data using APEX data loader.
* Performed data cleanup and/or data migration to/from Salesforce.com
* Worked on migrating the data from one salesforce org to another that included accounts,

contacts, opportunities, tasks & events (activities), and attachments

* Created custom objects, custom fields, validation rules, workflow rules, reports & dashboards

according to the business needs

* Responsible for creating reports on the Global History object.
* Created the Dashboards, Reporting Tabs and Pages based on the available data.
* Post-Implementation Support & Maintenance engagements for strategic customers.
* Monitoring Java servers.
* Develop Solutions with JSP, Javascript, Jquery.
* Working StoresProcedures,functions y Modeling Object.

**Environment:**

Salesforce.com plattoform,Eclipse, Dataloader,Developer console,Skype.

Excel., Splunk,SQL server, GlassFish,Eclipse.

**Softtek.Mexico. June 2009- April 2010**

**Java Developer/Salesforce Developer Training**

**Responsibilities:**

* Actively involved in the Requirement gathering for the enhancements to the existing project.
* Salesforce training, And workin, C# and Java Projects,Data Migrations And Servers
* Involved in designing some of the processes in the application that are developed by other developers.
* Implemented Spring MVC pattern to ensure clean separation between the presentation tier and business tiers.
* Implemented Dependency Injection (Inversion of control) feature of Spring.
* Developed Controller classes, DOA classes, beans, .JSP's and Data Objects in Java.
* Create Test Plans using Quality Center by Junit.
* Developed and implemented the interactive functionality using JSP.
* Implemented Spring-Jdbc template for persistence CRUD operations.
* Used Subversion for Version Control Management.

**Environment:** Salesforce.com platform, Eclipse, Dataloader, Developer console, Skype.

Excel, SQL server, GlassFish, Eclipse. Microsoft .Net, Informatica

**Freelancer for Multiple Projects, Mexico. Aug 2007 – May 2009**

**Java Developer.**

**Responsibilities**

* Conducted Agile and Waterfall vision and strategy presentations to managers, investors, partners and sponsors
* Developed and coded interfaces, classes and created appropriate relationship between system classes and interfaces.
* Extensively involved in system architecture, software development, database design, deployment, testing, performance tuning, and maintenance for large-scale, web-based and distributed J2EE projects.
* Developed and implemented front-end applications using JSF, Java Script, jQuery, HTML, CSS and AJAX.
* Created cross-browser compatible CSS-based page layouts.
* Spring framework was leveraged for Inversion of Control (IoC), Spring AOP based Transaction management and Unit testing.
* Created stored procedures using SQL for data modification.

**Environment:**

Java, JSF, jQuery, Java Script, HTML, CSS, AJAX, Java Beans, SQL Server.