**Mahesh**

Phones: (323) 999-2646

Email: [maheshsfdc70@gmail.com](mailto:maheshsfdc70@gmail.com)

San Antonio, TX, 78232

### Areas of Expertise

* Over 4+ years of overall professional IT experience with 3 years in Salesforce.com CRM Application Support, Designing, Development, Testing and Implementation Platform both as Administrator and Developer and 1+ Year of experience on JAVA/J2EE Development. Certified SFDC Developer (DEV 401).
* Experience in Administration, Developing, Configuration, Customization, Development and support on Salesforce.com Platform.
* Ability to setup, customize and deploy to Salesforce.com from the ground up for large user groups, perform hands on customizations using Apex, Visual force, custom reports Salesforce.com Web services API and train sales users.
* Ensure that application development standards, processes, controls, and governance meet security, privacy, and regulatory compliance requirements for E-commerce.
* Experience in development in Demandware/SalesForce Commerce Cloud using Pipeline, ISML, DW Script, HTML5, and CSS3.
* Implemented and develop cartridges for Demandware (example, Registry, OMS, Cyber Source, Bazzarvoice.
* Good experience in Developing Business Logic Services Using Custom Objects, Controllers, Visual Force/APEX Classes and APEX Triggers.
* Proficient in Data Migration from Traditional Applications to SalesForce Using Data Loader Utility.
* Strong Experience in creating, managing Applications, Custom Objects, Custom tabs, Fields, Relationships, Page Layouts, Record Types, Validation Rules, Email Templates, Report Types, Workflow Rules, and Approval Process, SOQL, SOSL and Governor Limits.
* Experience on creating Users, Profiles, Permission Sets and Roles.
* Knowledge and experience in SalesForce Lightning.
* Experienced in setting up Environment by enabling My Domain, Decompose the App in Components and build the Lightning App.
* Participated in SalesForce integration and planning strategy along with Architect.
* Experience on integration, integrated SalesForce with different external system, performed both inbound and outbound integration using SOAP as well as REST API.
* Good understanding of cloud computing services and Proficient in dealing with the functionalities related to the Service cloud, Sales Cloud, Commerce Cloud, Community Cloud and Marketing Cloud.
* Experienced in different modules of Salesforce.com: Sales Cloud, Commerce Cloud, App Cloud Application Integration, and Community Cloud.
* Hands on experience in developing and configuring Dashboards, Reports and Report Folders for different user profiles based on the need in the organization.
* Ability to fully leverage the power of Visual Force through custom pages, components, controllers, and sites.
* Advanced knowledge of APEX, including but not limited to scheduling, web services API, triggers, custom controllers, Design Patterns, Dynamic Apex, and Batch Apex.
* Sound Understanding of Data migration using Import wizards, and Data Loader.
* Strong knowledge of SalesForce configuration, data migration, system integration and familiarity with Visualforce (Pages, Components, Controllers) MVC architecture and Apex (Classes, Controllers & Triggers).
* Ability to effectively translate SalesForce data into business understandable metrics using Reports (Matrix, Summary, and Tabular), Analytical Snapshots, and Dash Boards (Static and dynamic).
* Experience working with Force.com IDE and SFDC Sandbox environments.
* Good understanding of Salesforce.com Governor Limits with an ability to optimize code to respect those limits.
* Extensive experience in developing enterprise applications using Java and J2EE technologies such as JSP, Servlets, Struts, Spring, XML, HTML, JavaScript, JDBC and CSS.
* Experience in developing web interfaces for clients both through Force.com Sites and standard web technologies including but not limited to HTML, CSS, XML, and JavaScript.
* Good exposure to RDBMS, SQL and PL/SQL, writing SQL scripts for efficient report generation.
* Detail-oriented energetic team player, motivated with multi-tasking capabilities, problem solver, and hands-on leader with exceptional presentation and client/customer relation skills.
* Experience in business analysis and execution of all steps in the system development lifecycle (SDLC).
* Service Requests and Activities, Opportunities, Quotes and Proposals and Order Management

### Key Skills Assessment

|  |  |
| --- | --- |
| **SalesForce** | Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), S-Controls, Steelbrick, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Reports, Analytic Snapshots, Custom Objects, Force.com Eclipse IDE Plug-in. |
| **SalesForce Cloud** | Service Cloud, Sales Cloud, Commerce Cloud, Marketing Cloud, Azure, Amazon EC2. |
| **Web Technologies:** | Lightning, Visualforce, HTML, CSS, JavaScript, AngularJS, WordPress |
| **Demandware** | ISML tags, Pipeline development, Pipelet API, Script API, Open Commerce API, Demandware packages |
| **Programming Languages:** | Java, C, C++, Apex |
| **Tools:** | Eclipse with Force.com IDE, BI Tools, ETL Tools (Informatica Power Center). |
| **Design Patterns:** | MVC, SPA (Single Page Application) |
| **Database** | Oracle 10g/9i, MS SQL, MS Access, Mongo DB |
| **Project Management Tools:** | Microsoft Project Plan,JIRA |
| **Load Testing Tools:** | Load Runner, Jitterbit, Jira Bug Tracking, Scrum, Ant, Jenkins. |
| **Additional Product Knowledge:** | DocuSign, Conga Composer, Act-on, Pardot CLM (Contract Life Cycle Management) |

**EDUCATION:**

* MS in Computer Science from New York Institute of Technology, NY

**CERTIFICATION**

* Salesforce.com Developer (401)

### Professional Experience

**HP (San Antonio, TX)** April 2017 to Till now

Sr. SalesForce Developer

Project Description: This project is involved in configuration of the web portals for HP by using SalesForce standards Commerce Cloud/ Demandware. Worked on MVC Framework, Demandware Script, View list, list searches like Grid and Kandban Board and Highlight panel where we can display IMP fields Activity, Chatter, Details will be in the details page using lightning.

Responsibility

* Design leading ecommerce solutions that support industry leading best practices in technology, features, performance and scalability.
* Develop new and promotional web module through SDLC in Demandware, an MVC Framework using ISML, Pipeline, Demandware Script, Angular and bootstrap.
* Worked on Work Flow Rules, Validation Rules, and Visual Flows to combine different flows on various Objects.
* Created Custom Objects, Custom Fields, Formula fields, Master-Detail and Look up fields for various requirements from Business.
* Authored front and back-end solutions utilizing Apex Controllers, Extensions, Visualforce pages, UI stack and Declarative Tools.
* Created Custom Lightning Events and registered respective Listeners and handlers to work with functionality of client’s requirement.
* Worked on JavaScript for Client-side controller and helper controller, CSS, JSON in Lightning Framework.
* Worked on Lightning components, Event registration, handlers and apex classes for performing logic in the actions.
* Used SalesForce Lightning Inspector to debug the lightning components during the development process.
* Created Apex methods for the lightning controller and helper methods to perform DML operations on the case records.
* Registered to events like listeners to handle Lightning events and Developed Events to interact with Salesforce1Application.
* Provided User Access and Field Level Security according to the Business Requirements. Created Master-Detail Relationships, Look Ups for Account and Project Objects.
* Worked on Case Assignment Rules, Email-to-Case and Queues to activate emails for Security Queue.
* With marketing cloud architect and maintained continuous integration and delivery pipelines.
* Prepared and maintains engineering documentation pertaining to marketing cloud architecture and systems operations.
* Occasionally conducted weekly JAD sessions and interviews with SMEs, senior management and IT teams to track and document action items, TBDs status, conflicts and risk related issues.
* Worked on Visio to develop Business Process models and flows. Used Visio throughout the project as a documentation tool/ approach.
* Elicited and analyzed the following specifications among others in the SalesForce CRM:

◦ Organization setup, User setup,

◦ Analytics,

◦ Reports and Dashboards

◦ Chatter

◦ Activity management

* Sole commercial responsibility for Celerity’s SalesForce Marketing Cloud and Apteco partnerships
* Develop strategy and business procedures for affiliate partner certification programs for the IBM Marketing Cloud. Manage communications and content in Marketing Cloud.
* Customized SalesForce page layouts, record types, list views and queues.
* Analyzed the requirements from Business and worked on the technical specifications for each requirement.
* I have experienced with Steelbrick CPQ to Speed Deal Cycles & Close More Deals with CPQ and also Manage Your CPQ Process with Max.
* Worked on Agreement creation, Amendments and Renewal in SalesForce using Apttus CLM Suite.
* Worked on the Error files and resolved by deactivating few Validation Rules and Process Builder and performed Data Load with 100% success ratio.
* Effectively used various Informatica transformations like Expression, Lookup, Filter, Source Qualifier, normalize, Router, Rank, Sorter, Joiner, Aggregator and Update Strategy transformations as per the requirement.

**Environment:** Salesforce.com, Force.com, Visualforce, Demandware ,Lightning, Apex, Data Loader, Import Wizard, Triggers, Components and Controllers, Data Loader, Workflow and Validation Rules, Reports and Report Types, Custom Objects, Tabs, Email Services, Security Controls, HTML, JavaScript, Eclipse IDE Plug-in, API, Sales cloud, Security Controls, Sandbox data loading.

**Wells Fargo (Houston, TX)** Dec 2016 to Mar 2017

SalesForce Developer

Responsibility

* Developed Salesforce.com application as per business requirements.
* Created custom Objects, Fields, Tabs, Page Layouts, Record Types, Users, Profiles, and Roles.
* Worked on data cleanliness and accuracy by adding Custom Validation Rules, and Formulas.
* Created Workflow Rules, Approval Processes, Email Templates, and Assignment Rules.
* Generated Reports and Dashboards based on the user requirements.
* Responsible for designing, implementing and maintaining site-wide UI modules based on MVC architecture.
* Deployed the components from Sandbox to Production Environment using Change Sets.
* Developed Business Logic using custom Visualforce Pages, Controllers, Apex Classes and Triggers.
* Worked on the contract management, Apttus batch updates, Quote management, Approval Management.
* Site preferences, custom objects/attributes creation and scheduling jobs in Demandware.
* Scheduled the Apex Classes to send email alerts on daily/weekly basis.
* Developed and Publish Web Services (SOAP & REST) for external systems to integrate with SalesForce.
* Created Steelbrick CPQ Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Participated in JAD sessions to understand the technical specifications with the development team.
* Develop solution proposals for cloud services opportunities from identifying customers, proposal generation and delivery.
* Create snapshot/backup of critical VMs in Azure cloud using Backup Vaults.
* Prepared test data to validate ETL rules wherever necessary.
* Provided Production Support for CRM system developed on Salesforce.com platform.
* Worked on Informatica Power Center Designer, Workflow Manager, Workflow Monitor and Repository Manager.
* Export data in the form of Excel spreadsheets using Apex Data Loader.

**Environment:** SaleForce.com platform, Visualforce (Pages, Component & Controllers), Demandware , Apex Language, Data Loader, HTML, Java Script, APPTUS, Eclipse IDE, Subversion.

**Verizon** (Jersey City) Feb 2015 – Dec 2016

SalesForce Administrator

Responsibility

* Collaborated in requirement gathering, business analysis, for salesforce.com implementation.
* Successfully developed the program plan within the estimated time, effort and quality goals.
* Participated on translating and documentation of business requirements into functional requirements.
* Customized Company Profile, Security & Access Controls and Communication Templates as per the organization requirements.
* Added, configured workflow rules, time triggered workflows, email templates resulting into effective web to lead communication with customers.
* Developed cloud computing application using Force.com, Visual force and Apex Languages.
* Implemented Salesforce.com web services client using Sales force web services API, Java, XML and partner WSDL.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Visual Force Components & Controllers, HTML, Java Script, Custom Objects & Tabs, SOAP API, REST API.

Advance Soft(Hyderabad, India) June 2013 - July 2014

Java/UI Developer

Responsibility

* Designed the front-end applications, user interactive (UI) web pages with dynamic and browser compatible features using HTML, XHTML, DHTML, CSS, JavaScript, jQuery.
* Developed questionnaires template using HTML input types.
* Used CSS media types to make the website responsive and mobile first.
* Designed dynamic client-side JavaScript codes and jQuery to build web forms, page navigation and form validation.
* Used jQuery to get the Client-side elements effect Hide, Show, Event-Handling and DOM manipulation.
* Built Dynamic jQuery progress bar to inform user the questionnaire completion progress.
* Optimized the page loading performance by Minification and code structure adjustment.
* Used AJAX to send questionnaire result to back-end server.
* Used SVN as version control tool.

**Environment:** Java, Struts1.1, JDBC, Multi-threading, Servlets, JSP, Java Beans, JavaScript, Web Services, JUnit, Ant 1.7.0, Web sphere 7.0, Eclipse, Chef, Testing, Ajax, Maven, XML, Oracle, Tomcat, Windows.