

**Raja Sekhar**

**Salesforce Admin/Developer**

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**(347)687-7988**

**Credential Certifications:**

**Salesforce.com Certified Force.com Developer (DEV 401 CERTIFIED)**

**Salesforce.com Certified Salesforce Administrator (ADM 201 CERTIFIED)**

**Salesforce Certified Service Cloud Consultant**

**Carrier Objectives:**

To obtain challenging and rewarding Salesforce position with growth and learning opportunities in supportive, challenging work environment that would take advantage of my job experience. Always seeking opportunity that will allow me to prove myself in various aspects of critical conditions and adding values to the prosperity and development of the company.

**Summary of Experience:**

* Strong **7+** experiences in Salesforce CRM data model of Sales, Service and Marketing cloud and customization of Standard Objects Leads, Accounts, Contacts, Opportunities, Opportunity Products, Campaigns, Campaign Members, Cases, Solutions, Knowledge, and Articles.
* Sounds knowledge with Salesforce relationships - Lookup, Master-Detail, Junction Objects, Fields, Dependent Fields, Formula Fields, Validation rules, Page Layouts, Search Layouts, Compact Layouts, Related Lists, Custom Links, Buttons, Tab and List views.
* Expertise with Salesforce Administrative tasks of Creating Users, Profile, Permission Sets, setting up organization role hierarchy, security controls (Network IP filtering, Password policies), Remote Site Settings, Email Templates, Connected Apps, and Sites.
* Proficient with org data sharing by configuring Organization -Wide Defaults (OWD), creating sharing rules using Criteria/Owner based sharing rules on standard and custom objects.
* Worked on Apttus CPQ configuration and integration.
* Extensively worked on declarative programming using workflow rules & approval process and related actions Field updates, Email alert, create Task and Outbound messaging.
* Good experience with Process Builder and consolidated all existing workflow rules into new process flows and created actions like updating child records, auto submission of approval process based on the criteria.
* Strong experience with Sales cloud customization on Lead by defining the Lead process, Assignment Rules, Web-to-Lead & field mapping, enable team selling on Account Teams, Opportunities by configuring Price books and adding Price books for the products.
* Good knowledge in configuring and executing Campaigns using Exact Target by creating HTML Email templates, data sets in Exact Target.
* Experience working with Service cloud by implementing Email-to-Case, Web-to-Case, Assignment, Escalation, Auto-response rules on Case object, implementing Service Console and Live agent.
* Good experience with tools like Force.com Explorer, Eclipse IDE (with Force.com plug-in), Data Loader, Workbench, SOAP UI for querying and accessing REST, SOAP web services.
* Proficient with Salesforce communities’ configuration and setting up community users.
* Build custom report types, Tabular, Summary, Matrix and Joined reports, Analytic Snapshots and Dashboards for different business units and configured report/dashboard folder visibilities.
* A strategic thinker, fast learner with excellent communication and time management skills.

**Technical Skills:**

Salesforce : Salesforce CRM, Apex, Visual force, Triggers, Batch & Schedule classes, Sales Cloud, Service Cloud, Marketing Cloud, Data Loader, Custom Labels, Article Management, Visual Flows, Process Builder, SOQL, SOSL, HTML, JavaScript, CSS, jQuery

Tools : Eclipse, Force.com IDE, Developer Console, Workbench, Data Loader, Demand Tool, Cast Iron Studio

Web Technologies : Java, J2EE, Servlet, Struts, JSP, spring, HTML5/4, CSS3/2, JavaScript, jQuery

Database : Oracle 9i/10g/11g, Microsoft SQL Server 2008 R2, MS Access

Integration Tools : Informatica Power Center 9.x, MuleSoft, Dell Boomi

Methodologies : Agile Scrum, and Waterfall

Operating Systems : Linux, Mac, Unix, Microsoft Windows Platforms

**Professional Experience:**



Address **:  1 Nationwide Plaza, Columbus, OH**

Organization : **Nationwide Insurance**

Designation ***:* Salesforce Developer/Admin**

Period : **Jan -2017 to December 22 -2017**

**Responsibilities**:

* Developed various Visualforce Pages, Apex Classes, Apex Triggers, and Apex Controllers.
* Created Batch jobs and schedule jobs to run at scheduled times and also created bulk jobs to handle large records.
* Developed tools to replace ANT migration tool using SOAP API, Metadata API in Ruby language to automate build and deploy process.
* Worked on installing and upgrading AppExchange apps like Cipher cloud, Grid buddy.
* Worked on integrating Salesforce to Siebel using Informatic Power Center, CDC, SOA, and Outbound messages, MQ series.
* Worked on Replicate data from salesforce to oracle to generate reports, find missing records from Siebel to Salesforce.
* Created listviews, Reports, Dashboards, Pagelayouts, Custom objects, custom fields, validation rules.
* By using Java script, created custom buttons and executed controllers to achieve the functional requirements. Intensely worked with Apex, Triggers, API integration.
* Created picklists, dependent picklists, lookup, master-detail relationship, and formula fields on custom objects.
* Have good experience with Data Loader, Eclipse, Git, SVN, and ANT migration tool.
* Worked on version control of metadata using GIT (Github, Gitlab), SVN.
* Taken care of seasonal releases preparation steps on sandboxes and version controlled new metadata, which came with new releases.
* Working on converting existing visual force pages into Lightning framework and created components and apps using lightning framework.
* Handled deployments between orgs and made all sandboxes sync with Prod org.
* Created various workflows to send emails, field updates, outbound messages.
* Worked on sharing settings and created different sharing rules to provide access to users.
* Created roles and setup role hierarchy to give access to data.
* Created Profiles and Permission sets and handled deploying these changes to different orgs efficiently.
* Worked on Oracle to integrate data from Siebel to salesforce, created automated replication process, created views on tables.
* Handled code migration from one org to another org effectively and taken care of all deployments to Production.
* Developed Java Script methods for doing two actions on a single button click, to overcome the Salesforce limitations.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Worked on various AppExchange products according to the needs of the organization.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Creating a sync of contacts, email alerts, events and tasks between Salesforce to Outlook and Outlook to Salesforce successfully.
* Developed Client side pagination process with all the details.
* Created Labels to set the predefined values for the client side pagination process.
* Developed Custom Validations to override the Salesforce default validation rules.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Deployed the code developed in the Dev Sandbox to the Test Sandbox and the Production sandbox.



Address **: Ridgefield Park, New Jersey.**

Organization : **SAMSUNG**

Designation ***:* Salesforce Developer/Admin**

Period : **March -2015 to Dec-2016**

**Responsibilities**:

* Interacted with various business team members to gather the requirements and provided technical inputs for the user stories.
* Designed and created Custom objects, Relationships (Lookup, Mater-Detail), Junction objects, Fields (Formula and Rollup summary), Custom tabs, custom apps, Validation rules, Record Types, Page layouts, Search Layouts, Compact Layouts, List views on various objects and Connected apps for Integration.
* Created HTML, Text based Email Templates and Folders for different business groups.
* Built Workflow rules, Approval process and created related actions Field update, Email alert, Creating a Task and outbound messaging.
* Used Informatica Power Center in synchronizing SQL and Oracle to the Salesforce application.
* Configured data sharing by setting up Organization-Wide Defaults (OWD), Owner-based &Criteria- based sharing rules on various objects.
* Written complex validation rules on standard and custom objects to perform based on record type, login user, and profile.
* Configured Salesforce Outlook connector for a couple of business users for synchronization of Salesforce Contacts, Activities from Salesforce to Outlook and vice-versa.
* Enabled Salesforce1 mobile for mobile applications and roll out two-factor authentication.
* Configured Single Sign-On for sandbox and production instances with Active Directory as IdP and created my domain.
* Worked on customization of Sales cloud objects Accounts, Contacts, Opportunities, Price books, Products and configured Account Teams for team selling.
* Configured Web-to-Lead, field mapping for conversion and created Lead assignment rules.
* Created and configured Escalation, Assignment rules, Web-to-Case, Email-to-Case on Case object.
* Worked on customization using Apex language to build Custom, Extension Controllers for user actions performed by users in the UI.
* Developed rich UI using Visual force page components, Bootstrap CSS and performed client-side validation using JQuery and JavaScript.
* Used Developer Console, Force.com Explorer, Eclipse with Force.com Plug-ins for development and Data Loader, CLI for data migration.
* Developed various Custom Report types, Tabular, Summary and Joined reports, Dashboards and Analytic snapshot and created Report/Dashboard folders and provide access to a different user based on the Roles.
* Migrated bulk data from external data source to Salesforce using Data Loader bulk API.



Address  **: San Francisco California.**

Organization :**Wells Fargo Securities LLC**

Designation ***:* Salesforce Developer/Admin**

Period : **Nov -2013 to Feb-2015**

**Responsibilities**:

• Perform detailed analysis of business and technical requirements and designed the solution by customizing variou standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services.

• Used Workbench in Salesforces.com.

• Actively involved in design and development of custom CRM solution to service.

• Architected the solution in SFDC and participated in coding apex classes, triggers, visual force pages and REST API's.

• Created custom service cloud application on top existing solution to improve the productivity of CRMs.

• Created Reports & Dashboards to view data from custom object.

• Implemented SSO in SFDC, to utilize corporate windows authentication.

• Extensively worked on SFDC UI using Visual Force Pages.

• Extensively worked on integrating REST API using callouts framework in SFDC.

• Extensively worked on SOQL and Apex Triggers to implement business logic.

• Designed and developed workflows and Process Builders to automate the business processes.

• Responsible for enhancements, upgrades, data conversions, and report development for multiple business groups with varying needs. Data migration from other CRM's, ETL, customization, integration with Outlook, Wave Analytics and company's website integration for shareholders dedicated access.

• Extensively worked on customizing existing salesforce objects as well as creating new objects.

• Extensively used apex Data loader to synchronize the data between external systems and SFDC.

* Administered, configured and managed Salesforce application user Profiles, Roles, Permission Sets, generating Security tokens, upgrade to managed app exchange packages.
* Created Workflow rules, Approval process on various objects to automate actions Email Alert, Field Update, Creating task, Outbound messaging and time-dependent actions.
* Created custom pipeline report and other reports for different business users using tabular, summary and matrix reports and dashboards.
* Written SOQL, SOSL queries in Apex triggers and controllers, used Salesforce workbench to generate queries.
* Developed apex custom and extension controller classes for actions defined in Visual force pages.
* Designed and developed Custom objects, Components, Visual force Pages to suit the needs of the application Deployed components across organizations (Production and Sandboxes) using Eclipse, Force.com Migration Tool, and Change Set.



Address  **: 5th Office Level, Building No. 14,, India**

Organization : **UnitedHealth Group**

Designation : **Salesforce Admin**

Period : **Novimber-2010 to Oct 2013**

**Responsibilities**:

* Performed roles of Salesforce Configuration and Administrator.
* Created relationships using Lookup and Master-detail among custom and standard objects and created junction objects to establish many-to-many relationships among objects.
* Created various Formula, Rollup Summary Fields, Record types, Page Layouts, Search Layouts, Related lists, List views, Custom tabs, apps, Custom Links, Custom Buttons and Actions on a record detail and edit pages.
* Customized various Salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Products, Price books, Campaigns, Campaign Members, Cases, and Solutions.
* Customized Leads by creating a Lead process for various groups, assignment rules, web-to-lead and custom lead conversion.
* Implemented Case Management Automation to track and solve customer issues by creating support process, record types, assignment and escalation rules.
* Configured Partner and Customer portal for the users in the organization for Partner selling.
* Administered, configured and managed Salesforce application user Profiles, Roles, Permission Sets, generating Security tokens, upgrade to managed app exchange packages.
* Created Workflow rules, Approval process on various objects to automate actions Email Alert, Field Update, Creating task, outbound messaging and time-dependent actions.
* Created custom pipeline report and other reports for different business users using tabular, summary and matrix reports and dashboards.