**Srini**

**Sr.Salesforce Developer/Administrator**

**+1 (701)-660-5004**

**Srinivassfdc4@gmail.com**

**PROFESSIONAL SUMMARY:**

* Result-oriented professional with **8years** on **Salesforce.com Administration, Development and Support of Sales, Service cloud** applications.
* Salesforce.com certified administrator (ADM 201) and salesforce.com certified platform developer (DEV 401).
* Strong experience in implementation and Integration using **Standard & Custom Objects, Triggers, workflows, approvals, Visualforce Pages, Apex Controller Classes.**
* Experienced in Administrative skills like creating and **customizing Objects, Fields, Tabs, Page Layouts, Sharing Rules, Validation Rules, Workflows, Profiles, Roles, Users, Reports, and Dashboards.**
* Worked on various salesforce.com **standard objects** like Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns, **Reports and Dashboards**.
* Extensive involvement in Agile Methodology of Software Development Life Cycle (SDLC), Scrum Methodology of programming designing procedures.
* Implemented security and sharing guidelines at object, field, and record level for various clients at various levels of organization, also created various profiles and configured the permissions based on the organizational hierarchy.
* Extensive experience of utilizing explanatory elements in **Lightening and Wave Analytics** automation and **Salesforce1 mobile applications** for fulfilling complex business prepare computerization.
* Worked on various **migration(ETL)** tasks from legacy CRM systems into new Salesforce.com orgs for enterprise clients.
* Have worked on Performance Tuning for Visualforce Pages and Experience in Professional to Enterprise upgrades.
* Good knowledge of **Governor limits** and experienced in customization of existing code in accordance with the governor limitations.
* Experience in Database Design, writing stored procedures, functions, triggers, DDL, DML SQL queries.
* Have deployed code from sandboxes to production environment by using ANT migration tool.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Experience in building **Visual Force Pages, Visual Force Custom Controllers/ Components, Advanced Search Functionality, Reports, Dashboards, Tabs**.
* Comprehensive knowledge in, **APEX REST API, Web services API, SOAP API, Metadata API, Force.com Sites, Analytic Snapshots**, analyzing data with Reports and Dashboards.
* Extensive introduction with HTML, CSS, JavaScript, Visualforce, Apex Classes, Batch Apex employments, Controllers, Triggers, and different segments per the customer and application necessities.
* Good working learning in questioning salesforce.com database utilizing SOQL and SOSL with Force.com Explorer.
* Having Comprehensive involvement in outlining, making and maintaining up Salesforce.com Workflow Rules, Approvals, Email Templates (Visual Force Templates).
* Explored with **Data import wizard, Data loader for information administration** in Force.com.
* Interact with different Business Analysts and Developers to configuration better test plan and methodologies in view of the necessities of the business.
* Have Extensive involvement in **Workflow Automation (Task, Email, and Field Updates) and Approvals.**
* Strong working experience in the Enhancement, Implementation, Support and Testing of Sales force and mainframe Applications.
* Energetic and self-motivated team player. Proven ability to work in both independent and team environment.
* Quick learner and ability to grasp new technologies.

**CERTIFICATIONS:**

* **Salesforce Certified Administrator**
* **Salesforce Certified Developer**

**EDUCATION**

**Masters of Technology May 2009**

Kent State University, Kent, OH

**Bachelors in Electrical and Electronics Engineering May 2007**

KLCE, Vijayawada, India

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| **Salesforce Technologies** | Apex Triggers, Classes, Triggers, Visual force, Custom Objects, SOQL, SOSL, Data Loader, Workflows, Apex Language, Apex Classes/Controllers, Sales cloud, Service Cloud, Visual Force Pages / Components, Apex Web Services, Email Services, Workflow & Approvals, Dashboards, SOQL, SOSL. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader. |
| **Web Design Tools** | Visual Studio 2008/2005/2003, Adobe Photoshop, Dreamweaver, MS Office. |
| **Languages** | Apex, C, C++, Java, JavaScript, HTML, XML, XHTML, DHTML, SQL. |
| **Web Technologies** | Web services, HTML, CSS, XML, XHTML, DHTML, SQL |
| **Databases** | SQL Server 2000/205, MS Access 2003, Oracle 10g/9i |
| **Operating Systems** | Windows 98/NT/XP/Vista, Linux, UNIX |
| **Project Management** | Waterfall, Agile |

**PROFESSIONAL EXPERIENCE:**

**Tower Hill Insurance, Gainesville, FL Oct’2015- Till Date** **Sr. Salesforce Developer/Admin**

**Responsibilities:**

* Participated in analyzing the Requirements, preparing the Design documents based on the specifications and Developing and Maintaining the application.
* Worked on various standard objects including **Accounts, Contacts, Leads, Campaigns** and **Cases**.
* Designed, Implemented and deployed the **Custom objects, Page layouts, Custom tabs, Components** to suit to the needs of the application.
* Good Knowledge on Salesforce packages and **Lightning experience and Salesforce 1 Mobile Applications.**
* 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.
* Developed Lightning components along with server-side controllers and used AJAX calls to retrieve the data from an object.
* Developed Lightning apps using **Lightning Components** and made them compatible with salesforce1 mobile app.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and **custom objects in lightning** experience.
* Developed a dashboard component on home to give the brief agenda for the sales rep on that day in lightning.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Experience in modifying Visualforce pages to be supported in Lightning Experience and good understanding of **lightning mode** and its features.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in **lightning App builder**
* Experienced in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, SOAP and REST.
* Good knowledge of Governor limits and experienced in customization of existing code in accordance with the governor limitations.
* Enabled and configured **E-mail Relay** feature for the e-mail administration for the entire organization.
* Worked extensively in **Wave Analytics**, **AMP scripts and ANT**.
* Worked extensively in customization of **Service Cloud Console** by embedding Visual force pages in custom console components, highlight panel and interaction log.
* Created **page layouts**, **search layouts** to organize fields, **custom links**, **related lists**, and other components on a record detail and edit pages.
* Used **SOQL**&**SOSL** for data manipulation needs of the application using platform database objects
* Created Daily Activity **Reports**.
* Created **test scenarios** on Sandbox environment, created packages and moved it between Sandboxes and Production environments to place final implementations.

**Environment:** Saleforce.com platform, Apex Language, Visual force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Windows XP

**Level 3 Communications, Broomfield, CO Feb’2014 – Aug’2015** **Sr. Salesforce Developer**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Created Custom Objects and fields for transactional and contractual information.
* Designed and deployed Custom tabs, **validation rules**, **Approval Processes** and **Auto-Response Rules using salesforce mobile application** for automating business logic.
* Created **workflow rules** and defined related **tasks**, **email alerts**, and **field updates**.
* Implemented **pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields** to the custom objects.
* Created **page layouts**, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created various **Reports** and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Added geographical radius search to **API’s.**
* Designed and developed Visual Force Pages to meet various functional needs.
* Migrated data using Apex Data loader to centralize data and processes across different divisions that were previously using decentralized systems / databases.
* Used Apex classes and Visual force page to customize partner portal and make it convenient for the customers to review and renew the licenses for the purchased products.
* Worked on Sales cloud with Accounts, Contacts, Cases and Solutions to generate towards developing business.
* Worked in Sales cloud implementation, Service cloud development, Salesforce1, Salesforce Lightning and Feeds on Chatter.
* Used Community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Coordinated and documented organizational infrastructure for project success and to ensure engagement of customers, end users, stakeholders, and Process Management.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created custom VF pages to leverage the functionality of displaying the information from different objects and update them on the same page.
* Used Translation Workbench on SFDC in-order to translate the custom labels, validation rules and email templates in different languages.
* Developed a custom application with Force.com to manage territory, account, and quota assignments, and integrated it with an internal commissions system using Informatica on cloud.
* Modified Opportunity and Pipeline by customizing various stages to help prospect better and enabled forecasting.
* Imported excel based customer information records into Accounts, Contacts and Cases using Data Loader and Import Wizard.
* Used Batch Apex to build an archiving solution that ran on a nightly basis, looking for records past a certain date and added them to the archive.
* Developed portals using force.com sites, these portals can be reached to the customers by Google search and pay per click ads.
* Enhanced Force.com sites with JavaScript classes to cookie the campaign details and affiliate details on the browser.
* Document the configuration and development changes and follow the plan during the release process.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Implemented **Approval Processes** and created many **Workflows** to accomplish the tasks.

**Environment:** Apex Programming (Classes and Triggers), Visual Force (Pages, Components and Controllers), Workflow and Approvals, JQuery, Custom Objects, Custom Tabs, Email Services, Apex Data Loader, HTML, Java Script, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in

**Abbott Laboratories, Alameda, CA Nov’2013– Dec’2014** **Sr. Salesforce Consultant**

**Responsibilities:**

* Performed the roles of Salesforce Developer in the organization.
* Attended the Business meetings and gathered the requirements specifications and provided the solutions.
* Designed the technical specifications and prototypes and got the approval from business for implementation.
* Designed the **Visual Force pages** to enhance the search functionality provided by standard Salesforce.
* Developed **Batch classes** and scheduled them to a nightly, weekly and bi-weekly basis for performing various functions based on the requirement.
* Built the **Workflows and Validation rules** to automate the business process.
* Created the Profiles and configured them as per the security sharing rules mentioned by the Business Requirements.
* Developed the **triggers** to automatically replicate the data in the Territory to the Shadow Object.
* Ability to provide front-line user support for Oracle CPQ Cloud/ Bigmachines Implementation and develop solutions and design for the implementation of the platform based on Product Lines, Commerce Workflow.
* Created web to lead forms, assigned tasks, and managed workflows for managing Marketing app.
* Worked on various SalesForce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Used Force.com Eclipse IDE for developing Visual Force pages, Controller classes and Triggers.
* Created workflow rules to send auto response emails, email alerts, field updates, and other tasks.
* Designed, and developed the Custom objects, validation rules, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application.
* Developed Custom Visualforce.com Pages for communities.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application using Force.com IDE.
* Developed and configured various Reports for different user profiles based on the need in the organization.
* Developed the Batch classes to check the Synchronization between the data available at Standard Objects and legacy systems.
  + Used the **Apex data loader** for importing the **data** to the Salesforce.com.
  + Custom development using **Apex and Visual Force Pages.**
  + Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
  + Designed various Webpages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
  + Designed, and developed **Apex Classes, Controller Classes, extensions and Apex Triggers** for various functional needs in the application.
  + Extensively uploaded data using **APEX data loader for Accounts, Contacts and Leads**.
  + Worked on various salesforce.com standard objects **like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.**
  + Created test data for Unit Testing.
  + Extensively performed unit, **Integration, Regression, End-to-End, User acceptance testing(UAT), Go-Live and post go-live testing**.
  + Strong exposure and understanding of business strategy planning and implementation.

**Environment:** Apex, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, XML, Java Script, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in.

**Prudential Financial, Newark, NJ May’2012-Oct’2013 Salesforce Developer**

**Responsibilities:**

* + Performed the roles of **Salesforce Developer** in the organization.
  + Attended the Business meetings and gathered the requirements specifications and provided the solutions.
  + Designed the technical specifications and prototypes and got the approval from business for implementation.
  + Designed the **Visual Force pages** to enhance the search functionality provided by standard Salesforce.
  + Developed **Batch classes** and scheduled them to a nightly, weekly and bi-weekly basis for performing various functions based on the requirement.
  + Developed the **Apex Triggers** to automatically populate the data and restrict to perform DML operations on a Salesforce Objects.
  + Built the **Workflows and Validation rules** to automate the business process.
  + Created the Profiles and configured them as per the security sharing rules mentioned by the Business Requirements.
  + Configured Service Cloud features and done service automated.
  + Developed a custom application with Force.com to manage territory, account, and quota assignments, and integrated it with an internal commissions system using Informatica on cloud.
  + Migrated from partner portal to Partner Communities.
  + Worked on Agent console & customizable layouts, Analytics snapshots, Asset management & product tracking, Auto-suggested solutions.
  + Developed Custom Visualforce.com Pages for partner communities.
  + Interacted with various Business User Groups to gather the document requirements.
  + Used Sales force web services like REST API, SOAP API, Java, XML and partner WSDL.
  + Developed and deployed Apex Classes, Controller Classes, Apex Triggers, and Visualforce pages for various functional needs in application.
  + Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.
  + Used Sforce.one for managing navigation and built custom Visual Force components with J Query Mobile and AngularJS.
  + Worked on Unit testing, for customizations and developments done during the project.
  + Used the sandbox for testing and migrated the code to deploy instance after testing.
  + Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
  + Built Custom GUI using Visualforce page and jQuery.
  + After development changes are done for each task, follow-up with QA team for testing. Updated the changes accordingly if needed.
  + Developed the **triggers** to automatically replicate the data in the Territory to the Shadow Object.
  + Developed the Batch classes to check the Synchronization between the data available at Standard Objects and legacy systems.
  + Used the **Apex data loader** for importing the data to the Salesforce.com.
  + Involved in data mapping and migration of data from legacy systems to SalesForce.com **Objects and fields.**
  + Custom development using Apex and Visual Force Pages.
  + Implemented the requirements on Salesforce.com platform and **Force.com IDE Plug-in using Eclipse**.
  + Designed, and developed **Apex Classes, Controller Classes, extensions and Apex Triggers** for various functional needs in the application.
  + Extensively uploaded data using **APEX data loader for Accounts, Contacts and Leads**.
  + Worked on various salesforce.com standard objects like **Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.**
  + Created test data for Unit Testing.
  + Strong exposure and understanding of business strategy planning and implementation.

**Environment:** Apex, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, XML, Java Script, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in.

**Bayer Pharmaceuticals, Hanover, NJ July’2011-Mar’2012 Salesforce Developer & Administrator**

**Responsibilities:**

* + Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
  + Interacted with various business team members (JAD Sessions) to gather the requirements and documented the requirements.
  + Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
  + Worked with various Salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports, Dashboards**
  + Developed various **Custom Objects, Tabs, Components and Visualforce Pages**.
  + Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
  + Developed **Custom Objects, Custom Reports** and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
  + Created and deployed Several Reports using Salesforce.com platform.
  + Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
  + Developed and deployed workflows wherever necessary.
  + Performed the roles of **Salesforce.com Analyst/ Developer** and Administrator in the organization.
  + Used the **sandbox** for testing and migrated the code to the deployment instance after testing.
  + Interacted with the Salesforce.com premium tech support team on a regular basis.
  + Worked closely with Business Users to enabled business process using SFDC.

**Environment:** Saleforce.com platform, Apex, Visualforce, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Eclipse IDE Plug-in, Windows XP.

**Auto Desk, Mill Valley, CA June’2009-May’2011 Salesforce Developer**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Created Custom Objects and fields for transactional and contractual information.
* Designed and deployed Custom tabs, **validation rules**, **Approval Processes** and **Auto-Response Rules** for automating business logic.
* Created **workflow rules** and defined related **tasks**, **email alerts**, and **field updates**.
* Implemented **pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields** to the custom objects.
* Created **page layouts**, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created various **Reports** and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Used the **Model View Controller (MVC)** architecture to decouple the business logic and data.
* Led corporate-wide implementation of SalesForce.com (SFDC) customer relationship management. Co-ordinate business process review meetings with multiple teams to establish standardized workflow processes.
* Handled day-to-day administration, maintenance and support of salesforce modules for 50 users.
* Designed custom objects, tabs, records, and views within SFDC to support new workflow processes.
* Analyzed and imported thousands of account and contact records, prior to using the SFDC import wizard, to ensure the accuracy of data for end users within the application.
* Developed and maintained SFDC analytical reports and dashboards for management review.
* Analyzed policies about customer service efficiency; recommended and implemented process improvements.
* Developed custom portal for customer using **apex and visual force pages**.
* Designed a custom portal where all the documents related to customer are maintained and automatically updated monthly for statements.
* Extensively worked on Case, Account, Opportunity and Invoice Management.
* Implemented **Approval Processes** and created many **Workflows** to accomplish the tasks.

**Environment:** Apex Programming (Classes and Triggers), Visual Force (Pages, Components and Controllers), Workflow and Approvals, JQuery, Custom Objects, Custom Tabs, Email Services, Apex Data Loader, HTML, Java Script, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in