****

**Somya Surnida**

**Email:** Somya.surnida@gmail.com

**Ph #: 650-832-8037**

**Professional Summary:**

* **Certified Salesforce Consultant** with **over 8 years** of IT experience in Salesforce.com CRM (SFDC) and Force.com platforms as a **Developer and Administrator.**
* Experienced using **Salesforce Lightning UI**. Created **Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* Worked on **Salesforce Communities** and created VF pages for **Communities.**
* Experience in working with **Communities** (Customer Portal, Sites).
* Experience in working with Salesforce developer toolkit **(Apex, Visualforce and force.com IDE).**
* Good knowledge on development using Apex Controllers, VF Pages and Apex Triggers.
* Strong experience in defining and managing **custom Objects, Creating page layouts,** Developing field validations**,** campaign Management**,** formulas and workflow rules**.**
* Experience in working on **Sales Cloud**as well as**Service Cloud.**
* Experience in using **Force.com Web services API** for implementing **web services** in the application for access the data from different third party applications.
* Experience in designing junction objects and creating **Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows,** and **Approval Processes.**
* Profound knowledge in using **Lightning components and Lightning Builder** for Salesforce1.
* Experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Good understanding of Salesforce.com **Governor Limits** with an ability to optimize code to respect those limits.
* Proficient in **Data Migration** from **Traditional Apps** to **Salesforce** Using Apex Data Loader.
* Experience in writing **SOQL and SOSL** statements.
* In depth understanding of CRM business processes like Forecasting, Campaign Management, Lead Management, Account Management, Case Management.
* Experienced in **Business Analysis** working closely with **Business & Support Units** and have experience in using**Object Oriented software development (OOD)** methodologies like **XP-Agile, Rapid Application Development &Test Driven Development.**
* Excellent Interpersonal and Communication skills, fast learner, hardworking and good team player also accustomed to work in both large and small team environments.

## **Technical Skills:**

|  |  |
| --- | --- |
| **Lightning Experience** | Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers |
| **Salesforce Technologies** | Salesforce CRM, Salesforce Communities, Salesforce SFA, Apex Custom Controllers, Apex Classes, Apex triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, AJAX Toolkit for S-Control, Workflow & Approvals, Reports, Dashboards and Custom Objects. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Data Loader, Force.com, Excel Connector, Force.com Platform (Sandbox and Production ) |
| **Database** | Oracle 11g 12c, MS SQLServer. |
| **Web Technology** | HTML, XHTML, XML, CSS3, AJAX, XRX, Java Script |
| **Methodologies** | Agile, SDLC |
| **Integrating Tool** | Apex Data Loader and Informatica On-Demand |
| **Operating systems** | Microsoft Windows, Mac. |

**Certifications:**

* Salesforce.com Certified Salesforce Administrator (ADM201)
* Salesforce.com Certified Salesforce App Builder
* Salesforce.Com Certified Platform Developer I (DEV 401)

## **Professional Experience:**

**Client: Fidelity**, Dallas, TX **Jan 2019 - Current**

Fidelity Investments Inc., commonly referred to as Fidelity, earlier as Fidelity Management & Research or FMR, is an American [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [financial services](https://en.wikipedia.org/wiki/Financial_services) corporation based in [Boston, Massachusetts](https://en.wikipedia.org/wiki/Boston,_Massachusetts).

It is [one of the largest asset managers](https://en.wikipedia.org/wiki/List_of_asset_management_firms#Largest_companies) in the world with $2.46 trillion in [assets under management](https://en.wikipedia.org/wiki/Assets_under_management) as of March 2018 and a combined total customer asset value number of $6.7 trillion. Fidelity Investments operates a [brokerage firm](https://en.wikipedia.org/wiki/Brokerage_firm), manages a large family of [mutual funds](https://en.wikipedia.org/wiki/Mutual_fund), provides fund distribution and investment advice, retirement services, [Index funds](https://en.wikipedia.org/wiki/Index_funds), [wealth management](https://en.wikipedia.org/wiki/Wealth_management), [cryptocurrency](https://en.wikipedia.org/wiki/Cryptocurrency), securities execution and clearance, and [life insurance](https://en.wikipedia.org/wiki/Life_insurance).

**Role: SalesforceLightningAdmin/Developer**

**Implemented, administered, and maintained Salesforce implementation for 4,300+ licenses**

* Created **Custom Objects**, **Tabs and Sharing Settings** on different objects to reflect the business logic.
* Responsible for maintaining functional areas of data management.
* Used Record types, **Workflow rules, Approval process, Validation rules** on some of the business functionalities.
* Experience in **Agile methodology** in software development.
* Involved in Salesforce.com application set up activities and customized the apps to meet the functional needs of the organization.
* Maintained data cleanliness and accuracy by adding custom validation rules.
* Configured and maintained Salesforce.com application user **profiles, roles, permissions sets**.
* Developed custom Reports using custom report types on salesforce.com platform.
* Created several reports and dashboards to ensure the data quality.
* Implemented **Chatter** collaboration to communicate with the users in the organization.
* Developed **Apex Triggers, Visual force pages, Controllers**and managed to support the business **workflows**.
* Involved in customizing the Salesforce.com application to match the functional needs of the organization.
* Involved in data mapping activities to import data provided by the internal data warehouse into salesforce.
* Created and used **Email templates** in **HTML and Visual force.**
* Created Reports, Dashboards, **Queues,** Public Groups and **Email Templates**
* Used **Data Loader**to import or export of data from Salesforce.com objects using CSV files.
* Developed various **Batch Apex classes** and scheduled those using Apex Scheduler.
* Used eclipse with Force.com IDE plug in for development and deployment.
* Implemented Salesforce Inbound Email Handler service to process incoming emails.
* Provided basic training to internal business users to use the application and develop their custom reports.

**Environment:** Salesforce.com platform, Apex, Visualforce, Data Loader, Workflow & Approvals, Custom Objects, Custom Tabs, Email Services, Sales Cloud, Service Cloud

**Client: Duravant, Downers Grove, IL** **Sept 2016 - Jan 2019**

Duravant is a global engineered equipment company with an over 100-year operating history. Through their portfolio of operating companies, Duravant delivers trusted end-to-end process solutions for customers and partners through engineering and integration expertise, project management and operational excellence. With worldwide sales distribution and service networks Durant provides immediate and lifetime aftermarket support to all the markets they serve in the food processing, packaging and material handling sectors. Duravant's market-leading brands are synonymous with innovation, durability and reliability.  
  
**Role: SalesforceLightningAdmin/Developer**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements.
* Used **field level security** along with **page layout** to manage the visibility and accessibility of fields for different profiles.
* Worked on various Salesforce.com standard objects like **Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.**
* Created many app pages, home pages integrating the custom components for salesforce **lightning** and salesforce1 mobile app. Developed Salesforce.com custom application using Apex, Visual force and AppExchange.
* Created modern Enterprise Lightning Apps combining **Lightning Design System, Lightning App Builder and Lightning** Component features. Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Involved on creating **Lightning** Pages inside Lightning **community** Builder.
* Implemented using **Salesforce Lightning UI**. Created **Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* Developed **Workflow rules, tasks, emails** and alerts to track customer related tasks and activities.
* Created multiple **Lightning Components**, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for events to Focus on Logic and interactions in **Lightning Application.**
* Implemented and Consumed Knowledge Base **Dashboards**& **ReportsAppExchange** for providing **Reports** and **Dashboards** that monitors the Knowledge Base.
* Wrote **SOQL** and **SOSL** statements within custom controllers, extensions and triggers by following the Governor limits in **Salesforce.com**.
* Used **Salesforce Lightning**combines the new Lightning Design System, Lightning App Builder and Lightning Components to enable anyone to quickly and easily create modern enterprise apps build on Salesforce1 Platform.
* Implemented SFDC **Sales Cloud, Service Cloud**, Web Services, Created Group, Deal Rooms provisioning and marketing teams.
* Designed various types Email templates for auto response to customers.
* Conducted training sessions to the UAT users to use the Salesforce Knowledge application and developed a feedback custom report.

**Environment:** Salesforce.com, Force.com, Apex Classes, Triggers, Controllers, **Lightning,** Visualforce pages, Custom Objects, Records, Page Lay outs, Roles, Work flows, , SOSL, SOQL, Sales Cloud, Service Cloud, Cast Iron, Dash Boards, Data Loader, Data Migration and Windows.

## **Client: RR Donnelley, Bolingbrook, IL July 2015 - Aug 2016**

## RRD is a leading global provider of integrated multichannel marketing and business communications solutions. With more than 52,000 customers and 42,000 employees across the globe, RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to effectively create, manage, deliver and optimize their multichannel communications. From digital to print, creative development to fulfillment and logistics, we augment tactics with consultative expertise. We produce streamlined solutions that maximize your communications spend while focusing on new targeted channels and opportunities to rebuild your communications strategy. **Role: Salesforce Administrator/Developer**

## **Responsibilities:**

* Created and managed User Roles, Profiles, and Role Hierarchies, Public Groups, Security Controls and Shared Settings.
* Created Custom Fields, Custom Reports, Field help, Custom Formulas, and Field History Tracking
* Good knowledge on Sales cloud.
* Developed several **workflow rules, Validation rules, outbound messages**.
* Been a part of knowledge transfers between the offshore and onsite teams.
* Used Out of box configuration like **Process builder, validation rules, workflow rules** to build the functionality.
* Created **page layouts, organized fields and other components** on a record detail and edit pages.
* Worked on **Email handling requirements** for assigning the leads to Agents.
* Customized Dashboards to track usage of productivity and performance of business centers and sales teams
* Used Data Loader for insert, update, upsert, and bulk import or export of data from Sales force Objects. Used it to read, extract and load data from comma separated value (CSV) files.

**Environment:** Salesforce.com platform, Apex, Visualforce, Data Loader, Workflow & Approvals, Ad hoc Reports, Custom Objects, Custom Tabs, Email Services, Sales Cloud, Service Cloud,

**ZION TECH, Hyderabad,India MAY’2013 – SEP‘2014**

**Role: Salesforce Developer/Adminstrator**

**Responsibilities**:

* During JAD sessions gathered requirements from Business and documented for development.
* Using Apex Data Loader mapped data sources and loaded data into Call Centre application.
* Designed, developed and deployed **Apex Classes**, **Controller Classes** and **Apex Triggers** for various
* Functional needs in the application.
* Created Formula Fields, Validation Rules, Workflows &amp; approval process for the flexibility and
* Functionality of force platform application.
* Manage users, Public Groups, Profiles, and Roles within the **Sales force CRM**; this involved designating
* Access to the applicable user within the user hierarchy.
* Developed integration processes using **Salesforce.com’s Web Services API** and third-party integration

tools.

* Used C#,.NET Web Services to integrate **Salesforce** from e-marketing web site using **Webservice API**.
* Created summary reports, matrix reports, pie charts and Dashboards to assist the business team.
* Responsible in resolving the issues and requests within the agreed SLAs.
* Coordinated work assignments with developers and Administrators throughout the product development

life cycle.

* Integrated POS system with CRM system.
* Developed Apex classes, Visual force components and extensions.
* Developed, deployed and monitored SSIS Packages including upgrading **DTS to SSIS.**
* Involved in complete SSIS life cycle in creating SSIS packages, building, deploying and executing the
* Packages in both the environments (Development and Production).

**Environment**: Saleforce.com platform, Apex Language, Visual force, Data Loader, HTML, Java Script, Eclipse IDE Plug-in.

**Host Service Technologies,Hyderabad,India JUNE’2011 - APRIL’2013**

**Role: Java/J2EE Developer**

**Responsibilities:**

* Experienced with **Software Development Life Cycle** (SDLC) with object oriented of business process and

worked on developing Service oriented architecture applications in agile development environment.

* Involved in coding for the presentation layer using **jQuery**, **jQuery Mobile, Node JS, JavaScript.**
* Used **OOPS design** and Core Java concepts such as Collections, Multithreading, and Exception Handling.
* The application is designed using J2EE design patterns and technologies based on **MVC architecture**.
* Implemented Agile Methodology for development of the application.
* Worked on Java Message Service(JMS) API for developing message-oriented middleware(MOM) layer for
* Handling various asynchronous projects.
* Developed Single page applications using **NodeJS**, **GULP**, **WEBPACK** (ES6).
* Utilized Java Swing framework to develop client-side components.
* Strong hands-on experience with **Spring IO, Spring Boot** with **Thymeleaf.**
* Used Spring AOP to modularize cross-cutting concerns in aspects.
* Developed Hibernate DAO’s and configuration files to access the **ORACLE database**.
* Involved in the development of **Servlet, Struts Action classes**, **Business Objects**, **Web Services**, **Spring**

**Beans.**

* Familiarity with Service oriented architecture by developing Restful web services based on **JAX-RS** and

**Jersey**.

* Developed the ANT scripts for preparing WAR files used to deploy J2EE components.

**Environment**: Core Java, Spring, Java Swing, Hibernate,Spring IO, Spring Boot, JavaScript, jQuery, Node.JS,

Bean, Struts, Servlet, ANT, Oracle, JMS, JAX RS, Thymeleaf.