**Abhi Ram**

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**978-494-4186**

**Career profile:**

As a software developer with **4+** years of IT experience in **Salesforce CRM** platform and worked as a Developer/Administrator for **500-10,000 user base**. Authored over **125** Apex classes, **85** Apex triggers and **70** Visualforce pages. Upgraded some applications from salesforce **classic to lightning** experience to develop rich user interface and better interaction of pages. Proficiency in SFDC administrative tasks like creating **Profiles**, Roles, Approvals, Process builders, **Reports**, **Dashboards** etc.

**Career highlights**

* Actively analyzing and implemented the projects in a unique way and delivering the projects in time which increased the 40% revenue to the company.
* Achieved 80% closing ratio by qualifying clients and successfully designed the automation of converting 60% of leads into sales.
* 60%of the projects were implemented by using lightning components rather than classic and got 100% satisfaction from users.
* Achieved 100% success by providing the security and giving access to the resources by using permissions to the users.

**Technical Skills:**

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| CRM TOOLS: | Salesforce.com, Sales Cloud, Service Cloud, Chatter, Communities, Marketing cloud, Service Console. |
| SALESFORCE TECHNOLOGIES: | Apex, SOQL, SOSL, JavaScript Remoting, Visual Force (Pages & Components), Triggers, Batch Apex. |
| PROGRAMMING LANGUAGES: | C#, .Net, Apex, Visualforce page, HTML, HTML5, XML, CSS, CSS3, JavaScript, JQuery, Bootstrap |
| WEB SERVICES: | SOAP, REST. |
| SALESFORCE API TOOLS: | Force.com Migration Tool (ANT), Force.com IDE -Eclipse. |
| DATA MIGRATION TOOLS: | Apex Data Loader, Custom Import wizard, Workbench. |
| OPERATING SYSTEMS: | Windows 9x/2000, Windows XP/Vista, Windows 7, Mac OS. |
| DEPLOYMENT TOOLS: | Change Sets, Force.com IDE, Force.com Migration Tool (ANT), Work Bench. |

**Certifications:**

* Certified salesforce administrator (201)
* Certified salesforce developer I (401)
* Certified salesforce app builder

**Link -** <http://certification.salesforce.com/certification-detail-print?conId=0034A00002sVHgKQAW>

**Professional Experiences**

**COMCAST Philadelphia, USA. Salesforce Developer/Administrator 2017 Feb – Till Date**

**Responsibilities:**

* Extensively used Apex coding concepts to deliver self – contained and robust code segments without dependency on existing workflows and validation rules.
* Worked on **Salesforce1 platform** to build mobile app by enabling **Lightning components** for use in salesforce mobile 1 platform to make Lightning application mobile.
* Support specialties of escalated situations initiated by **Salesforce marketing cloud**, clients and partners.
* Developed **Apex classes** (custom / extension controller classes), **Batch**, **schedule classes**, triggers on standard/custom objects as per user requirements.
* Developed client-side **pagination** process.
* Configure salesforce and **marketing cloud integration** user along with configuration in salesforce.
* Written Apex classes to make an **outbound integration** to external application by generating necessary apex stubs from WSDL using WSDL2Apex.
* Created B2B campaign workflow with the **marketing team** and maintaining a calendar for email campaigns.
* Good experience on developing **partner communities** and their customizations.
* Performing analysis on ongoing **campaigns** and preparing insight reports determining strategy for future limits.
* Set up, maintain and optimize **email marketing campaign** utilizing exact Target/salesforce marketing cloud.
* Managed customization of **salesforce communities**, performed various configurations related to communities, implemented knowledge management.
* Support the **Email marketing** manager in the development of new business requirements.
* Created modern enterprise **lightning apps** combining lightning design system, lightning app builder and lightning component features.
* Created various responsive visual force page for external user using **lightning design** system as well as standard components.

**Environment:** Salesforce.com platform, Force.com platform, Workflow and Approvals, Reports, Custom Objects, Tabs, Email Services, Apex Language, Visual Force Pages, Components and Controller, Eclipse IDE Plugin, Data Loader.

**NBME**

**Location: Philadelphia, USA.**

**Role: Salesforce Developer/Administrator 2015 Oct- 2016 Dec**

**Responsibilities:**

* Proficient in using Eclipse based salesforce.com IDE to develop and deploy force.com software.
* Worked on implementing, developing and customizing **customer communities** based on client’s requirements.
* Support specialties in salesforce **marketing cloud data management**, API’s and mobile applications.
* Strong implementations and rollout experience with salesforce **CRM clouds**- sales, service, marketing and communities on Force.com platform.
* Took responsibilities to manage **marketing automation** efforts and handled all components email scheduling, management and deployment to increase customer satisfaction and enriched client experience.
* Managing of customer communities and customizing their **dashboards views.**
* Created web services using **SOAP** and **REST**, to integrate data with external systems and websites.
* **Assisted** the administrator in troubleshooting and solving problems.
* Organized marketing campaigns, campaign hierarchies, lead queries, assignment rules, web-to-lead and auto-response rules.
* Created **triggers** like sending emails to the portal users whenever they update their account information comparing their new information with their old information.

**Environment:** Salesforce.com, Force.com, Apex, Data Loader, CRM, Import Wizard, Eclipse IDE, Controllers, Visualforce Pages, JQuery, XML and Triggers.

**ZMENIT TECHNOLOGY SOLUTIONS**

**Bengaluru, India.**

**Salesforce Administrator 2014Mar-2015 Aug**

**Responsibilities:**

* Worked with profiles and **administrative permissions to grant/deny users** access to platform features.
* Created custom **objects**, **users**, **custom profiles**, **page layouts** and **record types** to meet business guidelines.
* Migrated **Accounts**, **Leads**, **Contacts**, **Opportunities** sales data from external systems into salesforce.
* Created custom report types like **summary** and **matrix reports** to track pipeline insight, program opportunities.
* Invoked in salesforce.com application setup activities and customizes the apps to match the functional needs of the organization.
* Responsible for setting **Field level security.**
* Designed and developed User interfaces for salesforce users as per requirements.

**Environment:** Saleforce.com platform, Data Loader, HTML, Custom Tabs, Email Services, Security Controls, Eclipse.