**PROFESSIONAL SKILLS**

* Responsible for Salesforce customizing i.e., creating **custom objects, Page Layouts, Record Types, Validation Rules, Workflows** and Approval Process.
* Defined **lookup** and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Worked with the user group for requirement gathering throughout the planning and implementation.
* Implemented changes in the Salesforce organization and maintained the updating them.
* Worked extensively on **SFDC objects Accounts, Contacts, Opportunity, Orders, Price books** and various other custom objects.
* Involved in maintaining user **roles, security controls, profiles** and **workflow rules**.
* Working knowledge in generating **Reports, Dashboards, customized reports** and analyzing the **data in Salesforce**.
* Prepared custom objects and reports using **Salesforce Lightning Experience**.
* Creating **Tabs, designing Custom Fields, assigning Validation Rules** and **Field-Level Dependencies, Approval Processes**.
* Administrative tasks like **User Management, Creating Profiles, Roles & Permission Sets, Workflow, Tasks & Events, Email notification & Templates, Reports & Dashboard, Metadata & Metadata API.**
* Proficiency in **Database programming languages** such as **MySQL, SOQL** and **SOSL.**
* Implemented public access settings for **sites, restricted login hours, and restricted login IP ranges on profiles.**
* Involved in implementing the **Use Cases** and **Change Requests**
* Extensive business knowledge and customization experience on various salesforce.com standard objects like **Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports and Dashboards.**
* Experience in exporting and importing data using **import Wizard** and **Apex Data Loader**.
* **Agile methodologies (SCRUM)** was implemented that includes daily scrum with team
* Extensive experience in lead case management **(Web-to-Lead, Email-to-Case)**
* **Public groups, Queues, Case Teams, Sharing Settings** Deployment using change sets.
* Involved in Data mapping and migration of data from legacy systems to **SalesForce.com Objects and fields.**
* Created **Dashboards** and **Dashboard Components** and implemented multiple levels of **Dashboards** and **Scheduled Dashboard refresh.**
* Expereiced working within all areas of **CPQ Products** and **Fields, Price Book, Account, Opportunity** and **Quote.**
* Worked on **CPQ Subscription Product** and **Pricing.**
* Worked on **Configurating CPQ Attributes.**
* Good Understanding of Basic of Contracts and Renewale.
* Created **Quote Templates & Template Content.**
* Worked on **Product Rules** and **Discounts.**
* Worked on **Pricing Methods** and **various structures.**

# CERTIFICATION:

* Certified Salesforce.com Admin (**201**)

**TECHNICAL COMPETENCIES**

**Salesforce Technology:** Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), Apex Data Loader, Custom Objects, Case Management Automation, Workflow & Approvals, Dashboards, Reports, Salesforce lightening components, AppExchange Products, field service lightening.

**Programming Languages:** SQL, Java Script, C, C++

**Project Management:** Microsoft Office (Word, Excel, PowerPoint), Microsoft Project, Agile & Waterfall methodologies.

**Web Technologies:** HTML,CSS, XML,JavaScript.

**Operating Systems:** Windows XP, UNIX, Linux and Mac OS.

**Bank of America, Agoura Hills, CA Feb 2017 – Till Date**

**Salesforce Administrator**

**Responsibilities:**

* Worked on various salesforce.com **standard, Custom objects** like **Accounts, Contacts, Leads, Campaigns, Reports and Dashboards** and also responsible for the customizing the same as per the business requirements.
* **Customized fields, page layouts, record types, searching, list views, queues, reports, and dashboards** to drive business decisions. Created several **workflows/validation rules/assignment rules on Leads/Accounts/Cases** as per the Business requirements.
* Set up **Marketing Campaigns, Campaign Hierarchies, Assignment rules, Web-to-Lead and Auto-Response rules.**
* Experience in integrating Salesforce Marketing Cloud with web analytics tools like Web trends, Google Analytics etc.
* Hands on 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.
* P**ublic groups, Queues, Case Teams, Sharing Settings Deployment** using Change Sets.
* Performed **Apttus CPQ** related configuration for product s**etup, approval matrices, approval rules, process builders and flows** and created CPQ process using Apttus **CPQ and CLM AppExchange tool** in Quote.
* Used Force.com developer toolkit including **Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.**
* Used **Data Loader** for **insert, update, and bulk import or export of data from (SFDC) Salesforce.com** subjects. Used it to read, extract and load data from **CSV files.**
* Involved in **Data mapping and migration** of data from legacy systems to SalesForce.com Objects and fields.
* Worked with Dynamic Apex to access Objects and Field values based on user inputs, execute dynamic **SOQL, SOSL and DML queries.**
* Used **Tabular, Summary and Matrix reports** to create **Standard reports** and **Custom reports.**
* Created Dashboards and Dashboard Components and implemented multiple levels of Dashboards and scheduled Dashboard refresh.
* Created **Many-to-Many relationships** and created Junction objects to implement **Roll-up Summary fields** to aggregate data from child records on the parent.
* Performed analysis, troubleshooting, data testing and environmental refreshes as needed.

**Environment**: Saleforce.com platform, Apex, Apttus CLM, Visualforce, Salesforce.com Data Loader, Workflows, Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**American Tower Corp, Boston, MA Feb 2016 - Jan 2017**

**Salesforce Administrator**

**Responsibilities**:

* Involved in analyzing the requirement and writing the detail **Designs** for **use** **cases**.
* Responsible for Salesforce customizing i.e., creating **custom objects, Page Layouts, Record Types, Validation Rules, Workflows** and **Approval Process.**
* Defined **lookup** and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Worked extensively on SFDC objects **Leads, Accounts, Contacts, Opportunity** and various other **custom objects.**
* Worked with the **user group** for requirement gathering throughout the planning and implementation.
* Involved in various activities of the project like information gathering, analyzing the information, documenting the functional and non- functional requirements.
* Managed **relationships** between Salesforce managed package partners.
* Implemented **changes** in the Salesforce organization and maintained the updating them.
* Provided ongoing Salesforce.com maintenance and administration services including periodic data **cleansing, custom objects, work-flow.**
* Interacted with the **Salesforce.com** premium tech support team on a regular basis.
* Designed company data layout and customized workflows.
* Worked on **Lead customization** by enabling **Lead Process, Web-to-lead, Assignment rules** and **custom Lead** conversion using Apex and Visualforce pages.
* Worked on **Apex Triggers** and **Apex Classes** for custom logic.
* Integrated with Little **Pay Page payment gateway** and other custom third-party systems.
* Created an **interactive UI** to improve customer experience while recording the damage incurred to the property using **Visualforce pages**.
* Responsible for migrating data from **SQL Server** to salesforce.com .
* Created and maintained the **email templates** to be used in the Workflows, Auto Assignment Rules and **Auto Response Rules** related to Lead Management module in **Sales Cloud**.
* Performed mass insert, update, upsert, delete using **Data Loader tool.**
* **Migrated** the whole application from one instance to the other and **production**.
* Documented **data mapping, reports** and **dataflow diagrams.**

**Environment:** Salesforce.com, Workflow Rules, Record Types, Validation, Formulae, Custom objects, Page Layouts, Apex Trigger, Apex Classes, Visual Force, Reports, Sites.com, Apex Callouts, Web Services (REST & SOAP), JQuery, HTML, Java Script.

**PEGASYS Information Technologies PVT LTD, Hyderabad, India July 2012 – Oct 2015**

**Junior Salesforce Admin**

**Responsibilities:**

* Responsible for Salesforce customizing i.e., creating **custom objects, Page Layouts, Record Types, Validation Rules, Workflows** and Approval Process
* Worked extensively on SFDC objects **Accounts, Contacts, Opportunity, Orders, Price books** and various other custom objects.
* Responsible for Salesforce customization using **Apex Trigger, Controllers, Test Classes, Batch Jobs.**
* Developed and configured various Reports and Report Folders for different user profiles based on the requirements.
* Involved in maintaining user **roles, security controls, profiles and workflow rules.**
* Implemented **"Email to Case", "Web to Lead"** for Lead and Case automation.
* Demonstrated ability to effectively work in team environment with varying skill set levels.
* Designed and built custom applications using **Force.com and Visualforce.**
* Track customer touch points from marketing to sales to billing.
* Manage marketing automation software and prospect campaigns.
* Determined marketing campaigns ROI and recommended changes to stakeholders and management.
* Created **Visualforce pages, custom object, triggers, workflows** and other Salesforce administrator functions.
* Created and used **Email templates in HTML and Visualforce**
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic **SOQL, SOSL** and **DML** queries.
* Added methods that can be called from **Visualforce pages to Controller Extensions.**
* Deployments and migrations into development, UAT and Production Sandboxes.
* Prepare the metadata script for the deployment.
* Attended daily stand-up meetings and provided proof of concept for new requirements.

**Environment**:Salesforce.com customizations like Workflow Rules, Record Type, Validation, Formulae, Custom objects, Page Layouts, Approval Process, Apex Trigger, Apex Classes, Visual Force, REST API, jQuery, Apttus CPQ.

**EDUCATION**

* B.E. - MECHANICAL ENGINEERING