**Ruby Anwar**

**Sr. Salesforce Developer**

**PROFESSIONAL SUMMARY**

* Around **8 years of professional experience as a Developer and Administrator** on salesforce.com using **Force.com, Visual Force, and APEX.**
* Experience in **Code Deployments from Sandbox** to another Environment by Eclipse IDE and Change Set.
* Experienced in **cloud technology and on-premise infrastructure integration for Salesforce.com**.
* Experienced in Force.com based **Veeva CRM& Vault** content management applications for health care industry.
* Strong knowledge of **Salesforce configuration, data migration, system integration and familiarity with Visual force** (Pages, Components, and Controllers) **MVC architecture** and **Apex** (Classes, Controllers & Triggers).
* Extensive experience using **Salesforce.com Administration** and **Creating Roles, Campaign Management, Profiles, Page Layouts, Workflow Alerts and Actions,** and Approval Workflows.
* Experience in customizing **Salesforce CRM** for generating **web-to-leads and web-to-cases** used Force.com, **REST API Web services and outbound messaging** for implementing web services to integrate External systems and websites.
* Strong experience with **Salesforces App Exchange Apps, configuration and user security permissions** in compliance with organizational needs.
* Experience in building **Visual Force pages and Custom Controllers, Components, Custom Objects**.
* Experience in i**mplementing Apex Classes, Triggers, Batch Apex, Test Classes, and Web Service etc.** to achieve complex business functionalities.
* Excellent experience in **Salesforce.com configuration in creating the Custom Objects, various types of Custom fields, buttons, links, Record types, Page layouts**, User Profiles, Work flows approvals and Validating Rules.
* Working experience with development tools like **Force.com IDE, Force.com Explorer and Data** Loader.
* Monitor functional and integration test execution on **Salesforce CRM, Veeva CRM.**
* Experienced in redefining revenue stages in **Marketo** App, and maintain **Marketo** user log and daily issues dealing with campaigns and lead nurturing.
* Experience in working with **Eclipse IDE** with **Force.com** Plug-in environment for writing Business logic in **Apex Programming Language.**
* Experience with Web the technologies like **HTML, CSS, and WSDL.**
* Proficiency in **Object Oriented Programming likeC++, JAVA.**
* Good command in database development using **SQL,/PL-SQL in MySQL, Oracle, SQL Server.**
* Good experience in web service - **synchronous and asynchronous**, Web service factory.
* Having good knowledge of all phases of **SDLC** with e**xpertise in Requirement gathering, Analysis, Designing, Development and Testing.**

**EDUCATION & CERTIFICATIONS**

**BBA in Computer Information Systems, Georgia State University- Atlanta, GA**

**TECHNICAL SKILLSET**

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| --- | --- |
| **Salesforce Technologies** | Force.com Developer, Salesforce CRM, Sales force SFA, Apex Language, Veeva , Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, Marketo, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com, Workbench, Force.com Platform (Sandbox and Production). |
| **Other Programming Languages** | Java, JavaScript, HTML, XML, DHTML, C, C++, C#. |
| **Databases** | MS SQL Server 2000/2005, PL/SQL, RDBMS, Oracle 8i/9i/10g, MS Access, and MySQL. |
| **Operating Systems** | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Linux. |

**WORK EXPERIENCE**

### E-Trade, Atlanta, GA Mar15-Present

### Sr. Salesforce Developer

E-Trade Financial Corporation is a U.S.-based financial services company headquartered in New York. It is a holding company, the major business of which is an online discount stock brokerage service for self-directed investors.

**Responsibilities:**

* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like **Visual force**, **Force.com API**, and **Web Services**.
* Worked as an **Admin** to identifying, planning and implementing **new salesforce.com features and functions** (**new screens**, **workflow**, **force.com objects**, and r**eports**, **apex code**) to meet business requirements.
* Worked with various Salesforce.com objects like **Accounts**, **Contacts**, **Leads**, **Opportunities**, **Reports**, and created **custom objects** based on Business need.
* Worked as a **SalesForce Chatter APP** with the organization and regularly participated in the meetings and chatter community.
* Used **Big Data** in Distributed, large scale logging, tracing, monitoring and analytics of Data.
* Created **New Reports, New Dash Boards, and worked onData Loader** by uploading about close to a million records and experienced in cleansing and De-duplicating bulk loads.
* Used **SOSL query** to search all objects including custom objects.
* Created **Custom Objects and fields** for transactional and contractual information.
* Created **workflow rules**, **defined related tasks**, **email alerts**, and **field updates**.
* Created **page layouts**, **search layouts** to **organize fields**, **custom links**, **related lists**, and other components on **record pages**.
* Generated **Apex Classes using WSDL** and wrote business logic layer for integration with external web services to the system for functional needs.
* Implemented **Apex Classes & Triggers** and linked them to manage the workflows Implemented in the system.
* Used **force.com developer toolkit** including **visual force pages**, **apex classes**, **apex controllers** and **apex triggers** to develop custom business logic.
* Developed **Apex Classes**, **Apex Triggers**, and **Apex Controllers** to develop custom business logic.
* **Integrated the Web Services** for extracting the data from external systems to display in the pages ofsalesforce.com.

**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, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Merial, Atlanta, GA May14 - Feb15  
Sr. Salesforce Developer**

Merial is a global animal health company with our North America headquarters located in Duluth, Georgia.

**Responsibilities:**

* Involved in **Salesforce.com Application Setup activities** and customized apps to match   
  functional needs.
* Performed **Salesforce.com Developer and Administrator roles**.
* Interacted with various business team members to gather and documented requirements.
* Supported **data migration activities** for migrating data from various business centers and business center users with the support of Saleforce.com.
* Implemented requirements on **Salesforce.com platform and Force.com IDE Plug-in using   
  Eclipse.**
* Designed, Implemented and deployed **Custom objects**, **Page layouts**, **Custom tabs**,   
  **Components**, and **S Control** to suit to application needs.
* Created **Custom Objects** and **defined lookup** and **master-detail relationships** on objects and created junction objects to establish many-to-many relationship among objects.
* Created various profiles and configured permissions based on organizational hierarchy   
  requirements.
* Implemented **Apex Classes & Triggers** and linked them to **manage workflows** implemented in system.
* Implemented various **Custom Reports** and deployed them for different business user levels.
* Provided training to internal business users to use application and develop their own custom   
  reports.
* Used **sandbox** for testing and migrated code to deployment instance after testing.

**Environment:** Windows XP, Force.com Platform, Sales force Enterprise Edition, Salesforce.com Custom/Standard Objects, Custom Tabs, Veeva CRM, Page Layouts, Force.com Web Services API, SOQL/SOSL Queries, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, Salesforce.com sandbox data load, Email Services, Security Controls, Sandbox data loading, HTML, JavaScript, CSS, WSDL, SOAP, AJAX, MVC Design Patterns.

**Quest Diagnostics, Atlanta, GA Aug 13 – Apr 14**

**Salesforce Developer**

Quest Diagnostics Incorporated is a corporation that provides clinical laboratory services. Founded in 1967 as Metropolitan Pathology Laboratory, Inc., it became an independent corporation with the Quest name in 1997.

**Responsibilities:**

* Created **user Roles and Profiles** and **sharing settings**.
* Created various profiles and **configured the permissions** based on the organizational hierarchy requirements.
* Worked on various **Salesforce.com Standard Objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.**
* Developed and configured various **Reports and Report Folders** for different user profiles based on the need in the organization.
* **Worked closely with sales team and business analysts**, performed detailed analysis of business and technical requirements, and designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Designed various **Web Pages in Visual Force** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* **Used Data Loader** for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma-separated values (CSV) files.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* **Administrated and monitored the company's Sales force CRM application**.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.

**Environment:** Sales force, Visual force, Apex, Visual force Data Loader, Quality Center, Approval process.

**United Health Care, Wisconsin, WI Sept 12 – Jul 13**

**Salesforce developer**

UnitedHealth care is an operating division of UnitedHealth Group, the largest single health carrier in the United States.

**Responsibilities**:

* Design Requirement documents and functional document for the development team.
* Created **Managed Packages** with deprecated annotations to be available for partner Sales force users.
* Set up **Marketing Campaigns**, **Campaign Hierarchies**, **Lead Queries**, **Assignment rules**, **Web-to-Lead** and **Auto-Response rules**.
* Configured **Campaign Management**, **Campaign Influence** and **Lead Conversion**.
* Configured the **Case Management Process**.
* Debug **Apex scripts** using **Debug Logs** and **System Log Console** to catch Exceptions and execute Governors and Limits.
* Worked on various **Sales force/Veeva integrations** with SAP, Oracle and other third party systems to support **Order Management module**.
* **Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.**
* Implemented Classes, Interfaces, Keywords and Annotations.
* Integrated Apex with External services by making **callouts** that used **SOAP and WSDL**.
* Worked with **Apex Scheduler** to invoke Apex classes at regular intervals.
* Worked with **Dynamic Apex** to access **sObjects** and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Add methods that can be called from Visual force pages to **Controller Extensions**.
* Created **Custom Controllers** to make external web service callouts, validate and insert data.
* Created **Custom Visual force components and attributes** to override the look and feel of standard Visual force components.
* Created **Visual force pages** that could be rendered as PDF's, build dashboard components and define email templates.
* Created Visual force pages which identified a region to be updated to enforce partial page refreshes and display the status of Ajax requests to display different values depending on whether it is in progress or completed.
* Implemented **Visual force pages** with public-facing websites by using Force.com Sites.
* Specify timers that send Ajax update requests to Force.com according to a specified time interval.
* Used **Visual force** in development mode to change the behavior and appearance of Visual force components.
* Worked with Approval processes that used Email Approvals and Parallel Approval steps  
   Used **Process Visualizer** to study Approval steps.
* Created **Many-to-Many relationships** and created **Junction objects** to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Designed **Validation Rules** along with Roll-Up Summary Fields to maintain data quantity and data consistency. Implemented relationship fields for proper data loading.

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

**Kingfisher Inc, Atlanta, GA Jan 10 – Aug 12**

**Salesforce Developer**

**Responsibilities:**

* Developed **Apex classes, Custom, Extension, List controllers and Apex Triggers** for customizations on Campaign, Contact and Interaction objects.
* Written **SOQL, SOSL**simple and relationship queries in the Apex classes, triggers and Batch classes.
* Followed **best practices** in writing **Apex triggers, Classes** to avoid governor limits and used object oriented patterns to separated service and business logic.
* Written **Apex unit test classes** to achieve minimum 75% for code coverage to migrate code to production, used annotations like**@isTest, @testSetup** to setting up common test data.
* Developed complex Visual force pages using visual force components like **Page Block, PageBlock Section, Action Function, Action Support, DataTable, Repeat**components, implemented AJAX functionality using action function and action support components.
* Used Java Script **remote** actions to reduce view state by calling Apex methods.
* Enabled and customized **communities** for the internal and external users to enable self-service to the customers.
* Created and managed **Role Hierarchy, custom profiles**and **public groups**.
* Worked with various salesforce.com CRM objects like **Accounts, Leads, Opportunities, Cases and Reports and Dashboards**.
* Written complex custom **validation rules, formulas fields, assignment rules, escalation and Owner & Criteria-based sharing rules.**
* Experienced in creating **Visual Work flows** for automation in Sales and Service Clouds.
* Developed **Visual Flows,Workflow rules, Workflow Approvals, email alerts and field updates**for business process.
* 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 Custom Reports for standard objects** as well as custom objects to give complete detail overview of Customer (Account) Orders, Renewal Forecasting, and Customer Balance Report with Multi-Currency support.
* Used the sandbox for **developing, testing** and **deploying**code to various sandboxes using **Change Set and Force.com Migration tool**.

**Environment**: Salesforce.com, Apex classes, Visualforce pages, Triggers, Web Services,Flows, Workflows, Sandbox Data loader, Demand tool, Communities, Workflows, Approval process, Communication Templates, JavaScript, JQuery, HTML, AJAX, CSS, Force.com IDE, Oracle, Windows XP.

**Township of Warren, NJ Oct 08 – Jan 10**

**Java / J2EE Developer**

**Responsibilities:**

* Involved in all phases of the project, **requirement analysis, design, coding and Unit testing**.
* Worked with the Business Analysts to analyze the required functionality and proposed solution.
* Involved in the architectural design of the prototype wiring different modules of the application which includes UI components, data transfer objects, business implementation, ORM and services.
* Employed various **JAVA /J2EE design patterns** like **factory,** **DAO, Command, Business Delegate, and MVC**.
* Implemented GUI using **HTML, JSP, CSS, Tiles, Ajax, JSTL and Struts Taglibs**.
* Used Payment Gateway service for Credit Card Transaction Implementation.
* Implemented Spring ORM with **Hibernate** taking advantage of Java5 features like annotations, generic collections.
* Worked in **DAO layer** of the application, written java code to access hibernate session factory using **spring hibernate template**, **Hibernate Search Queries** and **written search**, **persistence**, **deletion** for the persistence objects.
* Used **JAXB** for augmenting the generated classes which fills the gap between what is described in the **XML Schema** and information available from a set of Java class Definition by using Java Annotations.
* Coordinating with Developers and QA Testing Team regarding Testing issues like setting up builds, issuing tickets, setting up Testing and Development Environment.
* Authored **deployment plans** which involve staging of build packages, properties files etc at different staging environments like dev, QA and also production deployments.
* Used Tortoise **SVN** for version control.
* Created **Web services** using WSDL, REST and SOAP API.
* Performed peer code reviews, performance enhancements, Unit testing, debugging.
* Team Meetings to discuss the status of the projects and their updates.
* Involved in Unit Testingof various modules by generating the Test Cases.
* Used defect tracking systems like Rational ClearQuest, HP Quality Center.

**Environment:**Java, J2EE, Web services, Struts, Spring, Hibernate,JDBC, JSP, HTML, Oracle10g, Windows XP, Ajax, JQuery, JavaScript, CSS, RAD, WebSphere Application server, CVS.