

**SALESFORCE.COM ADMINISTRATOR& DEVELOPER**



* **Over 8+ years of IT experience, with over 5+ years of experience with Salesforce CRM platform as Administrator/Developer.**
* Worked closely with business analysts and business owners to enable business process using SFDC.
* Strong Knowledge in **Salesforce Administration and Customization, Configuration, Data Validation**, Sales, Marketing, Customer Service and Support Development team.
* **Hands on experience with Apex Language, Apex Trigger, Apex Class, Batch Apex, Apex Test Methods, Apex Web Service, Visualforce pages, Visual force Components & Controllers.**
* Experience in **Sales cloud** and **Service cloud.**
* **Implementation**&**Integration experience** of Salesforce.com Development Life Cycle on Force.com platform using Apex Language, Apex classes, Components ,Triggers, Visual Force, Controllers, Custom Objects, Reports, Web Services API, Email services, Force.com IDE, SOQL, SOSL, SOAP based Web Services, JavaScript, JQuery, Ajax; along with knowledge of web services SOAPAPI, WSDL, RESTAPI, force.com callouts, Batch and Schedule Apex Programs.
* **Proficiency in SFDC Administrative tasks** like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events ,Designing Custom Formula Fields, Field Dependencies, Validation Rules, approval process for automated alerts, field updates and email generation.
* **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 working in **Customer Community** and customizing **Partner Communities.**
* Abundant experience in data migration integration using data loader.
* **In-depth experience in CRM business processes like Forecasting, Campaign Management Extensive experience** in analyzing business requirements, entity relationships and converting to Salesforce custom objects, lookup relationships, junction objects, master-detail relationship.
* Experience working in **Release management** and **Environment Management**.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.
* Team player with ability to work effectively with all levels of organization and individually as well.



**PROFESSIONAL EXPERIENCE**



**Viscira LLC, CA**

***Salesforce/VeevaAdmin & Developer* Nov 2015 – Till Date**

* Build the organization’s role hierarchy by adding the Roles as per the organization structure and created custom

Profile’s to satisfy the organization’s hierarchy.

* Experience with Integrated Salesforce CRM Environments with **Veeva Vault promomats.**
* Gathering requirements from the client and preparing the Functional Requirement Specification documents.
* Integrated **Closed Loop Marketing** (CLM) with the offline **Veeva iRep** application for enabling Sales Reps to leverage feature rich promotional content while interacting with Healthcare professionals.
* Worked with the content creation team to map and track actual usage data through **Call Clickstream** and generate reports to be used by the Marketing Team for analysis.
* Developed Visual force pages as a part of the implementation of the design and created reports and Dashboards for demo purposes.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Worked on Record Types, Validation Rules, Apex Triggers and Page Layouts.
* Designed and implemented **Veeva CLM** to fulfill digital media presentations on the **iPad**.
* Participated in requirement gathering sessions with business stakeholders in capturing the requirement and technical feasibility with Salesforce/Veeva responsible for capturing, analyzing, and designing of different integration points involved in the system with external systems.
* Production support and deployment experience (Change Sets).
* Worked on setting up data filters for different user groups in IRep.

***Environment:*** Salesforce.com platform, Apex, Visual Force, Veeva Vault, Data Loader, Workflow and Validation Rules, Reports and Report Types, Custom Objects, Tabs, Email Services, Security Controls, HTML, CSS, JavaScript, Java, Rest & Soap API web services

**Gap Inc, CA Jan 2014 –Sep 2015**

***SeniorSalesforce Developer***

* Administrated and monitored the company’sSalesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert
* Designed security framework based on Role Based Access, Profiles, Field Level Security and Record Level Security to streamline the security process and increase flexibility.
* Assigned profiles and roles to users as per the organizational requirements.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation.
* Developed field & page layout customization for the standard objects like Account, contact, Leads.
* Performed Data Analysis and migrated data from SQL Server database to salesforce.
* Worked in the deployment and implementation of Customer Community.
* Experience with Salesforce Knowledge and Article Management.
* Worked on data migration from databases to SFDC using Data Loader.
* Implemented business logic by creating Visual force pages and writing apex classes.
* Developed Visual force pages as a part of the implementation of the design and created reports and Dashboards for demo purposes.
* Integrated Outlook with Salesforce using Salesforce for Outlook to sync contacts and events both ways between Salesforce and Outlook.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Used App Exchange products like APPTUS and Marketo to improve business.

***Environment:*** Salesforce.com platform, Apex, Visual Force, Components and Controllers, Data Loader, Workflow and Validation Rules, Reports and Report Types, Custom Objects, Tabs, Email Services, Security Controls, HTML, CSS, JQuery, JavaScript, Java, Rest & Soap API web services.

**Go Digital, AZ Jan 2013 - Dec 2013**

***Salesforce Administrator/Developer***

* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual force, Force.com API.
* Designed Custom Objects, Entity-Relationship data model, validation rules on the objects and tabs.
* Developed outbound and inbound email services.
* Expertise in developing, deploying and integrating Salesforce.com CRM SOLUTIONS.
* Develop and regularly perform de-duping and data cleanup procedures.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Maintained Salesforce.com for 370 + users.
* Build REST API integration to third party system to pull the customer information on near real time.
* Developed test classes for triggers and classes with more than 80% code coverage.
* 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.
* Provided daily user support in managing users, creating and maintaining custom objects and fields, handling bulk data migration, maintenance of page layouts, and installation and support of AppExchange applications like ExactTarget  and Marketo.
* Worked with cross-functional scrum teams in Release management, Release planning, Agile development and Deployment of software.
* Managed and performed synchronization of Production Environment, Development Environment and Testing Environment.

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

**Wells Fargo, CA Sept 2011 - Nov 2012**

***Salesforce Administrator/Developer***

* Involved in salesforce.com setup activities and customizedthe apps to match the functional needs of the organization.
* Designed and developed the web-based UI using JavaScript, HTML and DHTML.
* Built apex classes implementing SOQL statements within Eclipse to manage interaction with the database.
* Involved in migrating data from Oracle to Salesforce.com.
* Developed **web services** using Salesforce.com **Web services API** to provide data for third party clients.
* Created and deployed several Reports using **salesforce.com platform.**
* Created Visualforce email templates and also automated Email Process to send installation instructions to new and existing customers.
* Installed and applied **App Exchange** applications like Marketo to enhance business requirements.
* Used **CSS in HTML** code to better manage look and feel of web pages.
* Experience with Integrated Development Environments such as **Eclipse.**
* Worked intensely on **custom objects, triggers and workflows**.
* Designed and build custom applications using **Force.com and Visualforce.com**.
* Used Apex Explorer for viewing [salesforce.com](http://salesforce.com/)data.

***Environment***: **Saleforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Salesforce.com Data Loader, Informatica, InformaticaOndemand, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in, Oracle 10g, Windows XP.**

**Century Link,Kansas Mar 2009 – July 2011**

***Salesforce Administrator***

* Created Custom Objects, Tabs and Page Layouts as per the requirement.
* Worked on standard salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Reports and Dashboards.
* Designed Workflows, validation rules, assignment rules, Approval Process.
* Implemented web based case management automation – Web to Case.
* Implemented Self-Service Portal and helped users in resolving ticketing issues.
* Designed various HTML Email templates for Auto-Response to customers.
* Assigned profiles and roles to users as per the organizational requirements.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Developed Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created profiles and implemented Object and field level security to hide critical information on the profile users.

***Environment:*** Salesforce.com platform, Salesforce.com Data Loader, Workflow & Approvals, Reports and Dashboards , Custom Objects, Custom Tabs, Email Services, Security Controls.

**ICICI, Hyderabad India June 2006 – Feb 2009**

***QA Analyst.***

As a member of QA team, analyzed and tested Account Maintenance system. This Client\Server application is designed to maintain customer accounts and support the business functions and financial transactions.

* Developed detailed Test Plans and Test Cases in Test Director and executed them.
* Participated in Business Analysis, Requirement Analysis and Data Analysis
* Test Cases were designed based on Use-Cases and Requirements in Test Director.
* Maintained requirements in Test Director and requirements are traced to Test Cases in Test Director.
* Performed GUI, Functional, System-Integration and Regression testing.
* Extensively used SQL for data integrity testing at the backend.
* Investigated Software defects and interacted with Analysts to resolve technical issues.
* Involved in analysis and study of functional specifications for the enhancement of existing functionality.
* Maintained and Troubles hosted Network and its problems in the testing environment.
* Responsible for System Testing, Regression Testing and Acceptance Testing.
* Tested User Interface inconsistency and application functionality.

***Environment:*** Windows 2000, Test Director, Java, Java script, ASP, HTML, SQL Server 2000, MS-Word, MS-Excel, MS-Project.



**EDUCATION**



**Bachelor of Science in Computer Science**, Jawaharlal Nehru Institute of Technology, India

