**Shobha **

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**Professional Summary:**

* Over 7+ Years of IT experience with more than three years of experience in **Salesforce.com CRM** (SFDC) and Force.com platforms as a Developer and administrator.
* Experience in various stages of Software Development Life Cycle (SDLC) including analysis, requirement gathering, development, enhancements, testing, and maintenance of standalone object oriented enterprise applications.
* Experience in implementation & Integration experience on Salesforce.com using **Apex Language** (Classes, Controllers & Triggers), **Apex Scheduler**, **Batch Apex**, Apex Class & Apex Web Service, Visualforce Pages, Custom Tabs, Analytic Snapshots and Dashboards.
* Good Knowledge on **Sales Cloud**, **Service Cloud** and **Apex Programming** On **Force.com Platform**.
* Strong Knowledge in **Salesforce Customization**, **Workflow Approvals**, **Data Validation**, **Sales**, **Marketing**, **Customer** **Service** and **Support Administration**.
* Expertise in developing **Apex classes, Controller and Triggers** on **Force.com** platform to customize application according to the functional needs.
* Expertise in **Data Migration** from Traditional Applications to Salesforce using Import Wizard and **Dataloader Utility.**
* Expertise in maintaining the Functional areas of **Data Management, Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities,** Quotes, Activities**, Dashboards and Reports**.
* Extensive experience on working with **custom objects**, **custom fields**, **Pick-list**, **page layouts**, **Workflow Alerts** and **Actions**, **Approval Process**, **Validation Rules**, **custom Tabs**, **custom reports**, **report folders**, report extractions to various formats.
* Sound Knowledge on **SOQL** and **SOSL** for Querying and Searching Data for **Force.com platform**.
* Ability to write complex **SOQL**, **SOSL** queries across multiple objects within the SFDC database.
* Involved in Custom Integration of Outbound **Messages**, **Reports**, **Tabs**, **Email Services**, **Security Controls**, **AppExchange Package** & **Custom Application**, **Sandbox data loading**.
* Experience in **Data Migration** **using Import Wizard, Excel Connector, Workbench** and other integration tools like **Informatica Cloud, Apex Data Loader.**
* Experience in using **Force.com Web services API** for implementing **web services** in the application for access to data from different users.
* Experience in migrating data from various systems into **Salesforce CRM** using Data **ETL tools** – **Informatica** on Demand, **Cast Iron**, Data Junction (Pervasive), and DQC.
* Extensive experience in developing enterprise applications using **Java** and **J2EE** technologies such as **JSP, Servlets**, **Tiles**, **Struts, Spring, XML, XSL, HTML, JavaScript, JDBC** and **CSS**.
* Hands on Experienced in database development using **SQL/PL-SQL** in **MySQL**, **SQL Server 2005**.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile team player with excellent analytical, presentation and inter-personal skills.
* Strong communication, organizational and interpersonal competencies along with detail oriented and problem solving skills in the technology arena.

**Technical Skills:**

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| **Salesforce.com** | Apex, Visualforce, SOQL, SOSL, Apex Triggers, Workflows, Approvals, Email Templates, Formulas, Validation Rules, AppExchange, Salesforce.com, Roles & Profiles |
| **Languages/Methodologies** | Apex, Visualforce, C# ,XML, UML, JavaScript, Agile, N-tier Architecture, Java, J2EE |
| **Technologies** | Ajax, JQuery, Web Services, SOAP, WSDL, HTML, Web 2.0 |
| **Version Management** | Team Foundation Server, Subversion |
| **Tools and Utilities** | Data Loader, Force Eclipse IDE, Ant, Visual Studio 2005/2008/2010/2012, Visual Studio Team Suite, Subversion, IE Web Developer, Mozilla Firebug |
| **Web/Application Servers** | Jakarta Tomcat Server, IBM Web Sphere |
| **Databases** | Oracle, SQL server 2000/2005/2008 |
| **Operating Systems** | Windows XP/ VISTA/7, Red Hat Linux and Unix. |

**Certifications:**

* **Salesforce Certified Administrator 201**

**Professional Experience:**

**Client: Frost National Bank, San Antonio, TX. Feb 17 – Till Date**

**Role: Salesforce Consultant**

**Responsibilities:**

* Worked on various **Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards.**
* Developed **Apex classes**, **Controller classes** and **Apex Triggers** on Force.com platform to customize application according to the functional needs.
* 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 workflow rules and defined related **tasks, time triggered tasks, email alerts**, filed updates to implement business logic.
* Created **users**, **roles**, **public groups** and implemented **role hierarchies**, **sharing rules** and record level permissions to provide shared access among different users.
* Developed portals using force.com sites, these portals can be reached to the customers by Google search and pay per click ads.
* Participated in cross-functional teams that address strategic business issues involving **CRM.**
* Created profiles and implemented Object and field level security to hide critical information on the profile users.
* **Administered**, **configured**, maintained **Salesforce.com** application, **user profiles**, **roles**, assigning Record level Permissions, generating **security tokens**, **upgrade installation**, **implemented Role Hierarchies**, Sharing rules and to manage sharing access on records.
* Used **Data Loader** to transfer the data to production and **Full sandboxes**, used **Eclipse IDE for** complete **Apex Programming.**
* Created **page layouts**, **search layouts** to **organize fields**, **custom links,** **related lists,** and other components on record pages.
* Used **SOQL** & **SOSL** for data manipulation needs of the application using platform database objects.
* Designed and developed **Service cloud** and integration.
* Implemented **Sales cloud** and incorporated the enhanced features as required to streamline the business process.
* Implemented Salesforce **Service cloud** and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visualforce sites) for business support and technical support for its channel customers.
* Involved in **Data Migration** from **Traditional Apps** to **Salesforce** Using **Data Loader Utility.**
* Performed tasks for **Data migration** like **Data mapping** and **Data loading**.
* Created various Reports (**summary reports, matrix reports, pie charts, dashboards and graphics**) and Report Folders to assist managers to better utilize **Salesforce** as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Supported the Data Integration activities using **Cast Iron** to integrate the data with various business centers using Saleforce.com support.
* Used **Data Loader** to transfer the data to production and **Full sandboxes**, used **Eclipse IDE for** complete **Apex Programming.**
* Worked on scrum process which is part of **agile** methodology.
* Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.

**Environment:** Salesforce.com, Apex Classes, Triggers, Controllers, Force.com, Visualforce, Service cloud, Sales cloud, SOQL, SOSL, Cast Iron, Custom objects, Roles, Eclipse IDE, Data Loader, Data Migration, ETL, agile, SQL, Windows.

**Client: Meridian Enterprises, St Louis, MO. May 16 – Jan 17**

**Role: Salesforce Consultant**

**Responsibilities:**

* Involved in **Salesforce.com** Application Setup activities and customized the apps to match the functional needs of the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Developed **Apex classes**, **Apex triggers** and **Controller classes** for various functional needs in the application.
* Designed and developed SFA based Application on **Force.com** Platform in **Salesforce.com** environment with **Apex** programming language at backend and **Visualforce pages** as user interface.
* Designed, developed and deployed various **data integration interfaces, Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Developed and configured **Dashboards, Reports and Report Folders** for different user profiles based on the need in the organization.
* Involved in development of **Time-based Workflow Rules, Triggers, Validation Rules,** and other customizations with Salesforce.com.
* Customized different objects at field-level, implementing advanced fields such as **Picklists,** **Field Dependencies**, **Custom Formula Fields** and **Validation Rules**.
* Developed **Workflow Rules** and **related tasks,** **Time-Dependent Workflow Actions**, **Email Alerts** and **Field Updates** to implement business logic.
* Implemented the requirements on **Salesforce.com** platform and **Force.com IDE Plug**-in using **Eclipse**.
* Customized **User Roles, Role hierarchies, Profiles and Sharing settings** to ensure that the protected data is available only to the authorized users.
* Used **SOQL** & **SOSL** with in Governor Limits for data manipulation needs of the application using **Force.com Explorer**.
* 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.
* Worked on **Sales Cloud, Service Cloud and Apex Programming On Force.com Platform.**
* Made new feature enhancements on **Service cloud** console view and developed some Visualforce components.
* Involved in **data mapping** and **migration** of data from legacy systems to Salesforce.com Objects and fields Customized the **Dashboards** to the track usage for productivity and performance of business centers and their sales teams.
* Performed **Data Migration** from home grown legacy system to **Salesforce CRM.**
* Involved in configuring **Cast Iron** with Salesforce.com.
* Facilitate integration process between internal and external sources of data through **Cast Iron**.
* Migrated the data from in-house custom applications to **Salesforce** using Datastage **ETL** mapping
* Performed large and small-scale **Data Migration** using Migration Tool and **Data Loader**.
* Integrated the **Web Services** for extracting the data from external systems to display in the pages of **Salesforce.com**.
* Conducted training sessions to the UAT users to use the **Salesforce** Knowledge application and developed a feedback custom report.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Participated in the training sessions provided by the Salesforce team.

**Environment:** Salesforce.com platform, Visualforce (Pages, Component & Controllers), Pages, Data Loader, SOSL, SOQL, Sales Cloud, Service Cloud, Cast Iron, Force.com IDE Plug, Workflow, Reports, Data Migration, SQL, Windows XP.

**Client: Home Depot – Atlanta, GA. Jan 15 – Apr 16**

**Role: Salesforce Admin/Developer**

**Responsibilities:**

* Created detailed data mapping document for integrating various systems with **Salesforce.com.**
* Worked as Salesforce admin support governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup.
* Involved in setting up field level access for each **custom object** created based on the user’s role within the organization.
* Developed various **Custom objects**, Tabs, Entity-Relationship data model, validation rules, Components.
* Involved in the Data Transformation and **Data Cleaning** activities while transferring the data to the external system using Informatics on Demand.
* Defined **lookup and master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Involved in field & **page layout** customization for the standard objects like **Account, Contact, and Leads.**
* Worked with field & page layout customization for the standard objects like Account, contact, Leads.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Involved in security levels and privileges by customizing **Salesforce.com** Profiles and Roles.
* Involved in customizing custom objects, tabs, fields, page layout as per the business need.
* Integrated Email with **Salesforce.com** for **mass E-mail management** and designed various custom E-mail templates.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.

**Environment:** Force.com, Apex, Data Loader, Import Wizard, Eclipse IDE, Triggers, Custom objects, Layout, SOQL (Salesforce Object Query Language), SQL, Windows.

**Client: Nationwide Insurance, MI. Nov 13 – Dec 14**

**Role: Salesforce Developer**

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of **Salesforce.com (SFDC)**.
* Worked on implementing the **Enterprise** and **Sub Enterprise** Concept in **Salesforce**.
* Have worked on **Apex classes**, **Visualforce Pages**, **Controller classes** and **Apex Triggers** for various functional needs in the application.
* Involved in **Salesforce.com** Application Setup activities and customized the apps to match the functional needs of the organization.
* Developed various **Custom Objects, Tabs, Formula Fields, validation rules, Workflow rules**.
* Created various **Profiles**,**Roles**,**Page Layouts** and configured the **Permissions** based on the Organization hierarchy requirements.
* Implemented the **Salesforce.com** Web to lead functionality to create Leads in SFDC.
* Worked in **Agile methodology** **Process** attended daily standup calls.
* Using **Apex Data Loader** for migrating records to **Salesforce**.
* Used field level security along with page layouts to manage access to certain fields.
* Created custom **Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people.

**Environment:** Salesforce.com platform, Apex Script, Visualforce Pages, Controllers, CSS, Workflow & Approvals, List Views, Email Templates, Custom Objects, Custom Tabs, Page Layouts, Dashboards, SQL, Windows.

**Company: Infor Global Solutions, India. May 10 – Oct 13**

**Role: Java Developer**

**Responsibilities:**

* Worked on implementation of GUI module with Struts Framework.
* Used Java Database Connectivity (JDBC) to connect from the Java application to the Database.
* Designed and developed front end using HTML, CSS, JSP’s, Struts (tiles and tag libraries) and user validations.
* Developed the code using agile methodology with daily meetings to keep track of the progress and Issues pertaining to the project.
* Used CVS for version control.
* Involved in implementing persistent data management using **JDBC.**
* Implemented the required **Java** Beans used by the **JSP** components.
* Involved in implementing front-end validations using **JavaScript.**
* Played an active role in testing the application by writing test cases for different.
* Involved in testing using JUnit.

**Environment:** Java, J2EE, Struts, Servlets, JSP, JDBC, HTML, JavaScript, Eclipse, Microsoft Visio.

**References:** Will be provided upon request.