

**Summary:**

- A Certified Sr. Salesforce.com consultant with **5+** years of experience on **Salesforce/Force.com and Salesforce Lightning** technology.
- Good understanding of **Software Development Life Cycle (SDLC)** and **Agile** with Expertise in requirement gathering, Analysis, Designing, Development and Testing.
- Involved in Analyzed, planned and implemented various aspects of business requirement.
- In-depth understanding of **SFDC CRM business processes**.
- Strong knowledge of Sales, Marketing, Service and Support Automation.
- Developed Several **Lightning Components** with **Custom Meta Data types**.
- Developed **Platform Events** for better bulk processing in salesforce.
- Developed **Apex classes, Controller classes, Apex Triggers and Visualforce Pages** on Force.com platform to customize application according to the functional needs.
- Expertise in **Apex** to implement the complex business logic within Governor Limits.
- Good experience on **SOQL, SOSL, Custom settings, Schedule Apex, Batch Apex**.
- Have extensive experience in implementation of **Custom Objects, Custom Tabs, Workflow Rules, and Role based Page Layouts and Record Types, Approvals, Assignment Rules**.
- Have knowledge in implementing various advanced fields like **Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Work Flows, and Approval Processes** for automated alerts, field updates & Email generation according to application requirements.
- Experienced in **data migration** from Legacy Systems using various data migration tools.
- Having a good knowledge on **Web to leads, Email to case, and Web to case, Assignment Rules, Customer and Partner Portals, Community, AppExchange**.
- Ability in Creating **Profiles, Roles, Users, Tasks and Actions, Dashboards, Reports, and Validation Rules**.
- Extensive Experience in **Salesforce Integration** with in house **legacy systems using Web services API** like **Rest, Bulk and SOAP** and third-party tools like **Cast Iron** and **Informatics-on-Demand**.
- Experience in Salesforce Integration with in house legacy systems using Web services API like Rest and SOAP.
- Experienced in web technologies like **HTML, XML, CSS and JavaScript**.
- Experience in **Data Migration, Synchronization, Data-Modeling, Data Extraction,**

**Transformation, Data Loading, Scheduling, Monitoring, and Reporting using ETL tools like Apex Data Loader, Informatics Power center and Informatics On-Demand.**

- Experience working with **Deployment Tools like Force.com IDE, Change Sets, and ANT based Migration Tools** and **Salesforce.com Sandbox** environments.
- Excellent Work ethics, Self-motivated, Quick learner and Team oriented. Continually provided value added services to the clients through thoughtful experience and Excellent Communication Skills.

#### **Education:**

**Bachelor's in computer science, Gujarat University, India**

**June 2008 – May 2012**

**Master's in Business Administration, Westcliff University, Irvine, CA. Oct 2014 – Oct 2016**

#### **Technical Skills:**

<b>Salesforce</b>	Salesforce CRM, Apex Custom Controllers, Apex Classes, Apex Triggers, Visualforce Pages/Components, Batch Apex, Apex Email Service, Web Services, SOQL, SOSL, AJAX Toolkit for S-Control, Workflow & Approvals, Reports, Dashboards and Custom Objects.
<b>Salesforce Tools</b>	Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, SKUID, Change Sets, Import Wizard, Data Loader, Force.com Excel Connector, Clouding, Mavens Mate, Developer Console, ANT Migration Tool
<b>Integrating Tool</b>	Apex Data Loader, Information Power center, CRM Fusion Dupe blocker, CRM Fusion People import, Informatics On-Demand, APTTUS CPQ
<b>Programming</b>	Apex, ASP.Net, C, C++, Python, Java
<b>Web Technologies</b>	HTML, XHTML, XML, CSS3, AJAX, IBM WebSphere, Java Script, WSDL, SOAP API, REST API
<b>Database</b>	Oracle 8i/9i/10g, SQL Server 2005/2008, MySQL
<b>Operating systems</b>	MS Windows 98/2000/XP/Vista/7, Microsoft Windows Server 2008 R2, Linux Ubuntu 11.10, Mac
<b>Other tools</b>	MS Vision, MS Project

**Professional Experience:**

**Client:** Teradata – San Diego, CA  
**Duration:** Oct 2018 – Present  
**Role:** Sr. Salesforce Developer

**Responsibilities:**

- Developed several lightning components to prepare the classic org to move to lightning.
- Replaced rules engine objects with Custom Meta Data for better storage and reduced complexity.
- Part of Financial force Implemented module with salesforce.
- Working on Auto rabbit for Release Management and Continuous Integration.
- Working on visual force pages, Lightning Components, complex apex classes and triggers based on business requirements.
- Developed several visual flows with complex logic to add some point and click functionalities to org and reduced customization of the org.
- Working closely with offshore team to bring the organization code coverage to 95%.
- Developed batch classes to archive data, update and create records on daily bases.
- Helped business develop sound business stories for each sprint and helped prioritizing them.
- Coordinating with Offshore team on daily basis to provide update to business and Management.

**Environment:** Data Loader, Force.com IDE, Developer Console, Change Set, Auto RABIT.

**Client:** Dexcom, San Diego, CA  
**Duration:** Oct 2016 – Oct 2018  
**Role:** Sr. Salesforce Developer

**Responsibilities:**

- Worked on POC to assess the classic UI and develop lightning components that can be displayed in Classic UI.
- Worked with a team to implement a new salesforce org for international business needs.
- Implemented complex triggers and apex classes to satisfy business Users requirements.

- Used Force.com platform for developing feature rich and user-friendly Visual force pages for enhancing Salesforce UI.
- Implemented Veeva for Sales Operations Team.
- Worked on Sales Cloud Lightning Implementation for NA organization.
- Worked on Lightning Components.
- Implemented Sales Cloud for Europe.
- Implemented Service cloud console, Live Agent, Omni Channel, case management and Entitlements for support team.
- Implemented Lead Nurturing for Marketing Team.
- Implemented targeting tool for sales Operations team.
- Prepared project deployment plans and formulated CRM strategies.
- Provided hands-on, expert-level technical assistance to developers
- Involved in Order Management Project.
- Involved in the Web Services Integration to connect with the different Applications.
- Enabled Sales Cloud lightning UI for patient care team.
- Involved in Unit and Regression test.
- Worked on Data and metadata backup strategy.

**Environment:** Apex, HTML, CSS, JavaScript, jQuery, Visual Force Pages, Custom settings, REST API, XML, Task Ray Management Tool, Conga, Data Loader, Service Now Tool, Force.com IDE, Sublime text.

**Client:** Beckman Coulter – Brea, CA.

**Duration:** March 2015 - Oct 2016

**Role:** Salesforce Developer

### **Responsibilities:**

- Developed a comprehensive CRM strategy, defining Salesforce as the standard tool in both Sales Cloud and Service Cloud.
- Used Salesforce.com platform, Force.com IDE for development for Visualforce Pages, Apex classes, Triggers and creating Objects.
- Written Apex Classes, Controller, Extension Controllers and Apex Triggers in the application for various Business/functional requirements.
- Written SOQL, SOSL query language necessary for the application in Apex Classes and Triggers.
- Worked with various salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects.
- Developed Reports and Dashboards, validation rules, formula fields for the application.
- Strong experience in implementing MVC with Salesforce.com.

- Provided possible solutions related to Partner portal to enhance the existing functionality. Implemented Single Sign-On (SSO) in multiple Salesforce instances.
- Developed UI using CSS, HTML tags, Visual force components and used JavaScript for front-end validation.
- Worked on Market to automate and measure demand generation campaigns that generate more high-quality sales leads.
- Integrated Force.com with Salesforce 1 and Mobile Apps.
- Use various Visual force components like Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link, Command Button etc.
- Worked with Visualforce Controllers (Standard, Standard List, Custom, and Extension).
- Implemented Web-to-Lead and converted Lead to Account.
- Developed Workflow rules, Field, Email updates to implement the business logic for Standard and Custom Objects as per the business needs.
- Prepared data mapping document to map source and target system fields.
- Used Data loader to bulk load data into Salesforce.com.
- Configured/Created Profiles, Roles, and Permission Sets for the organization and setting up Field level, Object-level security rules for the application.
- Written Apex Test Classes for unit testing to ensure at least 75% of code coverage is met.
- Deployed application from Sandbox to different other Sandbox as well as into Production environments.

**Environment:** Salesforce.com Platform, Data Loader, Workbench, Ant Migration Tool, SQL Server, Eclipse IDE, Excel

**Client:** Accenture – Bengaluru, India.

**Duration:** Jan 2013 - Aug 2014

**Role:** Java Developer/Salesforce Developer

**Responsibilities:**

- Involved in the requirements gathering, analysis, design, development, and testing phases of Software Development Lifecycle (SDLC).
- Implemented Java Persistence API (JPA) through Hibernate 3.0. Created connections to database using Hibernate session Factory, using Hibernate APIs to retrieve and stored data to the database with Hibernate transaction control.
- Worked with the team to design the front-end GUI using JSP, JScript and HTML.
- Spring, Servlets, JSP, and JSTL are used for building the application.
- Worked on JavaScript to implement front end side validations.

- Worked with standard salesforce.com objects like Accounts, Contacts, Leads, Opportunities, and Campaigns etc.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
- Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
- Used Collections to make sure that the Governor limits are followed causing no interruption in Execution.
- Created APEX custom controllers implementing complex code for retrieval from Sales Force to VF pages.
- Developed APEX triggers, Classes, Test methods & Visualforce pages to implement the custom functionality.
- Designed and developed application with a comprehensive knowledge of Java and J2EE.
- Implemented MVC Architecture using Struts Framework.
- Designed and Developed JSP pages, Servlets and re-usable Java Beans using Apache Spring
- Designed various Visual Force for customers to select a variety of services offered by the organization and integrate them with the pricing team.
- Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
- Maintained test coverage for all the classes and triggers and supporting deployment activities.
- Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
- Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
- Used Data Loader for insert, update and bulk import or export of data from Salesforce.com

**Environment:** CSS, DB2, JSP, EJB, RAD, J2EE, UMLs, HTML, JavaScript, J2EE Patterns, SQL, MVC, CVS, Salesforce.com platform, Force.com IDE - Eclipse Plug-in, Apex Data Loader, Apex Explorer, Apex, Visualforce.