

Vasu (Certified Salesforce Developer)



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SUMMARY

- Having **9** years of experience with over **5** years of experience in **Salesforce CRM Implementations: Analysis, Design, Development, Administration, Integration, supporting the cloud applications, communities and migration from classic to lightning, lightning component development. 4 years of experience in developing web applications using Java, J2EE.**
- Strong experience with **Salesforce.com CRM full implementation, migration of Sales, Marketing, Service clouds, Communities and Force.com platform.**
- Proficient with understanding of CRM business processes - **Account, Contact, Opportunity, Lead, Campaign and Case Management.**
- Good experience with salesforce **out of the box data model and modeling** in salesforce by creating Custom Objects, Formula Fields, Rollup Summary Fields, Field dependencies; creating new relationships using Lookup, Master-Detail and Junction Objects.
- Strong salesforce development experience with **Apex Classes, Apex triggers, Batch Apex, Schedule Classes, Visualforce pages** and integrating with external source by developing **SOAP, RESTful Apex Web Services and Force.com API.**
- Sound experience in writing, **tuning of SOQL, SOSL queries, relationship queries** in Apex Triggers, Controllers and used Statements and Database methods for performing DML operations.
- Worked extensively in developing, customizing of **Visualforce pages with Visualforce components, Custom, Extension controllers and developed dynamic components.**
- Hands on experience with **Inbound and Outbound Integration** of salesforce with external systems by developing custom **Apex SOAP, RESTful** classes for inbound class and written **Apex callout** for invoking outbound applications.
- Good experience in **rollout** of Salesforce1 for mobile and customized visualforce pages with **Aura** components.
- Worked on customization of **visualforce** to have **lightening experience** for desktop and mobile applications.
- Expertise with salesforce.com administrative activities: **Creating Profiles, Roles, User, Permission Sets, Record Types, PageLayout assignment, Search Layouts, Field-Level Security, Custom Tabs, Validation rules, Formula Fields, Email Services, Workflows, Approval Process, Reports and Dashboards.**
- Proficient in building business logic using salesforce declarative programming like **Validation rules, Formula Fields, Workflow Rules, Approval process** and its actions Field update, Email alert, Outbound message and Creating Task.
- Strong experience in implementing salesforce new features like **Process Builder** and performed actions Creating Records, Posting a Chatter post, Email Alert, Invoking an Apex Class.
- Good experience in setting up **Organization Role Hierarchy**, provisioning data visibility rules by **configuring OWD**, Criteria/Owner based and Apex managed **sharing rules.**
- Hands on experience in building Reports, Dashboards, Analytics Snapshot using Standard and custom Report types for the business users, management for higher visibility.
- Build Lightning controllers with the **AURA** framework.
- Involved in developing salesforce **Lightening Apps, Components, Controllers and Events.**
- Good experience in developing **salesforce Lightning Apps, Components, Controllers and Events.**
- Customized existing Visualforce to align with **salesforce new Lightning UI experience.**
- Performed data analyst roles and used tools: **Apex Data Loader, Informatica, Demand Tools, Import Wizard, Workbench and Excel for data analysis, transforming, importing and exporting.**
- Proficient with tools **Eclipse IDE (Force.com Plug-in), Developer Console** for developing, customizing of Apex Class, visualforce pages and changing meta-data components; **Force.com Explorer** and **Workbench** Querying and testing **REST** web services.
- Deployed salesforce components from **Sandbox** to other Sandboxes and Production instances using **Force.com Migration tools** (Ant based), **ChangeSet** and Eclipse IDE.
- Strong experience with source control tools **Git, StarTeam, Subversion, SVN** and managed, built salesforce code from the repository.

- Having extensive experience with different methodologies **Agile, RAD, Rational unified process** and **Waterfall**.
- Strong experience with databases **Oracle 11g/10g/9i, MS SQL 2008 R2/2005, My SQL** in writing SQL queries, **PL/SQL** Procedures, Functions and Triggers.
- Worked in all phases of Software Development Life Cycle (SDLC) of Salesforce.com implementations.
- Interacted with Customers in requirements gathering, brainstorming sessions, preparing, BRD, Technical Solution Design (TSD) for Salesforce.com implementations.
- Proficient with Object Oriented Programming and development web based applications using Java technologies: **HTML, DHTML, CSS, XML, JavaScript, and J2EE**.

CERTIFICATIONS:

- SALESFORCE CERTIFIED ADMINISTRATOR (ADM 201)
- SALESFORCE CERTIFIED PLATFORM DEVELOPER 1 (PD1)

EDUCATION:

- Bachelor of Engineering from JNTU, Hyderabad, India in 2008

TECHNICAL SKILLS:

CRM	Salesforce CRM, Siebel CRM, Microsoft Dynamics CRM
Salesforce	Apex, Visualforce, Controllers, Triggers, Batch & Schedule classes, Salesforce1, Lightning (Components, Apps, Events), Web Services, SOAP, REST, Sales cloud, Service cloud, Marketing Cloud, Force.com Platform, Sites, Knowledge, Article Management, SOQL, SOSL, Reports, Dashboards.
SFDC Tools	Eclipse, Developer Console, Workbench, Force.com Migration tool (Ant based), Force.com Explorer, Data Loader, Excel Connector, Command line Data loader, Cast Iron
Languages	Java, J2EE, Servlets, JST, Struts, Hibernate
Web Technologies	XML, HTML5/4, CSS3/2, JavaScript, jQuery, AngularJS
Application Servers	Apache Tomcat, Sun Web server, Resonate, WebSphere 4.0/4.1, Tomcat 6.0, JBOSS 5.
Databases	SQL, PL/SQL, Oracle 11g/10g/9i, SQL Server 2008/2005, MySQL

PROFESSIONAL EXPERIENCE

SFDC Developer/Lightning Developer

Walmart, San Francisco CA

Dec 2016 – Present

Description:

Wal-Mart Stores, Inc. doing business as Walmart, is an American multinational retailing corporation that operates as a chain of the future of retail, tech, merchandising, finance and hundreds of other industries—all while affecting the lives of millions of customers all over the world.

Responsibilities:

- Performed the role of Salesforce developer, lightning developer and interacted with various business user groups for gathering the requirements for salesforce.com, Lightning and CRM implementation.
- Worked on various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards.
- Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
- Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
- Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visualforce Pages to suit to the needs of the application.
- Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
- Ensured data integrity through the appropriate use of de-duping, loading and exporting tools, for bulk of data using Data Loader, Admin Garage and Lexi Loader.

- Used SOQL & SOSL for data manipulation needs of the application using platform database objects. Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- 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.
- Developed dynamic Salesforce.com Visualforce pages using Apex page functions and actions, designing them using HTML, CSS, and JavaScript.
- Build Lightning controllers with the AURA framework.
- Involved in developing salesforce Lightning Apps, Components, Controllers and Events.
- Implemented Salesforce Lightning Components for small set of users for customizing reports and dashboards.
- Utilized Lightning Connect to get real time data from external system.
- Experience in Creating Roles, Profiles, Email Templates, Page Layouts, Workflows, Workflow Actions and Approval Process.
- Worked in Administration, Configuration, Implementation and Support of service max and Salesforce applications.
- Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed the solution by customizing various standard objects of Salesforce.com (SFDC).
- Worked with Genesys gplus adaptor for CTI integration, so agents can click-to-dial and screen pop capabilities.
- Created Batch Apex classes for batch execution and updating of related fields.
- 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.
- Integrated the Web Services for extracting the data from external systems, and used the Sandbox for testing to ensure minimum code coverage for the application to be migrated to production.
- Involved in Agile methodology, Scrum which improved productivity and reduced errors.

Environment: Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Tabs, Reports, Dashboards, Email Services, Apex Language, Visualforce Pages, Components and Controller, Data Loader, Apex classes, Apex triggers, JavaScript.

Salesforce Developer

Hertz, Florida

Sep 2015 – Nov 2016

Description:

The Hertz Corporation is one of the largest worldwide airport general use vehicle rental companies, and the Hertz brand is one of the most recognized in the world. It operates through three segments: U.S. Rental Car, International Rental Car, and All Other Operations segments. It also offers vehicle leasing and fleet management services, including vehicle financing, acquisition, and remarketing; license, title, and registration; maintenance consultation; fuel management; accident management; toll management; telematics-based location, driver performance, and scorecard reporting; and lease financing services to commercial fleets.

Responsibilities:

- Worked with the business group for requirement gathering throughout the planning and implementation.
- Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
- Created profiles and implemented Object and field level security to hide critical information on the profile users.
- Assisted Email to case, Web to case, customized case page layouts and case assignment rules.
- Executed security & sharing rules for Field, Record Level & Object for distinctive users at different levels of organization.
- Involved in creating gap analysis document, clearly identifying the data, business process & work flows of the organization with respect to salesforce.com implementation.
- Worked with various salesforce.com CRM standard objects Lead, Account, Contact, Opportunity and created custom Objects, Fields of various data types and established relationships using Lookup, Master-Detail and created Junction objects.

- Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages (immensely customized using HTML5 and CSS3 for intuitiveness) to develop custom business logic.
- Worked on integration of two instances using Apex REST API call-outs and parsed JSON responses provided by third-party systems connected via REST inside Apex classes.
- Created Custom-Apps, Objects, Fields, labels, settings mapped and integrated the fields to Xpression software via middleware TIBCO using web services callout.
- Deployed code across various sandbox using Force.com IDE, Change Set, Workbench and Force.com Migration tool, prepared package.xml for workbench and Force.com Migration tool.
- Managed the database for the team's regions and performed basic administration, de-duping and cleanup procedures.
- Developed and deployed workflows and approval processes for opportunities and products/ assets management.
- Responsible for creating Queues, Workflows rules and tasks to share and automate work to the users in the Queue.
- Migrated data from external sources and performed insert, delete, upsert, export operations on millions of records.
- Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
- Managed search layouts and created page layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
- Created Page layouts to organize fields, custom links, related lists & other components on a record detail and edit pages.
- Worked with standard Salesforce.com objects like Accounts, Contacts, Opportunity, Campaigns, Reports Dashboards.
- Performed various testing including Regression, integration, System Testing.

Environment: SaleForce.com platform, Service Cloud Validation Rules, Sharing Rules, Public Groups, Work Flow Rules, Approval Process, Reports and Dashboards, Apex, Triggers.

Salesforce Developer

TE Connectivity, Harrisburg, PA

Oct 2014 – Aug 2015

TE Connectivity is a \$12 billion global technology leader. The connectivity and sensor solutions are essential in today's increasingly connected world. They collaborate with engineers to transform their concepts into creations – redefining what's possible using intelligent, efficient and high-performing TE products and solutions proven in harsh environments. They design and manufactures connectivity and sensor solutions for a variety of industries including automotive, industrial equipment, data communication systems, aerospace, defense, oil and gas and many other subsea communications.

Responsibilities:

- Followed Agile Scrum methodology that included iterative application development, weekly Sprints and stand up meetings.
- The existing .net application was moved into Salesforce.com as separate application.
- Developed and deployed workflows and approval processes for opportunities and products/ assets management.
- Built Apex Classes implementing SOSL & SOQL statements within Eclipse to manage interaction with the database.
- Develop and execute multiple Inbound Marketing strategies which have resulted in 400% growth.
- Created Dashboard reports which are sent to users by email.
- Extensively involved in Data Migration from three legacy systems to Salesforce.
- Built Visualforce pages to implement features not included in the standard page layout.
- Managed apttus application, releases, and future upgrades.
- Developed BULK API calls (REST) and SOAP to interact with the 3rd party tools.
- Used XML serialization for interacting with the database.
- Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors Limits.
- Created Visualforce 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.
- Designed Validation Rules along with Roll-Up Summary Fields to maintain data quality and consistency.
- Inserting, updating and querying Salesforce ID's for Account, Opportunity and custom objects using Salesforce.com connect to Microsoft excel and Macros for excel.
- Generated Reports using MS-excel, Pivot tables, summary tables into PDF format.
- Performed administrative tasks like configuring Profiles, Permission Sets, Roles, Users, Sharing rules, Record Types, Public groups and Queues for the organization and setting up Field-level, Object-level security rules for each profile.

- Performed administrative tasks like running and generation of production reports on daily, weekly basis and monthly basis and sending them to clients, customers and other teams under scheduled times using IBM data studio and web gateway tools.
- Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
- Developed custom UI using CSS, HTML, Visualforce components and used JQuery, Java Script for front-end validation.
- Developed the test plan, test conditions and test cases to be used in testing for this project.
- Did code deployment using Eclipse and Deployment Change Set.

Environment: Salesforce.com Platform, Apex Language, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, .Net, Windows XP.

Salesforce Developer

ABB Global Service, India

Oct 2012 – Sept 2014

ABB is a global leader in power and automation technologies. ABB Corporate Research anchors and grows the core competencies needed to conduct research and development in power and automation products, solutions and services. Worked in PCM 600 application. PCM600 utilizes ABB's unique Connectivity Package Concept Communication management for configuration of different communication protocols, Configuration of IED hardware and IED display.

Responsibilities:

- Involved in analyzed requirements and developed detailed design of Sales force integration.
- Create & customize Salesforce objects, workflows, page layouts, fields, validation rules, reports, dashboards & userprofiles.
- Implemented on demand pricing and products configuration using Ajax and Javascript.
- Developed triggers, apex classes, custom Controllers to achieve the complex business functionality in the application.
- Created new custom objects, S-controls and apex class to enhance the functionality of custom objects.
- Implemented S-controls to manage sales plan call sheets within Salesforce, capturing data and call activity.
- Created Visualforce email templates and also automated Email Process to send customers.
- Administration of various objects, fields, Page layouts, tabs, custom reports, report folders, report extractions to various formats.
- Created and deployed several reports, developed various workflows.
- Packaged and Deployed customizations from Sandbox to other environments using Eclipse.
- Provided post-implementation support to assist end users in administration tasks.
- Assisted with data migrations using Data Loader and Import Wizard.
- Used the sandbox for testing and migrated the code to the deployment instance after testing.

Environment: SFDC toolkit (Visualforce, Apex, S-controls, Triggers, Chatter), Data Loader, Eclipse IDE, Permission Sets.

Java/J2EE Developer

Heritage, India

Aug 2008 – Sep 2012

The Heritage Group has three-business divisions viz., Dairy, Retail and Agri +under its flagship Company Heritage Foods Limited (HFL), one infrastructure subsidiary - Heritage Infra Developers Limited and other associate Companies viz., Heritage Finlease Limited, Heritage International Limited and Heritage Agro Merine Private Limited. The annual turnover has crossed \$200 million USD during FY 2008'09.

Responsibilities:

- Involved in Object analysis, design and documentation (OOAD) of the application model using UML.
- Designed and developed interactive static HTML screens as screen level prototype, JavaScript for client side validation and used Cascading Style Sheet (CSS).
- Created browser-based UI using HTML, JavaScript, AJAX components and.
- Developed JSP custom tags and used JSTL for reusability.
- Used AJAX to support dynamic page element rendering to enhance user experience.
- Involved in component development and used design patterns such as Singleton, Factory and DataAccess Object (DAO) in the implementation of the application. Used Spring Context for EJB Support and Spring DAO for enhanced JDBC and DAO support.

- Used Eclipse IDE for development, configured and deployed the application on to WebLogic using Maven, version control by Rational Clearcase and tested using JUnit.

Environment: Java/J2EE, JSP, Servlets, WebLogic, Eclipse, JMS, Log4J, JUnit, HTML, DHTML, JavaScript, UML, Clearcase and ANT.