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SUMMARY

*10+ years of overall experience as IT professional with strong Object-Oriented Analysis, Design, Programming and Project Management skills that includes **7 years'** experience in Salesforce CRM platform.*

- Strong expertise working with **Apex classes, Triggers, Controllers** and **Apex web services, Visualforce pages & SOQL**.
- Expert in SFDC Administrative skills like creating **Profiles, Roles, Users, Relationships, Page Layouts, Flows, Approvals, Workflows, Reports, Dashboards, Tasks** and **Events**
- Experience in developing **community** portal using JavaScript framework
- Extensive experience in using declarative features like **Validation rules, Sharing rules, Approvals** to achieve complex business process automation.
- Expertise in **Web services API, Apex callouts & Apex batch jobs**
- Experience in **Data migration** using **Data Loader, Import Wizard & Excel Connector**.
- Expertise in Design and Development of UI's using **Visualforce pages, Visualforce components, Lightning Framework, HTML, JavaScript, CSS and Bootstrap**.
- Proficient in dealing with the functionalities related to the Salesforce 1, Sales Cloud, Call center, Chatter & App-exchange applications.
- Experience in **Agile development** environments.
- Excellent Leadership, management skills & creation of value proposition
- Experience in **project management** and **risk assessment** for large programs.
- Efficient team player with excellent analytical, communication & problem solving skills with ability to work independently as well as in a team

TECHNICAL SKILLS

CRM Tools	Salesforce.com, Sales Cloud, Service Cloud, Chatter, Communities, & Cloware
Salesforce Technologies	Apex, Visualforce (Pages & Components), Lightning components, Triggers, Web services API, REST API
Programming Languages & Scripting	Java, Apex, Visualforce page, HTML, XML, CSS, JavaScript/Javascript framework, JQuery, SQL
Data migration Tools	Apex Data Loader, Custom Import wizard
Deployment Tools	Force.com IDE, Force.com Migration Tool (ANT), GIT and WorkBench

CERTIFICATIONS:

Salesforce Certified **Administrator**.

Salesforce Certified **Platform Developer I**.

PROFESSIONAL EXPERIENCE

Client: USAA, San Antonio TX

Feb 17 – till date

Role: Sr Salesforce Developer

USAA serves its members with their financial planning, banking and insurance needs. As part of an initiative by the Bank to automate all internal manual processes, developed multiple apps that cuts across Risk, Governance [supplier, document & procedure] and Compliance. Integrated enterprise taxonomy [salesforce app] along with third-party tool Asana. Involved in data migration of existing apps and worked to transition classic applications to Lightning.

Responsibilities:

- Involved in requirement gathering interacting with Project Team and Business Analysts.
- Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
- Create salesforce apps that support automation of manual process with each app having greater than 3000 end-users.
- Created apps, tabs, custom objects, relationship based objects (master-detail & lookup), page layouts, customized actions and created triggers.
- Created flows, workflow rules and defined related tasks, time triggered actions, email alerts and updates to achieve business logic.
- Designed, Implemented and deployed the Custom controller, trigger handler, utility classes and relevant test classes.
- Actively involved in data migration activities using data loader.
- Worked on improving organization code quality by following adherence to the governor limits
- Created various profiles and configured the permissions based on the organizational hierarchy requirements
- Actively created reports on needy basis and integrated with Tableau for better visualizations.
- Implemented the Salesforce.com applications using Agile, SCRUM Methodology that involves the iterative development methodology.
- Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
- Worked on Sandbox and QA instances using change sets for deployments.

Environment: Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Pages, Data Loader, Controllers, HTML, Java Script, Apex Triggers, Web Services, Reports, Custom Objects, Custom Tabs.

Client: Best Doctors, Boston MA

Sep 16 – Jan 17

Role: Sr Salesforce Developer

Best Doctors provides expert secondary opinion on primary prognosis for its customers. Developed customer portals to better manage the information flow between internal and external users (expert physicians). HIPPA

compliant customer medical information is stored within Salesforce and customer portals allow community users to view the information and upload reports / secondary opinion.

Responsibilities:

- Developed VF pages and introduced multiple independent components that carry business functionality as part of community pages that improves on user experience.
- Created workflow rules and defined related tasks, time triggered tasks, email alerts and updates to achieve business logic.
- Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components and custom controllers to suit the needs of the application.
- Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationship among objects.
- Worked on improving organization code quality by following adherence to the governor limits
- Created various profiles and configured the permissions based on the organizational hierarchy requirements
- Customized tabs and page layouts for different business user groups and record types
- Created the workflows for automated lead routing, lead escalation and email alerts
- Implemented the Salesforce.com applications using Agile, SCRUM Methodology that involves the iterative development methodology.
- Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
- Worked on Sandbox and QA instances and used GIT/ANT environment for deployments.

Environment: Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Lightning components, Data Loader, Controllers, HTML, Java Script, Apex Triggers, Web Services, Reports, Custom Objects, Custom Tabs, Email Services.

Client: Chase, Tampa FL

Oct 15 – Sep 16

Role: Sr Salesforce Developer

Chase investment services required a CRM solution to improve sales process and facilitate tracking and sharing of account & contact information across diverse business groups for better recommendations on portfolio management and clean data to better focus, manage and qualify accounts & contacts.

Responsibilities:

- Created Objects and fields, Relationships and Record Types, Page Layouts, Profiles and Assignments Rules
- Involved in Design and development of Workflow Rules, Triggers, Validation Rules, and other customizations with Salesforce.com
- Extensively used Data Loader for insert, updates, and bulk import for Accounts, Contacts, Leads and Opportunities
- Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
- Implemented various Custom Reports and deployed them for different business user levels.
- Implemented Marketing Sales, Customer Service, Call Center & Support Administration
- Developed Salesforce.com APEX and Web Services API on Force.com IDE

- Created workflow rules and defined related tasks, time triggered tasks, email alerts and updates to achieve business logic.
- Worked on improving organization code quality by following adherence to the governor limits
- Created various Reports (summary reports, matrix reports, Pie Charts, dashboards) to assist managers to better utilize Salesforce as a sales tool.
- Handled the construction of client objects for SOAP based Web Service Call outs made to external legacy systems and generated VF pages to display returned data.
- Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components and custom controllers to suit the needs of the application.
- Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationship among objects.
- Created various profiles and configured the permissions based on the organizational hierarchy requirements
- Customized tabs for different business user groups and business centers.
- Created the workflows for automated lead routing, lead escalation and alerts
- Implemented the Salesforce.com applications using Agile, SCRUM Methodology that involves the iterative development methodology.
- Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
- Worked on Sandbox and QA instances and use Eclipse and Change sets for deployments

Environment: Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Pages, Data Loader, Controllers, HTML, Java Script, Apex Triggers, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in.

Client: Eli Lilly and Company, Indianapolis

Aug 14 - Sep 15

Role: Sr Salesforce Developer

A pharmaceutical company that uses salesforce to manage its distributor health from sales perspective and actively develops new opportunities and manages visual information on market study for their drug at different regions across the world.

Responsibilities:

Actively involved with Business analysts, other developers, involved in enhancement of business modules using force.com IDE, APEX classes, Controller, Triggers, Test Methods and writing SOQL queries.

- Used Force.com platform for developing feature rich and user-friendly Visual force pages for enhancing Sales Force UI.
- Leverage SaaS sales and marketing tools to generate new leads, routinely follow-up with established prospects.
- Created various communities in salesforce in order to meet the business requirements.
- Implemented Apex Data loader “Command Line Interface “to automate the data loading process for the sand box refresh activity.
- Access to product documentation and other relevant content to customers, including features such as subscriptions, comments, and ratings are provided.
- Worked on salesforce communities to interlink sales team directly with channel partners.
- Designed and deployed custom websites and also integrated mobiles to the web through the help of sites.com.
- Maintaining test coverage for all the classes and triggers and supporting deployment activities.

- Worked on various standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.
- 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
- Created various Reports (summary reports, matrix reports, Pie Charts, dashboards) to assist managers to better utilize Salesforce as a sales tool.
- Handled the construction of client objects for SOAP based Web Service Call outs made to external legacy systems and generated VF pages to display returned data.
- Used Data Loader for insert, update and bulk import or export of data
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects
- Involved in building of the Customer Portal in the organization. Configuring customer portal in order to enable the security officers to login to customer portal and accept/reject the assigned tasks.
- Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.

Environment: Salesforce.com platform, Apex Language, Visual Force Pages, Data Loader, HTML, JSON, JQuery, Reports, Customer Portal, Custom Objects, Custom Tabs, Email Services, Service Cloud, Eclipse IDE Plug-in, Windows XP.

Client: American Express, Phoenix, AZ

Oct 13 – Jul 14

Role: Salesforce Developer

American express travel division had to manage travel points and merchandize for various account types and relevant varied reporting for managers to be on top of promotions.

Responsibilities:

- Interacted with various business user groups for gathering the requirements for Salesforce.com implementation and documented the Business and Software Requirements.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
- Developed Assignment rules, Escalation rules to enable proper routing of cases to the case team members.
- Designed junction objects and implemented various advanced fields like Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, Sharing rules and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.
- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs i.e. Sweep & Match, Custom Member Search, and Data Synchronization by web services integration.
- Created various Standard and Custom Reports / Dashboards (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce.com as a sales tool and configured various Reports and for different user profiles.
- Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.
- Implemented Web to Case, Email to Case functionalities to provide a better customer support to the customers.

- Single-Sign On (SSO) integration – Implement Single-Sign On (SSO) for browser based logins to Salesforce
- Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
- Involved in the Data Transformation and Data Cleansing activities while transferring the data from the external system into salesforce.com using Apex Data Loader 20.0.
- Created test scenarios on Sandbox environment, created packages and deployed in Production environment.

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

Client: Health Stream Inc, Nashville, TN

Jan 13 – Aug 13

Role: Salesforce Administrator

Health Stream is a leading provider of research and learning solutions for the healthcare industry. As a Web-based company, Health Stream wanted a cloud based CRM solution that would eliminate ongoing maintenance and expensive customization. I was part of a team implementing SFDC Marketing, Sales and Case Management.

Responsibilities:

- Created Roles, Profiles, Access Settings, Workflow Rules, Validations, creation and modification of fields and page layouts, upload of data.
- Worked with Conga Mail Merge application from AppExchange.
- Worked extensively on Accounts, Contacts, Leads, Opportunities, Activities, other Standard Objects and Customized Objects for additional fields, Layouts, record types and validation rules.
- Responsible for setting up login restrictions and resetting the user passwords.
- Implemented public access settings for sites, restricted login hours, and restricted login IP ranges on profiles.
- Created Workflows and Approval processes and developed validation rules.
- Involved in creating, monitoring, and measuring campaigns with Salesforce CRM Marketing.
- Created marketing campaign using exact target, monitor their run and reporting.
- Involved in minor corrections and enhancements to SFDC application required by business users from time to time.
- Created user Roles and Profiles, security controls and shared settings.
- Developed Custom Objects, Custom reports and configured Analytical Snapshots to dump data on a regular basis for sales performance and lead generation statics.

Environment: Apex Triggers, Visual Force, Workflows & Approval Processes, HTML, Java Script, JQuery, JIRA, Apex Data Loader

Client: Republic Services, Phoenix, AZ

Mar 12 – Dec 12

Role: Salesforce Admin / Developer

Republic Services, Inc. is an industry leader in U.S. recycling and waste services. Through its subsidiaries, Republic's collection companies, transfer stations, recycling centers and landfills focus on providing reliable environmental services and solutions for 14 million commercial, industrial, municipal and residential customers.

Responsibilities:

- Participated in analyzing the Requirements, preparing the Design documents based on the specifications and Developing and Maintaining the application.
- Worked on various standard objects including Accounts, Contacts, Leads, Campaigns and Cases.
- Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
- Developed and deployed Apex Classes, Controllers, Extensions and Apex Triggers for various functional needs in the application using Eclipse IDE.
- Developed Visualforce Pages to show customized content for certain things according to client need.
- Defined Lookups and Master-Detail relationships on the objects. And also created junction objects to establish many-to-many relationships among objects.
- Created Workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
- Used SOQL and 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 Objects and it to read, extract, and load data from comma separated value files.
- Used the Sandbox for Development and Testing and Migrated the code to the deployment instance after testing.

Environment: Force.com Platform, Apex, Visualforce (Pages, Components), Pages, Data Loader, HTML, Java Script, CSS, Workflow & Approvals, Reports.

GoDB Tech, Chennai, India

Nov 09 – Jan 12

Role: Application Developer

Responsibilities:

- Extensively involved in gathering business requirements and system requirements and specifications. Provided conceptual solution, translated conceptual solution into technical design.
- Developed forms and business logic using custom RAD tool Gods – cross platform mobile app development.
- Developed rapid prototype on Cloware for prospects. [Cloware – CRM for retail]
- Developed user interfaces (UI) of the application using HTML, CSS and JavaScript.
- Extensively worked with customers to identify business rules to customize Cloware
- Designed middleware mapping layer for ERP / web-services integration
- Extensively used XSL to style XML data.
- Used Jira as Project management tool
- Performed and supported UAT
- Performed roles or post live product support

Environment: HTML, DHTML, XML, CSS, JavaScript, Basic.

Hurix Systems, Chennai India

Jan 08 - Oct 09

Role: Programmer

Responsibilities:

- Involved in various stages of the project life cycle primarily design, implementation, testing, deployment and enhancement of the application.
- Involved in designing the system based on UML concepts which include data flow diagrams & state diagrams using Rational Rose Enterprise Edition.

- Designed and developed web pages using JSP, HTML and used JavaScript for client side validation.
- Development of scoring module in Java
- Developed data model and stored procedures.
- Used JDBC for communicating with the database.
- Responsible for white box testing of application on various levels like integration and System testing by utilizing various methodologies.
- Responsible for maintenance and production support of the application on approved changes, documented design and functional aspects of the application.

Environment: Java, HTML, JavaScript, MS SQL Sever