

PRAKHAR CHAUHAN

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PROFESSIONAL SUMMARY

- **Six plus years of experience on Salesforce CRM & Marketing Cloud platform** which includes Marketing cloud administrator and developer, Force.com, Salesforce.com, and work experience on Salesforce CRM platform and three plus years.
- Hands on Working experience in administration, development (Customization), configuration, implementation, and support of Salesforce CRM, and Salesforce applications.
- Excellent knowledge on various stages of Salesforce Development Life Cycle (SDLC) including analysis and development of applications using salesforce.com CRM, Force.com platform as an administrator and developer.
- Certified Salesforce Administrator, Developer, & Marketing Cloud Developer Email specialist.
- Extensive experience Visualforce framework, Apex language (Classes and Triggers) and leveraging Force.com
- Have lightning development and work experience.
- Platform – world's first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.
- Hands-on work experience using Salesforce Administration (SFA), Profiles, Creating Roles, Page Layouts, Sharing rules, Workflow rules, Reports, and Dashboards.
- Experience in developing client-specific solutions in SFDC related technologies such as Apex (Classes, Controllers & Triggers), Batch Apex & Apex Web Service, Visualforce (Page, Component & Controllers), and Apex triggers.
- Worked on salesforce.com Sandbox and Production environments which include creating and refreshing sandbox from time to time and deployment in between sandbox and production by using Eclipse, Force.com Migration Tool, and Change set.
- In-depth work experience in designing of custom objects, custom fields, Role Based Page layouts, Workflow, Assignment rules, auto response rules, Validation Rules, Approval Processes, process builder, Custom Tabs, Custom Reports, Report Folders, Report Extractions to various formats, Record Types, Dashboards, and Email templates as per application requirements.
- Performed data migration, Proficient in using meta-data migration tools like Salesforce Apex Data Loader.
- Experience in different types of deployments like Change Sets, and by using Eclipse Force.com IDE.
- Experienced in integration of Salesforce.com with external applications by using Web Services API (REST API).
- Good working knowledge in querying salesforce.com database using SOQL & SOSL queries.
- Extensive hands on experience in Email Marketing and Digital Marketing (B2B & B2C).
- Hands on experience JavaScript, bootstrap, AMP Script.
- Experience in preparing and executing email campaigns using Salesforce Marketing Cloud (SFMC)
- Proficiency at grasping new technical concepts quickly and able to utilize the same in a productive manner.
- Perform requirements analysis, Analysed business documents and task estimation.
- Effectively communicate between technical, operational and strategy groups.
- Created many Data extensions to accommodate custom scenarios.
- Configured and designed journey's using journey Builder.
- Created dynamic emails/SMS using AMPScript and sending it to the subscribers.
- Automated the import, Performed many extract and Query activity using Automation Studio.
- Used Dynamic content for subject lines. Used AMP scripting to use data from Data Extensions.
- Hands-on experience on Mobile PUSH and Mobile Connect.
- Used SOAP/REST API in order to invoke triggers and create redundant data.
- Hands on experience in writing SQL query and work on Automation Studio.
- Experience in dynamic developing Cloud pages/Microsites.
- Report generation in Marketing from the standard reports and using data views to query the result based on

requirement.

- Strong analytical, troubleshooting, communication, and presentation skills, well played in Team and as well as independently.

Certifications

- Salesforce Certified Sharing and Visibility Architect
- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- Salesforce Certified Platform App Builder
- Salesforce Service Cloud Consultant
- Salesforce Certified Marketing Cloud Email Specialist
- “UST Software India Pvt.Ltd.”
- Cleared C and CPP training offered by Spoken Tutorial Project, IIT Bombay through ICT, MHRD, Govt. of India.
- Cleared PHP and MYSQL training offered by Spoken Tutorial Project, IIT Bombay through ICT, MHRD, Govt. of India.
- Attended seminar on National Conference on “Cloud Computing Technologies & Services”, in April, 2013.

WORK EXPERIENCE

Deloitte USI

July 2021 - Current

Role- Senior Consultant

Project Description- Stifel Sales Cloud development. This is a Financial Services based organization with many partners holding and helping customers in the stock exchange.

Responsibilities- Part of the agile scrum developer team for gathering the request from the business and working and developing and supporting the business requirement.

Resmed India Pvt. Ltd.

Dec 2020 – July 2021

Role- Senior Analyst

Project Description- Developing and supporting the sales cloud for the Resmed India region so that clinical staff person of Resmed can reach out to the customers and help in their sleep related issues.

Responsibilities- Part of the agile scrum developer team for gathering the request from the business and working and developing and supporting the business requirement.

WM Logistics India Pvt. Ltd.

Apr 2019 – December 2020

Role- Software Developer

Project Description- Developing the service cloud for the customer support agent and also for the account team to collect and resolve the customer’s request for the pickup of the garbage as per their request. The model is being developed in lighting console.

Responsibilities- Part of the agile scrum developer team for gathering the request from the business and working and developing the requirement.

Barclays Global Services Pvt. Ltd.

Nov 2018 – Apr 2019

Role: Senior Salesforce Developer

Project Description: Worked and developed the application on the lightning platform for the Relationship managers for the premium customers of Barclays(Leads and Referrals).

Responsibilities:

- Providing and developing the requirement for the application.
- Developing the lightning components and back-end code for the system to get the system automated and easy to use for the end users.

salesforce.com India Pvt. Ltd.

SEPT 2017 – OCT 2018

Role: Salesforce Marketing Cloud Developer Support/ Exact Target Developer Support

Project Description: Debug and troubleshoot customer issues implementing the Salesforce Marketing Cloud platform. Performed via collection and analysis of server logs, and test implementations in local environments. Developer issues involving:

Best practices when developing for performance on a multi-tenant cloud-based platform. Includes code review of full-stack development languages based on Mobile PUSH/ Mobile Connect and creating emails using the HTML AMPScript/JavaScript. API integration (SOAP & REST, along with Salesforce specific APIs)

Responsibilities:

- Providing support for the issue related to developed email campaigns and assets of email channel calendar and direct mail.
- Configured, designed and provided support to journey's using journey Builder.
- Solving issues concerned to Data extensions.
- Automated the import, extract and Query activity using Automation Studio.
- Used Dynamic content for subject lines, showed the quarterly and yearly results on the Dashboards of the users.
- Worked on sending the Push message notifications and sending the SMS using the mobile connect and resolving the issues related the concerned scenarios.
- Written AMP scripting to use data from Data Extensions.
- Implemented SOAP API in order to invoke triggers and create redundant data.
- Used SQL for data manipulation needs of the application using platform database objects.
- Developed and worked on Cloud pages and providing support to the issues related the same.
- Resolving issues related to dynamic generation of the Emails, SMS, and Cloud pages using the AMPScript.
- Report generation and helped in resolving the issue.

Environment: Exact Target, SOAP API, SQL

salesforce.com India Pvt. Ltd.

NOV 2016 – SEPT 2017

Role: Salesforce Developer Support

Project Description: Debug and troubleshoot customer issues implementing the Salesforce CRM platform. Performed via collection and analysis of debug logs, server logs, and test implementations in local environments. Developer issues involving:

Best practices when developing for performance on a multi-tenant cloud-based platform. Includes code review of full-stack development languages based on Java (Apex), SQL (SOQL), and HTML (Visualforce) with JavaScript. ^[1]API integration (SOAP & REST, along with Salesforce specific APIs)

Roles & Responsibilities:

- Handling various customer issue involving Customization and Development in Salesforce.
- Work involves providing support and helping in resolving the issues related the below topics which involves customization on salesforce platform. Some of the worked topics scenario as below:-
- Integration (SOAP/REST)
- VisualForce Pages and Apex, and lightning, SOQL/SOSL, Batch Apex.
- Community, and Sites and SSO related issues.

Algoworks Technologies Pvt. Ltd. JUL 2015 – NOV 2016

Role: Salesforce Developer

Project Description: Algoworks Technology is a Global IT service provider which follows a content driven approach for providing end to end expertise in providing mobility solutions. It has acute finesse in CRM and SaaS technologies like Salesforce and unmatched excellence in ECM technologies.

Roles & Responsibilities:

- Worked on the Community Users to get and view the data which is under their access through a dynamic process from the third party data. It involves the SharePoint-Salesforce Integration which has many to many relationship between each community users of SharePoint and users of Salesforce. The process involves to create an intermediate page which lets the users to access their related of SharePoint in the tree format
- EFI Pace Integration with Salesforce using SOAP API to transfer real time data bidirectional. EFI Pace is an experienced and proven Management Information System (MIS) exclusively designed for the print industry. The client requirement was to upload and retrieve data from both EFI Pace and Salesforce in real time which was handled using SOAP API.
- Created a site for the user to store the feedback of the end users in Salesforce and save the data instantly in Salesforce. It involves the process to send an email to each of the Opportunities in Salesforce to get the review of product and save the review and the data back to Salesforce in other object.
- DocuSign-Salesforce Integration to get the document signed electronically from the users once it is being verified and submitted successfully through a dynamic process. The requirement was to create an automatic process for the Sales users to send a document to the end users for the review and get it electronically signed which contains the information of the particular record associated in Salesforce.
- Worked on Conga Composer to deliver customized documents, reports and presentations using records or objects in Salesforce and pulling the data.
- Customize various Objects like Accounts, Contacts, Leads, Opportunities, and Reports and created Custom Objects based on Business requirements.
- Implemented and Configured, Customization and Development on Sales and Service Cloud.
- Provided Administrative level support for the users of Salesforce Application.
- Implemented various functionalities in the organization performed Batch Apex, Apex Triggers and Apex Custom Controller Extension, List Controller classes, and visual force pages and components.
- Created Custom Links, Formulas, Page Layouts, Record Types, Workflow, and Approval Processes and performed Record Level and Object Level Security.
- Worked on Web Services apex classes, using XML parser passed input request and mapped the XML request to salesforce object.
- Integrated REST API web services to extract data from internal applications and displayed in the UI.
- Worked on portals like Service Portal and Partner Portal and had a good knowledge on Customer Portal.
- Modified and customized the standard objects which includes Campaigns, Leads, Accounts, Contacts, Opportunities, and so on.
- The Schema creation and architecture for the client and relation between each of the related object.

Environment: Salesforce.com, Force.com, JIRA

EDUCATION & QUALIFICATION

Bachelor of Technology (IT) at ABES Engineering College, Ghaziabad - 2015

Intermediate from St.Aloysius High School, Kanpur - 2010

High School from St.Aloysius High School, Kanpur - 2008

TECHNICAL SKILLS

- Programming Languages: Apex, Visual force, HTML, Javascript
- Databases & Workflows: SQL server, SOQL/SOSL (SF Query Languages), REST & SOAP.
- Integrations: Configuration in site.com, Force.com IDE.
- Databases: SQL.
- Scripting Languages: JavaScript, HTML, CSS, XML.

PERSONAL DOSSIER

Date of Birth: 18th July 1992

Language: English, Hindi

Hobbies: Playing Cricket, Football.

Strengths: Humble in nature, a good follower and Listener, willing to learn new skills

Address: Kondapur, Hyderabad.

I hereby declare that the information furnished above is true to the best of my knowledge.

DATE :

PLACE :Gurugram, India.

(Prakhar Chauhan)