

## Charithra

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## SUMMARY

* Around 7 years of IT Experience in Salesforce Development and Administration on force.com platform including analysis, modeling, design, coding, testing and implementation.
* Strong Experience working with Apex classes, Triggers, Controllers &Controller Extensions, Components, Test Methods, Application Design and Development on Multitenant Force.com platform.
* Experience in Agile methodology and involved in grooming, planning, retrospective sessions, program increments and scrum calls.
* Expertise in Salesforce.com setup, Administration, Configuration, Customization, Data Migration, Mapping and integration.
* Hands on Experience in creating Workflows, Process Builder, Approval Process, Validation rules, Assignment rules, Sharing rules, Custom objects, Custom fields, Page layouts, Reports, Dashboards and various other components as per the client and application requirements.
* Proficient in working with Administrative tasks like creating Custom Profiles, Roles, Users, enabling Email Services, and setting up record Sharing Rules using Organization Wide Defaults.
* Extensive experience in analyzing business requirements, entity relationships and converting to Salesforce custom objects, lookup relationships, junction objects, master-detail relationships.
* Good knowledge on Salesforce tools such as Workbench and Data Loader.
* 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
* Experience in web technologies like HTML, CSS, JSON, XML and JavaScript.
* Experience with Salesforce Lightning Components, Lightning connect and Lightning Pages
* Experience in SFDC development using Apex classes and Triggers, Integration (SOAP and REST), Visualforce, Force.com API & Force.com Sites
* Experience in migration applications from Sandbox to Production using Force.com IDE and Salesforce.com change-set.
* Experience in working within governor limits when integrating using SOAP and REST API’s.
* Experience with data migration and updates through tool App Exchange Data Loader in Salesforce.com.
* Experience in Creating Roles, Profiles, Email Templates, Page Layouts, Workflow Actions and Approval Process.
* Having administration experience on CRM applications like data exports &imports, application supports security administration, maintenance, and user &security management.
* Knowledge on salesforce support communities and Chatter groups.

## Certifications

* Salesforce Administrator - Credential ID: 20731818

## Technical Skills

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| CRM | Salesforce.com |
| SFDC Technologies | Lightning components, community Portal, Customization, Visualforce, Triggers, API, Validation rule (SVR, CVR), CLM, Apex Language, Apex Classes, Apex Triggers, Apex Web Services, Visual Force Pages-Controls, SOQL, SOSL, AJAX, Workflow & Approvals, Dashboards, Data Loader, Reports, Analytic Snapshots, Custom Objects. |
| Web Technologies | HTML, CSS, XML, JavaScript |
| Methodology | Waterfall, Agile (Scrum). |
| Tools | Apex Data Loader, Eclipse, Postman |
| Databases | SQL Server, MySQL, SQLite, MS Access. |

## PROJECTS SUMMARY

**Client:** Ernst & Young, Alpharetta, GA Nov 2017 to Present ***Role:*** *Salesforce Developer/Admin*

**Responsibilities:**

* Designed and developed various Salesforce custom applications, objects, page layouts.
* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Used field level security along with page layouts to manage the visibility and accessibility of fields for different profiles.
* Designed, setup and maintained Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rules.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesfoce.com, checking for correctness of the data.
* Developed Workflow rules, tasks, emails and alerts to track customer related tasks and activities.
* Developed, launched and managed in-depth dashboards and reports for all team functions on both management and individual levels.
* Worked on Salesforce Lightning Process Builder to easily automate Business Processes.
* Worked on Approval process and created approval steps which used email alerts and field updates.
* Configured and maintained user security permissions in compliance with organizational needs.
* Designed various types of Email templates for auto response to customers.
* Worked on deploying Salesforce components across various Sandbox and Production instance using Change Sets.
* Conducted training sessions to the UAT users to use the Salesforce Knowledge application and developed a feedback custom report.

**Environment:** Salesforce.com, Force.com, Custom Objects, Records, Page Layouts, Roles, Validation Rules, Workflow Rules, Approval Process, Process Builder, Data Loader, Change Sets.

**Client:** M & T Bank, Buffalo, NY. Mar 2016 to Oct 2017

***Role:*** *Salesforce Developer/Admin*

**Responsibilities:**

* Develop triggers to meet the complex business rules on custom objects by following Apex Best Practices.
* Development, implementation and update focusing on Sales cloud and Service cloud.
* Created various Reports: summary reports, tabular reports, matrix reports and Report Folders to assist Service managers to better utilize Sales force and configured various Reports for different user profiles based on the need in the organization.
* Test and trial with Sandbox and Development environment features
* Built custom License management app for the services team that tracks software license purchases and makes it easy for customers to log in to the portal and download new licenses.
* Create case escalation rules to escalate cases automatically if they are not resolved within a certain period.
* Integrated Apex with External services by making callouts that used SOAP and WSDL
* Used Apex Data types, Variables, Expressions, Assignment statements, Conditional statements, Loops, SOSL an SOQL queries, locking statements, Transactional control and Exception statements to invoke Apex triggers
* Development, implementation and update focusing on Sales cloud and Service cloud, Marketing cloud
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Used Salesforce Marketing cloud connector v5 to connect multiple salesforce Orgs
* Experience working with Standard Sales Analytics application and Service Analytics Application in Einstein Analytics (Wave Analytics).
* Experience developing Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Use of Advanced Excel to collaborate and update reports from CRM to CSV Excel platform.
* Used Sales Force Automation for Sales Lead Management, Opportunity Management, Account and Contact Management, Data Quality Management, Approvals and Workflow.
* Interacted with business user groups to gather requirements to do a support portal POC using Lightning and get an understanding of the timeline and overlap with customer portal.
* Designed a federated search to anonymous and authenticated data sources and also worked on componentizing the page using the Lightning Components.
* Added a design resource to the Lightening Component Bundle and made it a dragon drop option in the Community Builder and Lightening App Builder.
* Worked on Partner Communities and implemented Sales portal home page into Salesforce using VF, html, Java Script, CSS & Ajax.
* Integrated the web services by generating the necessary stubs from the WSDL files of PHP for extracting the data.
* Involved in querying Salesforce tables using SOQL & SOSL queries using Force.com Explorer.
* Developed Visual Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
* Worked on Agile Scrum methodology.

**Environment:** IBM Saleforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Salesforce.com Data Loader, Workflow & Approvals, Reports, Lightening Components, Service Cloud, Custom Objects, Custom Tabs, Email Services, HTML, Sandbox, ANT migration tool, Eclipse, Eloqua, Windows.

**Client:** Aditya Electronics. Jan 2013 to Feb 2016

***Role:*** *Web Developer*

**Responsibilities:**

* Creating website layout/user interface by using standard HTML/CSS practices.
* To integrate data from various back-end services and databases.
* Gather and refine specifications and requirements based on technical needs.
* Creating and maintaining software documentation.
* Write SQL Queries and Stored Procedures to get data from database
* Responsible for maintaining, expanding, and scaling our site.
* To Stay plugged into emerging technologies/industry trends and apply them into operations and activities.
* To cooperate with web designers to match visual design intent.
* Producing, modifying and maintaining websites and web applications.
* Creating quality web pages.
* Testing a website & identifying bugs & technical problems
* Writing well designed, testable, efficient code by using best software development practices

**Environment:** HTML5, CSS 3, Javascript, AJAX, Excel, Powerpoint.