**EXECUTTIVE SUMMARY**

**A highly skilled and Salesforce-certified professional with over 12 years of experience in Salesforce Administration, Development, and Implementation. Expertise in configuring and customizing Sales Cloud, Service Cloud, and Experience Cloud, including workflow automation, security management, and Lightning components. Adept at analyzing business requirements and translating them into Salesforce solutions using Apex, Visualforce, SOQL, and SOSL. Strong experience in data migration, integration using REST/SOAP APIs, and working with ETL tools like MuleSoft and Informatica. Proven ability to enhance user experience through UI customization, process automation, and reporting solutions. Excellent communication and leadership skills, with a track record of working in Agile environments and collaborating with cross-functional teams.**

**SPECIFIC EXPERTISE**

* Over 12+ years of professional IT experience and solid involvement certified in Salesforce.com it includes Configuration, Customization, Deployment, and Integration in Salesforce.com CRM platform as an administrator analyst.
* Working with technical product managers contributing to blueprints and assisting with annual planning of feature sets that impact multiple platforms.
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Experience Cloud, Chatter App-exchange applications.
* Proficiency in Salesforce.com administrative tasks like creating profiles, roles, users, email services, Approvals, Workflows, Reports, Dashboards, Developed Formula fields, Workflow rules, Validation rules.
* Extensive business knowledge and customization experience on various salesforce.com standard objects like Accounts, Contacts, Campaigns, Leads, Opportunities, Products and Price books, Cases, Forecasting, Reports and Dashboards.
* Expertise in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Account Management, and Case Management.
* Experience in analyzing business requirements, entity relationships and converting to Salesforce custom objects, Lookup Relationships, Master-Detail Relationships.
* Expertise in administration, lightning Configuration, Salesforce CRM, SAAS (Software as service), and Apex language.Experienced in Development, Administration, Configuration, Implementation, and Support of Salesforce CRM and Salesforce SFA Applications based on Apex Language and Leveraging Force.com Platform.
* Proficient in designing Custom Formula Fields, Roll up summary, Field Dependencies, Field Updates, and Email generation according to application requirements.
* Good Knowledge of Apex Trigger, Apex Class, Apex Test Methods, Visualforce Pages, SOQL, SOSL, Web Services. Excellent knowledge in Force.com Apex Classes, Apex triggers, Visual Force, Batch Apex, Salesforce Integration, REST, SOAP based Web Services, Force.com API, Salesforce AppExchange.
* Working knowledge of SQL and experience with statistical analysis and reporting tools.
* Expertise in administration, lightning Configuration, Salesforce CRM, SAAS (Software as service), and Apex language.
* Experienced in Development, Administration, Configuration, Implementation, and Support of Salesforce CRM and Salesforce SFA Applications based on Apex Language and Leveraging Force.com Platform.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.Responsible for Customization of the Salesforce Sales Module for capturing the Lead Generation, Accounts, Opportunities.
* Rich experience in Administration, Development and Maintenance of Salesforce Orgs and Custom User Interface using Force.com, Visual Force, Custom Controllers CSS, and APEX to fulfill the functional needs.
* Configured and maintained user security permissions according to organizational needs.
* Experience in data-mapping and migration of data to SalesForce.com Objects and fields.
* Experience in data migration using Import wizard, Apex Data Loader, Informatica on Demand.
* Excellent communication and interpersonal skills, technical documentation, and reporting skills, accustomed to working in both large and small team environments.
* Ability to effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally.

**TECHNICAL EXPERTISE:**

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| **Salesforce CRM** | Saleforce.com platform, Apex Language, Apex Trigger, Apex Class & Apex, Visual Force, SOSL, SOQL, Email Services, Sales Cloud, Service Cloud, Community Cloud, Marketing Cloud, Lightning, Formula, Validation rules, Controllers, Controller Extensions, Users, Packages, Data Loader, Import Wizards, Workflow Rules& Approvals Process, Process Builder, Communication Templates, web services SOAP, REST |
| **Force.com Tools** | Force.com Explorer, Eclipse IDE plug-in, Apex Data Loader, ETL Data Extraction, Workbench, Force.com Apex Explorer, Apttus, Field Lightning Service, ANT Migration Tool, Force.com Excel Connector and Force.com Eclipse IDE Plug-in |
| **Languages** | SQL, SOQL & SOSL Language, AMP Script, Apex Language, Java, jQuery. |
| **Web Technologies** | HTML, CSS, JavaScript, JSON, AJAX, XML, DHTML, XHTML. |
| **Custom Integration and Management tools** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom Settings, Custom Labels and Tabs, Account Management, Sandbox Data Loading, MS Visio, HP ALM, QC, Jira, Git Hub. |

**Education:   
 Bachelor of Engineering in ‘INFORMATION TECHNOLOGY’ (Anna University 2009)  
  
Certification:**

* **Salesforce Certified Administrator**
* **Salesforce Certified Platform App Builder**
* **Salesforce Certified AI Associate**
* **Salesforce Platform Developer**

**PROFESSIONAL EXPERIENCE:**

**Client: PLS Logistics, Atlanta, GA. (Duration: Nov 2021 – Till Date)**

**Role: Salesforce Developer**

**Responsibilities:**

* Performed the roles of Salesforce.com Administrator in the organization.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
* Hands-on experience in Salesforce development and administration, with a deep understanding of both Sales Cloud and Service Cloud modules.
* Developed Apex Classes, Controller Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services API and Apex Triggers for various functional needs in the application.
* Developed Visualforce Pages, created Reports, Dashboards and Apex Classes.
* Administered and managed Salesforce Cloud applications, focusing on Sales Cloud and Service Cloud to improve customer experience and operational efficiency.
* Led system design sessions with stakeholders to define Salesforce solutions and integration strategies.
* Developed technical roadmaps and architecture blueprints for Salesforce-based applications.
* Defined end-to-end testing strategies, including unit testing, integration testing, and UAT for Salesforce implementations.
* Designed and implemented Auto Cloud Points functionality within Salesforce, integrating automated points allocation system for customer rewards based on transactional data.
* Customized Auto Cloud Points objects and workflows to ensure seamless integration between Salesforce and external systems, enhancing customer loyalty programs.
* Proficient in developing custom solutions using Apex Classes, Triggers, Batch Apex, and Lightning Web Components (LWC) to meet business requirements and enhance platform functionality.
* Provided technical walk-throughs to various stake holders (QA Team, UAT Team, etc.)
* Built custom user interfaces using Lightning web components.
* Developed, Tested and Deployed Custom fields/objects, Forms, Workflows, Interfaces, Records, and user roles to meet business requirements.
* Developed custom applications using Apex, Visualforce, and Lightning Web Components (LWC).
* Integrated Salesforce with external systems using REST and SOAP APIs, middleware tools, and third-party applications.
* Developed and maintained Java-based backend applications to support Salesforce integrations.
* Hands-on experience with J2EE components including Servlets and JDBC for enterprise applications.
* Proficient in backend JavaScript development to extend Salesforce capabilities and integrate with external systems or third-party APIs.
* Experienced in managing tasks and workflows using JIRA, ensuring seamless tracking and resolution of development requests and issues.
* Strong problem-solving skills, including troubleshooting Salesforce platform issues related to sharing and visibility, bulk DML operations, callouts, and complex Apex logic.
* Implemented Salesforce Bulk API for efficient data processing and migration of large datasets.
* Utilized Metadata API for automating deployments and managing Salesforce configurations.
* Evaluated and integrated third-party applications such as Conga, DocuSign, and MuleSoft to enhance Salesforce functionality.
* Assessed vendor solutions for CRM enhancements, ensuring alignment with business requirements and scalability.
* Experienced in integrating Salesforce with external systems using REST, SOAP, and Platform Events, leveraging the Force.com API to create seamless data flows and real-time updates.
* Hands-on experience with continuous integration/continuous deployment (CI/CD) pipelines and tools like Visual Studio Code, Git, Bitbucket, and Jira to streamline development processes and ensure efficient code management.
* Led deployment automation using CI/CD tools such as Salesforce DX, Gearset, and Jenkins.
* Strong problem-solving skills, including troubleshooting Salesforce platform issues related to sharing and visibility, bulk DML operations, callouts, and complex Apex logic.
* Skilled in writing optimized SOQL and SOSL queries to retrieve, manipulate, and display data efficiently in Salesforce.
* Worked on translating several Visual Force pages to lightning framework.
* Migrated data from external sources and performed insert, delete, upset, and export operations on millions of records.
* Performed system testing, troubleshooting, and user training to ensure smooth deployment of Auto Cloud Points features.
* Performed Asynchronous Callouts using the Future Annotation and executed the future methods from a Trigger.
* Worked efficiently with standard Salesforce.com objects like Accounts, Contacts, Leads, Cases and Opportunities.
* Performed Data extraction, transformation and loads from external SQL Server Database and vendor provided CSV flat files.
* Configured and maintained Salesforce CRM, including creating and managing custom objects, fields, workflows, and validation rules.
* Developed and implemented user profiles, permission sets, and security models to ensure data protection and access control.
* Knowledge of SOX (Sarbanes-Oxley) and ITGCs (IT General Controls) with experience ensuring Salesforce solutions are in compliance with regulatory standards.
* Delivered Salesforce training sessions and user documentation for end users to improve adoption and ensure they understand how to leverage the CRM for their daily tasks.
* Administered and customized Salesforce Lightning Experience and Salesforce Classic.
* Used Salesforce Automation (SFA) for Sales Lead Management, Campaign Management, Opportunity Management, Account and Contact Management.
* Experience in creating Lightning Components and using
* Salesforce Lightning Design System (SLDS) to convert existing Visualforce pages to lightning components.
* Worked with SOQL & SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Responsible for setting up Experience Cloud sites, templates, and themes.
* Experience with creating and organizing content libraries, documents, and files using the Salesforce Experience Cloud.
* Proficient in modifying page layout, branding elements, and adding custom components to enhance the user experience in Experience Cloud
* Managed Apttus application, releases, and future upgrades.
* Involved in creating a user interface in Lightning using Aura components, for a user to enter details and submit into Salesforce.
* Have done many data migration tasks using MuleSoft, Data loader and ETL tools like Informatica.
* Hands-on experience in Marketing Cloud, Sales Cloud and Service Cloud functionalities.
* Hands-on experience of Salesforce Lightning Inspector to debug the lightning components during the development process.
* Customized Websites and created email templates to enable Web-to-lead, and Email-to-lead process.
* Experience providing training to Lead Generation Team on how to track, plan and analyze using Jira.
* Created Team specific Agile process flow in Jira to move task from one activity to another.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Used Salesforce Chatter to provide real-time notifications of changes in accounts, leads and opportunities to help sales and service teams to be more efficient.
* Experienced in SFDC Configuration & Customization- Creating & Managing Users, Roles, Profiles, Permission sets, Communication Templates, Security Access, Single Sign-on (SSO) and Security Controls to ensure that protected data is available only to the authorized users.

**Environment:** Apex, Triggers, Controllers, Salesforce Lightning, Community Cloud, Marketing Cloud, Apptus CPQ, Batch Apex, MuleSoft, Visualforce pages, Dashboards, Data Loaders, Force.com, Sales Cloud, Service Cloud, SQL, SOSL, SOQL and Windows.

**Client: ADP, Atlanta, GA. Duration: Nov 2015 – Nov 2021**

**Role: Salesforce Administrator/QA Analyst.**

**Responsibilities:**

* Created detailed data mapping documents for integrating various systems with Salesforce.com.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application.
* Implementing different types of custom fields like Pick lists, Formula fields, Hierarchal, Lookup, Master-detail and many to many relationships.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Created and managed Lightning components using Aura framework.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions, Apex.
* Implemented Salesforce CRM solution and integrated them through SOAP and REST.
* Implemented Salesforce Development Cycle covering extensively in Sales Cloud and Service Cloud.
* Extracted the Salesforce CRM information using Cast Iron to provide integration with the legacy System.
* Created Users, Roles, Public Groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Developed Visualforce Pages to customize the view and functionality of the Knowledge Articles that were required by the Organization.
* Analyze data and create reports with strong spreadsheet, SQL database query.
* Created Roles, Profiles, Access Settings, Workflow Rules, Validations, creation and modification of fields and page layouts, and upload of data.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Customized the Dashboards to track the usage for productivity and performance of business centers and their sales teams.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Developed ad-hoc report as requested by the user groups or stakeholder and performed analysis on data as required.
* Involved in the Data Transformation and Data Cleaning activities while transferring the data to the external system using Informatics on Demand.
* Involved in creating, monitoring, and measuring campaigns with Salesforce CRM Marketing.
* Worked in Agile methodology Process attended daily standup calls.
* Using Apex Data Loader for migrating records to Salesforce.
* Involved in minor corrections and enhancements to SFDC application required by business users from time to time.
* Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.

**Environment:** Salesforce Lightning, APEX, Triggers, Controllers, Cast Iron, Visualforce Pages, Force.com, AppExchange, Batch APEX, Java, REST, XML, Data Loader, Objects, Page Layouts, Records, Validation Rules, Workflow, HTML, SQL, JavaScript, SOSL and Windows.

**Client: US Bank, Atlanta, GA. Jan 2013 – May 2015**

**Role: Salesforce Automation QA.**

**Responsibilities:**

* Interacted with various business user’s groups gather the requirements for Salesforce Implementation and documented the requirements, interacted with all levels of external and internal customers.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, to suit to the needs of the application.
* Configured workflows and approval processes to enhance business logic.
* Involved in integrating web service with Salesforce.com to load Leads back and forth from Salesforce.com to Legacy and vice versa.
* Created Custom Objects and fields for transactional and contractual information.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.Test application in Agile and waterfall development process.
* Used JIRA for Identifying, logging, tracking and escalating bugs.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Developed and configured Dashboards, Reports and Report Folders for different user profiles based on the need in the organization.

**Environment:** Saleforce.com platform, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Sandbox.