Adhikayan Thilakan

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**Summary**

* 10 years of specialization in Salesforce developing Apex Classes, Apex Triggers, Asynchronous Apex, Visualforce pages, Lightning components, Lightning Web Components (LWC) and Web services enforcing best practices with excellent analytical, de-bugging skills, documentation skills good communication and Interpersonal Skills.
* Functional specialization in SFDC CRM with good understanding of Marketing Cloud, Sales Cloud and Service Cloud, Communities, Partner Relationship Management and Service Max, Salesforce CPQ (Configure, Pricing and Quote), Contract Management.
* Extensive work experience in complete software development life cycle Agile methodology including Business interaction, Requirement Analysis, Software Architecture, Design, Development, Testing and Documentation phases.
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce custom objects, Junction objects, master-detail relationships, and lookup relationships.
* Acquainted and well versed with CRM processes like Sales, Marketing, Customer Service and Customer Support, Business Processes, and recommended solutions to improve their processes using SFDC.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks, and actions.
* Implementation of Apex Triggers, Apex Class, Flows for automation of the business process
* Extensive experience in data migration and integration using Data Loader.
* Hands on experience in deploying the components using Change sets, Bitbucket and validations using Jenkins.
* Experienced in implementing Live Agent, Web-to-Case and Email-to-Case.
* Experienced in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
* A team player with effective interpersonal and communication skills, adapt at building productive relationships and building rapport with a diverse set of individuals.
* Experienced in writing Apex Test classes to achieve 75% code coverage before deploying the code to production.
* Expertise in APIs, REST API, SOAP API and BULK API.

**Technical Skills:**

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| --- | --- |
| Customer Relationship Management (CRM) | SFDC CRM (Sales and Service Clouds), Salesforce Classic & lightning Experience, LWC, Contract life-cycle Management and Marketo Application |
| Mobile Applications | Salesforce 1(Android and iOS) Mobile Apps |
| Automation Testing Tools | Selenium – Web Driver, IDE, TestNG FrameWork and Maven Project. |
| Test Management Tools | JIRA, Confluence & HP ALM 11.5 |
| Operating Systems | Windows 2000, Windows XP, and Windows 7 |
| Languages | C, C++, Visual Basic, Java Script, HTML and VB Script |
| RDBMS | MY SQL, ORACLE. |

**Education:**

Bachelor’s in Engineering, Bharathidasan University, 2008, India.

Master of Science, Northern Illinois University, 2011, USA.

**Certifications:**

Certified Salesforce Developer

Certified Salesforce Administrator

Certified Salesforce Platform App Builder

**Professional Experience:**

**Synchrony Financials, New Haven, CT May 2021 – Current**

**Salesforce Lightning Lead**

**Project Summary:** Synchrony is a Financial Services organization. The project is to help sales representatives in commercial credit enrollment process. Salesforce.com CRM application developed to provide efficient means to capture enrollment information to provide higher levels of service to credit applicants and improves overall productivity by managing digital enrollment and decreasing administrative tasks.

**Responsibilities:**

* Created custom objects, Visual Force pages, Apex Class, Apex triggers, validation rules to help track customer digital enrollment and lead qualification.
* Implemented several custom lightning web components (LWC) to enhance customer enrollment process flow and back-end server-side controllers to meet business requirements
* Experience in working with Lightning web components (LWC).
* Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Created custom controllers implementing complex code for retrieval from Salesforce to VF pages.
* Created page layouts, search layouts to organize fields, custom links, related lists, and components on record pages.
* Designed and deployed Custom tabs, Custom Objects, Components, Visual Force Pages, validation rules, Approval Processes and Auto-Response Rules for automating business logic and data-modeling.
* Developed and deployed workflows and approval processes for custom objects as per the requirement.
* Created and customized visual representation of data using Tableau and utilized Azure for analytics
* Enhanced Aura to create a custom Related List, showing activities for selected contacts or clients.
* Implementation of Apex Triggers, Apex Class for automation of the business process data modeling needs on Account, Contact, Opportunity, and Custom Objects. Setup data tags on Splunk.
* Created and maintained Reports and Dashboards to provide fast access to key business metrics.
* Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, Custom App, Field-level Security, Permission Sets for client services and marketing.
* Worked on different Sandboxes for development & testing; Involved in migrating the code to production instance in installments using Change Set and loading large volume of data using data loader
* Created custom product bundles and product rules using Salesforce CPQ
* Created custom CPQ approval process and order management process.
* Experience creating custom CPQ contracts and manage renewal automation.
* Experience working on CPQ and Conga to create custom document templates and quote templates.
* Experience creating and managing campaigns for lead generation on Sales Cloud.
* Created and deployed custom community using Experience cloud and setup knowledge articles
* Experience working on creating custom journey for customers using Marketing Cloud Journey builder.
* Created and deployed custom community using Experience cloud and setup knowledge articles.
* Created and implemented Apex test classes to ensure >75% code coverage
* Lead DevOps Process from code review to deployment.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Resolved extensive bug issues that previously existed to meet the business requirements.

**Environment:** Saleforce.com platform, Apex Language, LWC, Visual Force Pages, Aura Framework, Custom Lightning Component, Custom Controllers, Triggers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, ETL Tool, Email Alerts, Reports and Dashboards, Visual Studio Code, JIRA, Bit Bucket.

**Guardian Health, New Jersey Dec 2017 – May 2021**

**Sr Salesforce Lightning Developer/ Lead**

**Project Summary:** Guardian Health is Financial Services and Health CRM Systems to help sales representatives in healthcare service sales division. Salesforce.com CRM application provides higher levels of service to clients and improves overall productivity by managing leads and opportunities and decreasing administrative tasks.

**Responsibilities:**

* Worked with Business System Analyst to provide recommendation and designed the Best Solutions for implementing new business ideas.
* Created many Lightning Components and server-side controllers to meet the business requirements.
* Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better. Leveraged APEX Controller to make logical decisions and displayed them on to the component.
* Extensively worked on salesforce reporting and created Reports, Dashboards, Custom report types as required.
* Experienced in Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts and Actions, and Approval Workflow.
* Created Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, Approval Processes, Lightning Process Builder, Page layouts and search layouts.
* Provided the training to the internal business users to use the application and develop their own custom reports.
* Development, implementation, and update focusing on Sales cloud and Service cloud.
* Enhanced Apex Class and Visual Force Page to create a custom Related List, showing activities for selected contacts or clients.
* Created custom user order experience and order management process on Cloud Craze
* Experience tracking consumer behavior across the order process using Cloud Craze
* Experience gathering consumer insights and tailoring the notifications using Salesforce CDP.
* Gathered consumer insights to identify consumer segments and personalization needs on Salesforce CDP
* Customized Chatter objects and tabs to view progress and discussion on business process.
* Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API.
* Visual Force Pages using Standard Controllers, Custom Controllers, Extension Controllers & Web Services API. Creating new User Interface using JavaScript, HTML and CSS in Visual Force Pages.
* Case Assignment Rules to direct the case to appropriate group such as Stories & PCS Central Support.
* Case Management by Configuring Email-to-Case for the end user to submit a case through Outlook.
* Created and configured Email templates which were used by PCS Central users for approval processes and other field updates.
* Experience working on Salesforce CPQ on creating custom product rules, price rules and contract management
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.

**Environment:** Salesforce.com, Apex Classes, Controllers, Triggers, Visual force, Force.com, Dashboards, Sales Cloud, Data Migration, Workflow & Approvals, Validation rules, Aura framework, Data Loader, Change Sets, Java Ant, Custom Reports and Dashboards, Visual Studio Code, JIRA.

**Capital One, Norfolk, VA**  **Jan 2015 -Nov 2017**

**Salesforce Lead**

**Project Name:** Residentials Application (Net360, Agent care Shopping cart, STB Transcoding application & Connected Home Diagnostics)

**Project Summary:** Establish holistic view of customers across the board to empower relationship managers and lending assistants to identify growth opportunities. Simplify CRM processes by establishing instant access to the information needed for decision making.

**Responsibilities:**

* Integrated and administered Salesforce for Outlook (SFO) for large end-user base.
* Strong knowledge and experience in Salesforce confirguration and customization, Management and Production Support, including deployment and migration activities from Development through to Production.
* Lead Developer on subsequent projects integrating Siebel/Salesforce with proprietary systems.
* Creation of Web Services in C# to integrate our internal systems.
* Experience working on Apex Batch Jobs, Scheduled Jobs.
* Experience in customization and working with Financial Services Cloud in customizing towards client needs.
* Created customer segments based on customer needs and to provide personalized responses in Financial services cloud
* Created forecasts using financial services cloud to predict future customer behavior and analytics.
* Created 360degree snapshot of customers and customer segments for management view and reported on KPIs from financial services cloud.
* Worked on CRM Platform environment of SFDC Sales Cloud, Service Cloud modules.
* Used SOQL, SOSL 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.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, ETL Tool, Email Services, Security Controls, HTML, Web Services, WSDL, SOAP, Reports, Dashboards, Sandbox, Eclipse IDE Plug-in.

**Direct TV, Atlanta, GA Nov 2013 -Dec 2014**

**Salesforce Lead**

**Project Name:** Commercial Application (Shopping cart and E-COF)

**Project Summary:** After the successful completion of Salesforce.com implementation to the residential DirectTV customers team moved on to the commercial CRM application in which they had moved to execute the case management system along with the commercial programming and hardware upgrades orders for its commercial customers.

**Responsibilities:**

* Implemented Case Management Automation to track and solve Customer’s Issues.
* 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.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Worked on Unit testing, for the customizations and developments done during the project.
* Created custom controllers implementing complex code for retrieval from Salesforce to VF pages. Wrote SOQL and SOSL statements within custom controllers, extensions, and triggers.
* Experience in using Bootstrap, HTML, CSS, and JavaScript Libraries in Visualforce pages.
* Created custom product bundles and product rules using Salesforce CPQ
* Case Assignment Rules to direct the case to appropriate group such as Stories & PCS Central Support.
* Case Management by Configuring Email-to-Case for the end user to submit a case through Outlook.
* Configured Service cloud for omni channel and additionally setup service console for agent skill based case routing and optimized process flow for call center optimization.
* Extensively worked on Salesforce.com sandbox and production environments including creating Full Sandboxes for Testing and Deployment between Developer and Full Sandboxes using Eclipse and Change Sets.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Change sets, Page Layouts, ETL Tool, Email Services, Security Controls, HTML, Web Services, WSDL, SOAP, Reports, Dashboards, User management, Deployment.

**Cisco Systems, Milpitas, CA Aug 2011 -Nov 2013**

**Salesforce Developer**

**Project Name:** Salesforce PRM Management

**Project Summary:** Partners submit the deals to Cisco Systems which goes through the approval process by Product Sales Managers and successful conversion from Deal to Order. (Partners are paid incentives)

**Responsibilities:**

* Responsible for customization of Salesforce.com for Global Account Managers and Strategic Account Sales representatives from the ground up for 1250+ users.
* Developed Integration for salesforce.com with Experian System for getting the Credit Check for all the Business Accounts.
* Developed Integration the Work Order system with Salesforce.com application.
* Managed ongoing support requests and administrative needs of users.
* Worked on Salesforce.com Standard Objects as Accounts, Contacts, Opportunities, Campaigns, Cases and Solutions.
* Performed administrative tasks such as managing Accounts, Contacts and Cases, setting Workflows and Approval Process for approving new accounts and another business process.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, ETL Tool, Email Services, Security Controls, HTML, Web Services, WSDL, SOAP, User management, Deployment, Sandbox, SOQL, HTML.