

Deepa Srinivasan

S F D C D E V E L O P E R / A D M I N

Contact

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Technical Skills

Salesforce.com Technologies	• Custom Objects, Roles and Profiles, Workflows, Lightning Web Components, Aura Assignments, Approvals, Triggers, Record Types, Dashboards, Security, Field updates, reports, SOQL, Visualforce Pages, Apex Classes, Apex Trigger
Force.com Tools	• Force.com Eclipse IDE, DataLoader, Workbench, Postman, VS-Code, Force.com Migration Tool, SOQL, SOSL, Salesforce APIs, Power BI.
Cloud	• Service Cloud, Sales Cloud
Databases	• MySQL, Oracle, MS SQL Server
Version Control Tools	• GIT
IDE and Editors	• Visual Studio, Force.com
CI/CD Tool	• Gearset
Operating Systems	• Windows, iOS, Android

Certifications :

1. **Salesforce Certified Platform Developer-1.**
2. **Microsoft Certified in Data Analyst Associate-PowerBI.**
3. **Microsoft Certified in Azure Data Fundamentals.**

Professional Summary

- Having 7 years of experience in all stages of Software Development, including Salesforce CRM Developer including analysis, design, coding, management, and maintenance.
- Implementation experience across Sales Cloud, Service Cloud and AppExchange applications for Salesforce.
- A comprehensive understanding of Salesforce Lightning diagram builder, process builder, app builder, components, and Lightning connect.
- Extensive experience using Salesforce Lightning UI. Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
- Expert in migrating standard and custom objects from standard to lightning.
- Experienced in developing Lightning Component Framework as well as Lightning Web Components using the Aura framework.
- Experience customizing standard objects, creating custom objects, adding interfaces, relationships, workflow rules, data validations, and creating force.com approval processes to support business logic.
- Extensive experience with Lightning Component Framework, including integrating Lightning components into Visualforce and Salesforce1.
- A good understanding of Organization Role Hierarchy, Configuring OWD, Criteria/Owner based, and Apex managed sharing rules.

Professional Summary

- Experience on Salesforce Lightning Utility Bar.
- In-depth knowledge of SOQL, SOSL, Aggregate, Relationship queries in Apex classes, triggers and batch classes as well as custom queries to avoid governor limits
- Expertise in the implementation and integration of custom objects, triggers, workflows/workflow rules, approval processes, visualforce pages, and apex classes.
- Expertise in creating Lightning Web components and Lightning applications.
- Ability to migrate data from traditional applications to Salesforce using the Data Loader Utility.
- Analyzing and documenting existing workflows and functionality, as well as preparing presentation materials.
- Strong understanding of Sales Cloud, Service Cloud, and Apex Programming on Visual Studio and Force.com Platform.
- Experienced in integration of Salesforce.com with external applications by using Web Services API, Metadata API.
- Ability to customize Salesforce standard objects like Accounts, Leads, Opportunities, Cases, and Campaigns, as well as expertise in Data Validation, Sales, Marketing, Customer Service, and Support Administration.
- Several years of experience in a variety of work environments, including Development, Test, User Acceptance Testing, and Production.
- Working knowledge of both Waterfall and Agile processes.
- Technical expertise with Visual Studio, Force.com technology stacks including APEX, SOQL, and SOSL.
- Ability to work efficiently in a team environment and coordinate multiple tasks with a deadline and in a project-based environment.

WORK EXPERIENCE

SFDC DEVELOPER

The Piedmont Bank | Cumming, GA

Oct 2022 – Till Date

- Created and developed Apex classes, Test classes, Controller classes, Asynchronous Apex and Apex Triggers, as well as packages for various functional needs within the application, and deployed them.
- Implemented business logic by creating workflow rules, setting up time-triggered tasks, developing a process builder, sending email alerts, and updating fields.
- Assigned access to the appropriate user within the user hierarchy, managing user, public group, profile, and role information within Salesforce CRM.
- Managed forecasts, contract management and pipeline maturity through the Salesforce.com CRM software.
- Modified Custom objects, Page layouts, Custom tabs, and Components to suit application requirements.
- Automated approval processes by creating email templates, approval processes, and approval page layouts.
- Debugged the lightning components using Salesforce Lightning Inspector.
- Tested the lightning components on mobile devices using Salesforce1 simulator during development.
- Provided technical consulting and support during various phases of the project, including integration and API design.
- Assisted in guiding customers through the process of implementing the Service Cloud.
- Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
- Develop Salesforce.com apps using Salesforce technologies such as Apex and Lightning Web Components (LWC).
- Designed Lightning components and added Design Parameters from Lightning Design System (LDS). The customized Lightning components were created using JavaScript on the client side and Apex on the server side. Assisted with tracking and testing requirements in JIRA.
- Added custom validation rules, formulas, reports, and dashboards to maintain data cleanliness and accuracy.
- Deployed components across different production instances using Change Sets.
- Implemented SOQL and SOSL statements in Triggers using Workbench.

WORK EXPERIENCE

- Implemented a user interface in Lightning using Aura components, CSS, and Bootstrap for entering case details and submitting to Salesforce.
- Importing salesforce objects and reports in Power BI tool for Creating dashboards.
- Helped users create reports, dashboards, and perform certain administration tasks, including establishing and maintaining user profiles and privileges, post-implementation.
- Implemented in GitHub for creating repositories, creating branches, merging branches and deleting branches using git commands from VS-code tool.
- Implemented writing git commands to push code from VS-code tool to version control.
- Deployed using CI/CD Gear set tool between orgs, orgs to source control.

Technical Stack : Salesforce.com, Apex Language, Lightning Web Components, Aura Framework, Service Cloud, Apex Classes, Controller Classes and Apex Triggers, Apex Data Loader, Visual Studio, Change Sets, Jira, Windows.

SFDC DEVELOPER

Brown & Brown Insurance | Daytona Beach, FL

Apr 2021 – Sep 2022

- Collaboration with various business user groups in order to identify gaps between business needs and standard application functionality, and develop and document solutions that fill those gaps.
- Enhanced some Salesforce Classic apps with Lightning Experience so that they have a richer user interface and better interaction with pages.
- Built modern Lightning Apps using Lightning Design System, Lightning App Builder, and Lightning Components.
- Implemented custom objects, custom tabs, validation rules, page layouts, components, and Visualforce Pages.
- Utilized Lightning pages to embed into custom console components, highlight panels and interaction logs of Service Cloud Console.
- Troubleshooted and analyzed application issues to determine the root cause.
- Managed Field Level Security and Page Layout for different profiles to manage visibility and accessibility of fields.
- Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.com
- Using SOQL and SOSL queries, stored and downloaded data from Salesforce.com platform database
- Import data from excel sheets into Leads, Accounts, Contacts, and Opportunities using the Data Loader and Import Wizard.
- Implemented customized Lightning Components for Salesforce to replace existing components.
- Maintenance of installed Managed Packages in Lightning using Apex.
- Worked with Lightning, Process Builder, and Workflows. Customized Visualforce to have Lightning Experience on desktop and mobile devices.
- Utilized web service and apex programming to integrate SFDC with Service Cloud features.
- Using Salesforce Console Integration Toolkit, customize the Service Cloud Console.
- Provided better customer support with Web to Case and Email to Case functionality.
- A variety of email templates have been designed so that auto responses can be sent to customers.
- A SFDC administrator involved in complex business requirements gathering and model development.
- Design and implement Lightning Components and Lightning Design System for Lightning Apps.
- Developed Assignment rules, Escalation rules to enable proper routing of cases to the case team members.
- Created workflow rules, tasks, emails, and alerts to track customer-related activities.
- A framework for application development that is designed keeping in mind the convenience of the end user in mind.

Technical Stack : Salesforce.com, Data Loader, Apex, Sandbox data loading, Visual Studio, Microsoft Office, Change Sets, Service Cloud, Windows.

WORK EXPERIENCE

SALESFORCE DEVELOPER

Parkway Bank | Harwood Heights, IL

Dec 2018 – Mar 2021

- Participated in various activities of the project, including information gathering, analysis, and documentation.
- Developed Apex Triggers, Visualforce Pages and Controllers and managed to support the business workflows.
- Developed various Batch Apex classes and scheduled those using Apex Scheduler.
- Customized objects, tabs, validation rules, auto-response rules, and page layouts to suit the application's needs.
- Managed Accounts, Contacts, Leads, Opportunities, Reports, and Dashboards for Salesforce.com.
- Created customer profiles, permission sets, roles, and sharing rules in the customer portal and managed them.
- Built Reports and Dashboards to continuously monitor data quality and integrity and assist users with report design and management.
- Writing Apex Classes and Controllers to provide functionality to Visualforce Pages, as well as Apex Triggers and Visualforce Pages.
- Regular communication and training with SFDC designated super users to support them in their roles.
- Utilized Apex to create custom objects, validation rules, Visualforce pages, and triggers for the Customer.
- Developed and deployed using Eclipse with Force.com IDE plug-in.
- Maintained data cleanliness and accuracy by adding custom validation rules.
- Developed the Service Cloud, including the Service Console, the Customer Portal & Communities, the Case Feed, the Knowledge Base, and the Entitlements packages.
- Created and modified approval processes and steps that used email alerts and field updates.
- Imported and exported bulk data using Apex Data Loader.
- Resolved custom merge issues and integration issues.

Technical Stack : Salesforce.com, Apex Classes, Triggers, Visualforce pages, SOSL, SOQL, Service Cloud, Data Migration, Data Loader, Cast Iron, Custom Objects, Custom Tabs, Roles, Reports, Accounts, Email Alerts and Windows.

SFDC DEVELOPER

Briggs and Stratton | Wauwatosa, WI

Apr 2017 – Nov 2018

- Developed and customized user interface in Salesforce.com using Visualforce, Apex controllers and Force.com IDE.
- Initiated and worked on CRM-related development projects and drive process change where needed.
- Worked on various Salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Cases, Campaigns, Reports and Dashboards.
- Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
- Built Reports and Dashboards to continuously monitor data quality and integrity and assist users with report design and management.
- Created Sharing Settings on different objects to reflect the business logic.
- Developed Apex Triggers, Visualforce Pages and Controllers and managed to support the business workflows.
- Developed various Batch Apex classes and scheduled those using Apex Scheduler.
- Used Force.com IDE plug in for development and deployment.
- Troubleshoot the issues with custom merge process and integrations with different applications.
- Maintained data cleanliness and accuracy by adding custom validation rules.
- Designed, developed and deployed the Custom objects, Components, Visualforce Pages to suit the needs of the application.

WORK EXPERIENCE

- Implemented Service Cloud including Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements.
- Designed and modified Approval processes and created Approval steps, which used email alerts and field updates.
- Used Apex Data Loader for bulk import and export of data.

Technical Stack : Salesforce.com, Apex Language, Visualforce, Service Cloud (Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements), SOSL, SOQL, Apex Classes, Triggers, Controllers, Apex Data Loader, Agile, Windows.

SALESFORCE ADMIN

West Bend Mutual Insurance | West Bend, WI

Feb 2016 – Mar 2017

- Participated in requirements gathering, analysis, design, and development with business users.
- Created a variety of administrative tasks such as User Profiles, Roles, Permission Sets, Page Layouts, Record Types, and configured sharing rules based on the role hierarchy of the organization.
- Customized Leads, Accounts, Contacts, Opportunities, Activities, and custom objects in Salesforce.com.
- Develop customized Salesforce.com Standard Objects including Leads, Accounts, Contacts, Opportunities, Activities, Approval process, Record Types, Picklist, Dependent Pick lists, List views.
- Using Master-Detail, Lookup, self and Junction objects, established relationships between various objects.
- Performed configuration like creating Users, Profiles, Roles, Field-level security and sharing rules.
- Developed Workflow rules, Approval Processes, and related actions such as Tasks, Email alerts, and Field updates using Visualforce tabs.
- Implemented email-to-case to create email templates and customize inbound emails.

Technical Stack : Salesforce.com Enterprise edition, SOQL, SOSL, Custom Objects, Custom Tabs, Windows.