**Diveena**

**PROFILE SUMMARY:**

* Overall 10+ years of experience as a Salesforce developer , expertise in designing, developing, and deploying applications using Force.com, Apex, Visualforce, and Salesforce CRM.
* Proven track record in Salesforce CRM administration, configuration, implementation, and support, leveraging Soap API, Rest API, and Metadata API for seamless integration and enhanced functionality.
* Adept at configuring Salesforce environments, including activation of My Domain, component decomposition, and Lightning App development for optimal user experiences.
* Strong proficiency in modifying Visualforce pages to align with the Lightning Experience, coupled with a deep understanding of Lightning mode and its extensive features.
* Experience and expertise in the Aura Lightning framework, encompassing the development of applications, components, controllers, and stylesheets.
* Successful implementation of Visual Flows and Process Builder to automate workflow actions based on specific functional requirements, streamlining business processes.
* Expertise in designing and developing Visualforce pages that cater to various functional needs within the Salesforce ecosystem, ensuring seamless and efficient web page design.
* Accomplished in creating Apex Triggers to address specific functional requirements and implementing Custom Controllers and Standard Controllers in Visualforce for enhanced customization.
* Proficient in utilizing Apex Triggers, Apex Classes, and Wrapper Classes, along with a comprehensive understanding of Visualforce pages, CSS, and JavaScript for robust development solutions.
* Trusted as a go-to resource for Salesforce administration support, including user management, security settings configuration, and sharing settings optimization.
* Demonstrated excellence in designing custom objects, custom fields, role-based page layouts, custom Tabs, and other components to meet unique client and application requirements.
* Good experience with Salesforce standard objects, such as Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports, and Dashboards.
* Proficient in configuring and customizing Salesforce for marketing needs, leveraging web technologies such as HTML, XML, CSS, AngularJS, JavaScript, and SOAP API.
* Expertise in implementing robust security and sharing rules at the object, field, and record levels, ensuring appropriate access and data privacy for different users within the organization.
* Experience with Apttus CPQ, overseeing design, estimation, quoting, rebates, incentives, and recommendations to streamline sales processes.
* Proven track record of working on diverse SFDC implementations covering Sales Cloud, Service Cloud, and Apttus CPQ, showcasing adaptability and deep knowledge of Salesforce development best practices.
* Good experience in application software designing, development, testing, administration, and implementation, with a specific focus on Salesforce technologies.
* Proficient in Salesforce configuration, customization, security access, workflow approvals, data validation, data utilities, analytics, and comprehensive administration in Salesforce CRM and Force.com Platform.
* Skilled in configuring and utilizing Apttus CPQ to effectively manage quoting, bundling, and product management processes.
* Expertise in standard Salesforce configuration techniques, including workflow rules, page layouts, record types, approval processes, assignment rules, validation rules, and bulk triggers.
* Expertise in gathering functional and technical requirements, as well as designing prototypes, to deliver tailored Salesforce solutions that meet specific project objectives.
* Good experience with Salesforce Lightning Builder and Lightning components, enabling the creation of modern and intuitive user interfaces.
* Proficient in Agile Methodology and Scrum Framework, ensuring efficient project management and timely delivery of high-quality Salesforce development solutions.
* Trusted for expertise in code review and release life cycles, driving code quality, and maintaining reliable application performance.
* Good experience in Salesforce Sales Cloud/Service Cloud and Force.com Administration/Configuration, Apex development, Force.com APIs, and data loading techniques.
* Skilled in different testing procedures and training aspects of Salesforce technologies, ensuring robust and reliable application performance

**CERTIFICATIONS:**

* Salesforce Certified Platform Developer II
* Salesforce Certified Platform Developer I
* Salesforce Certified Administrator
* Salesforce Certified Sales Cloud Consultant
* Salesforce Certified Service Cloud Consultant

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| SFDC Technologies | Standard objects, Batch Jobs, Workflow & Approvals, Apex Classes/Controllers, Apex Triggers, Visual Force Pages, Aura Frame Work, Lightning Web Components, Data Loader, Workbench, Offline Edition, Integration, migration, Reports, Dashboards, Force.com IDE, Eclipse, SOQL, SOSL, View Reports, ANT Migration Tool, Jira,Git Hub |
| Web Technologies  | Web Services, HTML, XML, AJAX |
| Languages | Java, C, C++, APEX, Java Script, SQL |
| RDBMS | Oracle, SQL Server 2008,2012 |
| Operating Systems | Linux, Unix, Windows 9x / XP / 2000 NT / Vista |

 **PROFESIONAL EXPERIENCE:**

**Sr. Salesforce Developer/Admin**

**Morgan Stanley, New York, NY**

**Aug 2022 - Till Date**

**Responsibilities:**

* Involved in creating a component for custom buttons that are not supported in lightning.
* Created Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects in the lightning experience.
* Involved in developing Salesforce Lightning applications using Lightning Web Components, Controllers, and Events and using custom CSS in the components.
* Experience in using Copado for deploying the code from sandbox to production.
* Experienced in implementing Lightning components, Visualforce pages, Web Services, Components, Tabs, Custom Objects, Reports, Analytic Snapshots, and Dashboards to achieve complex business functionalities.
* Implemented Field Service Lightning (FSL) in Service Cloud and customize Field Service.
* Written Apex Triggers on Account contact and opportunity to automate business processes.
* Written Apex Classes, Batch Classes, and Schedule classes according to the business requirement.
* Written helper classes support for Apex Triggers.
* Worked with SOQL, and SOSL queries with Governor Limitations to store and download the data from the Salesforce.com platform.
* Developed Visualforce pages using standard controller, Custom controller, and extension controller.
* Worked on the MuleSoft Platform to create mule flows using different connectors and transformers.
* Develop REST APIs using MuleSoft to connect the Salesforce Platform.
* Created API services for data integration from the legacy system to SFDC using MuleSoft ESB (Community Edition)
* Integrate Salesforce finance cloud with payment processing systems to facilitate transactions, payments, and transfers.
* Enable customers to make payments directly within Salesforce FINANCE CLOUD using integrated payment gateways.
* Integrate Salesforce finance cloud with account aggregation services to consolidate financial accounts from multiple institutions.
* Provide customers with a comprehensive view of their financial holdings across different accounts and institutions.
* Integrate Salesforce finance cloud with credit bureau services to access credit reports, scores, and histories.
* Configure and set up S-Docs within the Salesforce environment.
* Install and customize S-Docs templates according to business requirements
* Utilize S-Docs to generate various types of documents, such as contracts, proposals, invoices, and reports.
* Design and create custom document templates using the S-Docs template editor.
* Implement Copado enabled faster, error-free releases with continuous integration and delivery (CI/CD) technologies.
* Integrated Salesforce.com to back-office systems for bi-directional data exchange using Jitterbit Data Loader that automated information exchange to the back-office Oracle databases.
* Worked on creating conga Clause types, Clauses, Queries, Generating Solutions, and creating templates using template builder.
* Created Conga documents and generation process.
* Experienced in Agile Methodologies, and Scrum Software Development processes.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.

**Environment**: Apex, Visual force, Apex Classes, SOQL, Lightning Components, Field Service Lightning (FSL), Apex triggers, Lightning, Visual force, MuleSoft, Pages, Batch Apex, Copado, Schedule Apex, SOAP, REST, Jitterbit, Conga, DocuSign Workflows, and Approvals

**AT&T, Richardson TX**

**Dec 2020 to Aug 2022**

**Sr. Salesforce Developer/Admin**

**Responsibilities:**

* Performed the role of Salesforce developer/Lightning developer and participated in daily scrum meetings, analyze assigned user stories, identify/resolve gaps in functional user stories/business requirements.
* Provided full lifecycle support to clients from initial client interaction and requirements analysis through design, coding, testing, debugging, implementation, and integration.
* Worked on various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports, and Dashboards.
* Configured Omni Channel, Queue routing, Custom settings, Roles, Profiles, Groups, chatter, IP Whitelisting, Omni supervisor, Workflows, and Process builder.
* Worked on flows to collect data from end users, using free-form screen, assignment, getting records, deleting records, creating records, updating records, decisions, sending email actions, etc.
* Hands-on configuration in SFDC Sales & community Cloud, complex APEX code and configuration, Flow Builder, Process Builder, Customer/Partner communities set up, and creation/maintenance of lightning components.
* Developed a customer community for a retail client, providing a personalized shopping experience with product recommendations, promotions, and social sharing features.
* Created and managed Experience Cloud sites, pages, and templates to ensure a consistent and engaging user experience.
* Customized Experience Cloud themes and stylesheets to match clients' branding guidelines and create a visually appealing interface.
* Managed Experience Cloud cases and case routing to ensure timely and efficient customer support.
* Created Visual flows, Workflow rules, Validation rules, configuration and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder, Apex, Visualforce, appexchange and Lightning Component features to develop apps visually without code using Custom-Built Lightning Components.
* Created Wrapper classes, Batch classes, Schedule classes and Queueable Classes as per the Business requirement.
* Worked with Test Data Factory/Utility class to include test data for all the existing classes and to use only one Test class for most of the Classes going forward.
* Experience in handling Platform events using declarative tools like (Process Builder and flows).
* Integrated salesforce data with external systems by writing salesforce REST Web Services for Inbound classes and used Http Request methods to call external application REST API endpoint.
* Migrating existing Aura Components and Visual force page to lightning web components (LWC) to improve application performance by following web standards, shadow DOM, custom elements, templates, ECMA Script, events.
* Developed single lightning page Lightning Web Components using a publish-subscribe pattern to communicate between components. Hands on experience in writing Child-Parent and Parent-Child communication in LWC using decorators and Customs Events.
* Worked on Lifecycle Hooks in Lightning Web Component (Constructor, Connected Callback, Render, Rendered Callback, Disconnected Callback, errorcallback).
* Expertise in writing Test classes and performing Unit, System and Functional testing maximize test code coverage for production deployment. Perform independent code reviews and ensure the code achieves 85% test coverage.
* Executed various Salesforce manual tasks (Pre and Post Deploy) to configure the respective Salesforce environments for the deployment and also configure as per the business needs after deployments.
* Used GitHub as Code repository using Visual Studio with Salesforce DX, CLI, Unlocked packages, Scratch Orgs, Jenkins for development and deployment activities.
* Deployed code using Copado to the next environments also used back promotion feature.
* Implemented end-to-end fully automated CI/CD pipelines using Jenkins for validation and deployment of the Salesforce metadata components to sandboxes and production environments.
* Used Agile/Scrum Methodology and Sprint Cycles to breakdown project into different phases and to effectively accomplish all project goals systematically.

**Environment:** Salesforce.com, Apex classes, LWC, Service Cloud, GitHub, Controllers, Apex triggers, SOQL, SOSL, Visualforce pages, Lightning apps, Lightning components, Lightning Design System, Aura

**Anthem, Wallingford, CT**

**May 2017 to Nov 2020**

**Salesforce Developer/Admin**

**Responsibilities:**

* Identified, planned, and implemented new Salesforce.com features and functions (screens, workflows, force.com objects, reports, and Apex code) to align with business requirements.
* Utilized force.com IDE (Eclipse) for development and code promotion, ensuring efficient development practices.
* Developed batch interfaces and processes to seamlessly integrate Salesforce.com with external systems, improving data exchange and system interoperability.
* Proficiently utilized Data Loader and implemented Apex scheduler for scheduling timely data backup operations, ensuring data integrity and availability.
* Implemented escalation rules, automatic case generation, and escalation to call center representatives, streamlining issue resolution processes. Generated email alerts for prompt issue notification and resolution.
* Developed various custom objects, tabs, entity-relationship data models, validation rules, components, and Visualforce pages to support application development.
* Created triggers, Apex classes, and Visualforce pages as integral components of application development, enhancing system functionality and customization.
* Designed and organized page layouts and search layouts to optimize the arrangement of fields, custom links, related lists, and other components on a record detail and edit pages.
* Configured workflow rules and defined related tasks, time-triggered tasks, email alerts, and field updates to implement business logic and automation.
* Created templates, approval processes, and approval page layouts, defining approval actions to streamline and automate business processes.
* Established Master-Detail and Lookup relationships on standard and custom objects, utilizing junction objects to establish connectivity and relationships among objects.
* Developed Batch Apex code to handle progressed opportunities, efficiently processing large volumes of data.
* Implemented field-level security in conjunction with page layouts to control access to specific fields, ensuring data confidentiality and integrity.
* Conducted audits to identify and resolve data integrity issues with legacy systems, ensuring data accuracy and consistency.
* Developed comprehensive test suites for custom Apex code, ensuring robust code quality and performance.
* Extracted data from Salesforce.com into external databases (Oracle 10g) using Informatica on Demand, facilitating large data reports and analysis.
* Developed RAML resources to implement REST-based APIs as part of project implementation, enabling seamless integration with external systems.
* Engaged in data transformation and data cleansing activities during data transfer to external systems using Informatica on Demand, ensuring data quality and consistency.
* Established and maintained change control processes for multiple sandbox environments, ensuring a controlled and structured development environment.
* Collaborated with stakeholders to gather and analyze business requirements, translating them into Salesforce system functionalities.
* Conducted workshops and meetings to elicit user needs and preferences, ensuring a deep understanding of business processes and objectives.
* Designed and documented business processes, workflows, and system configurations to support Salesforce implementation and customization.
* Conducted user acceptance testing (UAT) and facilitated user feedback sessions to ensure system functionality meets business requirements.
* Assisted in change management activities, including communication, user adoption strategies, and post-implementation support.
* Supported data migration efforts, including data mapping, transformation, and validation, to ensure data accuracy and integrity in Salesforce.
* Assisted in the identification and resolution of system issues, working closely with the development team and stakeholders to provide timely solutions.
* Provided ongoing support and training to end-users, addressing questions, and concerns, and providing guidance on system usage and best practices.

**Environment**: Apex, Force.com, Triggers, API integration, Workflow & Approvals, Salesforce.com Platform, Web Services, HTML, CSS3, SQL, PL/SQL, JavaScript, jQuery, Oracle, SOAP UI, SOAP, API, Chatter, Sandbox data loading, Git, DML Query, Apttus CPQ and Web Service integration, Metadata API, SaaS/PaaS.

**State of California, CA**

**Mar 2013 to Apr 2017**

**Salesforce Admin/Developer**

**Responsibilities:**

* Developed dynamic components with complex search and sort functionality.
* Identified tech stack and built Nodejs/Socket IO based Single Page Application, with distributed architecture to monitor Einstein Analytics services and releases in real time.
* Implemented multiple platform interfaces to allow a component to be used in different contexts to receive extra context data.
* Developed Post Installation scripts to generate populate custom settings and sample data.
* Leveraged APEX Controller to make a call for external webservices to retrieve integration data from various APIs and displayed them on to the component.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel, and an interaction log.
* Developed various Apex Classes, Apex Triggers, and Controller classes for various needs in the application.
* Written Apex unit tests to improve the overall test coverage of the instance.
* Developed Scheduled Apex scripts to perform routine activities in a timely manner.
* Developed various Custom Objects, Tabs, Master-Detail, Lookup relationships, Formula fields, validation rules. Created user Roles and Profiles, security controls, Territory implementation, shared settings.
* Written batch classes to process customer data and related to proper contract information.
* Designed and deployed Validation rules, Approval Processes, Custom tabs, and Auto-Response for automating business logic.
* Created various Roles, Profiles, and Page Layouts and Configured the permissions based on the hierarchy requirements of the organization.
* Created a data model using standard and custom objects to help construct a product hierarchy in salesforce.
* Responsible for setting up Filed Level Security.
* Designed Visual Force pages to add more flexibility and a rich look.
* Prepared and presented technical review documents for Internal Security Review.
* Worked closely with the business and IT teams to understand business strategy and contributed to achieving business goals from assigned applications for SFDC.
* Performed detailed analysis of business and technical requirements and created a data model using standard and custom objects.
* Played an active part in the Scrum team.
* Migrate existing data from legacy systems, in and outbound using Data Loader and Web Services.
* Created and used Email templates in HTML and Visualforce.
* Responsible for performing administrative tasks, ensuring Data Integrity, and working with commercial operations management to identify additional opportunities to productively integrate into ongoing business activities.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Participated in requirements grooming sessions with business users, developers, and also responsible for the administration and ongoing support of the application in cooperation with the business and areas of IT.
* Working in the agile-scrum delivery framework, participating in daily Stand-ups/ Scrums.
* Components & Applications for Mobile (Salesforfce1) and Desktop.

**Environment**: SFDC, Apex, Data Loader, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, XML, Triggers, API.