



Certified Salesforce Developer & Administrator

MAHESH

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Professional Profile

- **Over 11 of experience in Salesforce.com** Development and Administration on force.com platform including analysis, modeling, design, coding, testing and implementation on various business domains like Health, Insurance and Manufacturing.
- **Highlights: Holding 5 Certification that entails Certified Sharing and visibility, Platform Developer II, Platform Developer I, Certified 201 Admin, Platform App builder**
- Expertise in SFDC development environment including on **Apex, Aura & LWC Language, Territory assignments, Migration Tools, Query language and Web Services**
- Expertise in Salesforce security model like, **OWD, role hierarchy, Sharing Rules, Manual sharing, Profile, Roles, Permission sets**
- Having Experience working in Sales Cloud, Service Cloud, Customer portal using Salesforce CRM.
- Work experience in designing of custom objects and junction objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, Dashboards, Apex Classes, Controllers & Triggers, and various other components as per the client and application requirements.
- Worked on multiple Number of lightning Web Components and allowed the LWC to manipulate the DOM instead of JavaScript.
- **Strong Experience working with Apex classes, Triggers, Controllers & Controller Extensions, Components, Test Methods, Application Design and Development on Multitenant Force.com platform.**
- Experience in **building re-usable Lightning web components and using Lightning Framework.**
- Good experience in developing salesforce Lightning Apps, Lightning Web Components, Controllers and Events.
- Integrated with Salesforce by using Marketing cloud connector (V5).
- Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components.
- Created many Lightning Web Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
- Experience with Salesforce specifically Sales Cloud, Service Cloud, Integration Cloud and Marketing Cloud
- Experience with Apttus CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Apttus CPQ.
- Setting up external data integration with Salesforce Connect involves on Creation external data source, external objects and their fields.
- Knowledge in generating reports, workflows, dashboard, customized reports, analyzing data in salesforce.
- Deft at developing Lightning Components – both within the Salesforce Lightning Design System and by writing custom Lightning Components in JavaScript within the Aura framework
- Proven skills in requirement analysis, database design, coding, testing, implementation and maintenance of Salesforce and associated software applications
- Adept in automating processes using Salesforce tools such as process builder, flows, approval processes, queues and groups
- Ability to develop custom Lightning Components that interact with standard and custom Salesforce objects and pages
- Conversant in developing applications using Apex, Lightning Components, Visual force pages, Apex triggers, Batch Apex, queueable apex, platform events, SOQL, SOSL, JavaScript, HTML, and Java Script
- Conversant in SFDC Configurations/Customizations – User Interface, Page Layouts, Tabs, Custom fields, Custom objects, Validation Rules, Process Builder and Flows
- Good knowledge on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
- Strong Experience in Agile methodology and involved in grooming, planning, team ceremonies, program increments and scrum calls.
- Experience in Apex coding to implement the complex business logic within Governor Limits.
- Experience in API integration of Salesforce.com applications with other applications with an emphasis of the Web Services/XML.

- Integration with Tableau Software and other third-party tools with Salesforce.
- Extensive experience in designing of Custom Objects, Custom Fields, Pick List, Role based Page Layouts, Workflow Alerts and Actions, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Report folders, report extractions to various formats, design of Visual force Pages, Record Types, Dashboards, and Email generation according to application requirements.
- Experience in web technologies like **HTML, XML, CSS, and JavaScript**.
- **Key role in present Org:** Instrumental as a code reviewer before moving the changes to UAT & Production

Key Skills

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|---|-------------------------------|
| ● Salesforce Applications | ● Salesforce Cloud |
| ● CRM Implementation | ● Salesforce Automation (SFA) |
| ● Software Development Life Cycle (SDLC) | ● Unit Testing |
| ● Object Oriented Design | ● Project Management |
| ● Sales Cloud | ● Service Cloud |
| ● Integration Cloud | ● Requirement Gathering |
| ● Custom Development (Apex, Lightning Components, Web Services) | ● Customer Service |

Technical Skills

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|----------------------------------|--------------------------------|
| ● CI/CD AutoRABIT Tool | ● Platform Events |
| ● Postman/SOAPUI | ● JavaScript |
| ● APTTUS CPQ | ● Lightning (Aura) |
| ● Apex Web Service (SOAP & REST) | ● Apex Language |
| ● Lightning Web service | ● Lightning Component |
| ● Apex Triggers | ● SOQL |
| ● Visual force Pages | ● SOSL |
| ● Workflow | ● Outlook Connect |
| ● Data Loader | ● Workbench |
| ● HTML, CSS, XML | ● Database: Oracle, SQL Server |

Education

- Master of Science in International Business & Management, University of Bedfordshire, Luton, United Kingdom – 2011
- Bachelors of Technology - Electronics and Instrumentation Engineering, Jawaharlal Nehru Technological University, Hyderabad India – 2008

professional experience

Hilton - McLean, VA

June 2022 – Till Date

Salesforce Solution Architect.

Environment: Salesforce.com, LWC, Auto Rabbit, Flosum, Flows, Service Cloud, Apex Classes, Controllers, CPQ, Triggers, Change event triggers, Visual force, Force.com, Dashboards, Sales Cloud, Data Migration, Marketing Cloud, Marketing Cloud Admin, Marketing Cloud Integration, Informatica, Health Cloud, SOQL, SOSL, Velocity Workflow & Approvals, Data Loader, Java Ant, Custom Reports, Oracle, Windows, data mart, data lake, Heroku, AWS.

Responsibilities:

- Working in an Agile Environment using Jira and completing tasks in the sprint and releasing it by the given sprint.
- Used Auto Rabbit & Flosum tools to deploy Apex business logics and Code logic from Sandbox to Sandbox and Sandbox to Production.
- Created Custom Objects and fields for transactional and contractual information.
- Managed different level of securities, Organization level security, Object level security, Field level security, Record level security, Role hierarchies, Sharing rules, Manual sharing
- Created multiple screen flows and trigger flows as per the application requirement.
- Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic
- Handling operational requests entailing customer master data, territory assignments, visibility of records and individual views and troubleshooting issues
- Outlook integration sync and Gmail integration sync.
- Profiles and role creation, managing permission sets.
- Created many queues, public groups for email to case routing & sharing rules

- Configured security controls like login flows, network access, IP ranges restriction, certificate and key management, single sign on setup, Auth provider, Remote site settings, CPS trusted sites.
- Experience with custom application development in Force.com, utilizing Visualforce and Lightning Components/Framework.
- Performed the role of SFDC Developer, LWC Developer and interacted with various business user groups for gathering the requirements for salesforce.com, Lightning and CRM implementation.
- Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
- Developed component using Lightning Aura Framework.
- Worked on Service Console Lightning application which contains multiple number of Lightning web components (LWC).
- Created multiple Lightning Web Components, added CSS and Design Parameters from LDS (Lightning Design System) that makes the Lightning component look and feel better.
- Experience in Force.com Apex Classes, Apex triggers Integration, Visual force and Force.com API.
- Integrated AWS (Alexa voice) with salesforce to update leads, Opportunities, Events & Tasks using voice command.
- Create journeys & implement marketing campaigns using marketing cloud tools like Journey Builder, Email Studio, & Automation Studio.
- Created Lightning web components (LWC) and apps combining Lightning Design system, Lightning App Builder and Lightning Component features.
- Data extraction from data lake & data mart on quarterly bases and updating the salesforce data accordingly
- Integration to support Salesforce insights platform data integration.
- On fly data update's on MES system through connected app rest resource.
- 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.
- Hands-on Experience working across various SFDC implementations that are covering Sales cloud, Service Cloud and Apttus CPQ.
- Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements, using APPTUS CPQ within the exclusively developed framework.
- Executed workbench and data loader to verify Product/Pricing staging data in SFDC/CPQ.
- Experience with APPTUS CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash.
- Experience in configuring price quote (CPQ) with Apttus.
- Developed Apex Classes, Controller Classes, Apex Triggers and change event triggers for various functional needs in the application.
- Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
- Used field level security along with page layouts to manage access to certain fields. Created Custom Objects and fields for transactional and contractual information.
- Customized Contacts in Salesforce org to store relevant marketing data points.
- Generated discover reports and presented campaign engagement statistics to business owners to direct future strategies and initiatives
- Used JIRA tool for project management and bug tracking.
- Involved in Agile (JIRA) process with development and co-ordination within very short span of time.
- Environment: Force.com platform, VisualForce (Pages, Component & Controllers), Apex Language, Data Loader, Triggers, Test Methods, Debugging, Web Services, JavaScript Remoting, Remote object, Angular JS,
- Escalation Rules, Assignment Rules, Record Types, Service Cloud, CRM, Jira, Agile.

Invisalign - Tempe, Arizona
Sr. Salesforce Developer

Mar 2019 – May 2022

Environment: Salesforce.com platform, Apex Language, MuleSoft, Siebel, Apttus CPQ, Visual force Pages, JIRA, SQL, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Lightning design system (LDS), Custom Objects, Marketing Cloud, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

Responsibilities:

- Involved in migrating from classic to lightening by gathering all the required configurations and customizations as per business requirements by leading the roles of admin and lightening developer.
- Delivering service everywhere through Field service lightening, omni-Routing, Social Customer Service.
- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.

- Used Force.com toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
- Worked on Batch Apex, Schedule Classes, and Visualforce pages and integrated with external source by developing Apex Web Services.
- Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
- Worked on CRM modules like sales cloud, service cloud with functionalities like Opportunity Management & Case Management.
- Developed lightning pages and displayed it in community builder.
- Developed Lightning Component Framework and built Lightning component using aura framework.
- Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
- Integrated Lightning components, Lightning Apps, Apex classes in my Salesforce org with the GitHub.
- Also used GitHub to collaborate with my team to push the code and pull the code from my team projects. Worked on Jenkins and GitHub for continuous integration
- Performed Sales Cloud configurations and used its features such as Lead Management, Email integration, Sales Forecasting, and Wave Analytics.
- Created and used Email templates in HTML and Visual force. Also, designed various web pages in visual force for capturing various customer enquiries.
- Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects in Lightning experience.
- Worked on customization of visual force to have lightening experience for desktop and mobile applications.
- Closely Working with Product owners and Business Analysts of Salesforce team and Power BI team to gather requirements for Analytics.
- Working in an Agile Environment using Jira and completing tasks in the sprint and releasing it by the given sprint.
- Using Change sets to deploy Analytic Assets like Dashboards, Lens and changes in Dataflow from Sandbox to Production.
- Create journeys & implement marketing campaigns using marketing cloud tools like Journey Builder, Email Studio, & Automation Studio.
- Designed salesforce service cloud console to enhance productivity with dashboard like interface.
- Involved in migrating from salesforce classic to Lightning.
- Gained knowledge of Increased productivity & project control, Social network sharing, Multiple marketing strategies and secured Data base with help of CRM
- Implementation of Salesforce Service Cloud from Business case to operation.
- Implemented CRM fusion Dupe Blocker in various API integration and web-to-Lead to avoid bad data.
- Distributed Tableau reports using techniques like Packaged Workbooks, PDF to different user community
- Experience in Field service lightning created worked orders and Work order line items.
- Applied Design variations & custom Aura design tokens to the Base Lightning Components Aura components and Lightning web components.
- Involved in creating Maintenance plans and tacking customer assets with field service lightning.
- Used Lightning framework to integrate with legacy systems like SAP, Microsoft and oracle.
- Development, implementation and update focusing on Sales cloud and Service cloud.
- Developed various Custom Objects, Tabs, validation rules, Components.
- Managed ongoing support requests and administrative needs of users.
- Responsible for the rollout project from salesforce classic to lighting experience. Involved in supporting and maintaining the existing third-party applications.
- Worked on Salesforce.com Standard Object s such as Accounts, Contacts, Opportunities, Campaigns, Cases and Solutions.
- Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
- Configure salesforce and marketing cloud integration user along with configuration in salesforce.
- Performed administrative tasks such as managing Accounts, Contacts and Cases, setting Workflows and Approval Process for approving new accounts and another business process.
- Administered, Configured and maintained Salesforce.com application User Profiles, Roles, Assigning Permissions, Generating Security Tokens, Validation Rule and Upgrade Installation.
- Created many Lightning Components, Lightning Web 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 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.

- Customized Chatter objects and tabs to view progress and discussion on business process.
- Implementation of Batch Classes, Scheduled Classes as part of the Business Requirement.
- Wrote an Apex Trigger on Contact for cross-object field update for reporting purposes.
- 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.
- Created Page Layouts to organize Fields, Custom Links, Related Lists & other Components on Record 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.
- Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
- Worked on different Sandboxes for development & testing; Involved in migrating the code to production instance in installments using Change Set.
- Involved in Test configuration Apttus within Sandbox environments to ensure that once users are granted access, all the aspects are fully functional.
- Configured Chatter to track emails from Outlook to Salesforce by following a user.
- Responsible for weekly and monthly Data Export, updates and backup for the organization

CLEAResult - Tempe, AZ.
Sr. Salesforce Developer

Oct 2017 – Feb 2019

Environment: Salesforce.com platform, Apex Language, Triggers, Visual force (Pages, Components and controllers), Agile, SOQL, Change Set, ANT, Health Cloud, Marketing Cloud, Data Loader, Force.com, Eclipse IDE Plug-in, Work Flow-Approval, Custom objects, Ajax, Custom tabs, Email service, Html, Web-service, Sharing Rules.

Responsibilities:

- Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, architecture design, development, enhancements, testing.
- Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
- Lightning Experience - Formatting and migrating user data into LE, Implemented Salesforce Lightning Web Components for small set of users within the organization.
- Created multiple Lightning Web Components, added CSS and Design Parameters from LDS (Lightning Design System) that makes the Lightning web component look and feel better.
- Built customized Lightning web components replacing the existing ones; using JavaScript on the client side and Apex on the server side.
- Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
- Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
- Replaced all the JavaScript buttons with Quick Actions or Lightning Web Components in Lightning.
- Involved on creating lightning Pages inside Lightning Community Builder.
- I configured product and pricing setup using CPQ/Product consoles, which include price ramps, Price Matrix, Price Rulesets, price list items, tiered pricing, and asset pricing.
- Involved in CPQ (Configure, Price & Quote) design, mapped to the Salesforce custom objects, and involved in Apttus Advanced Workflow Approvals.
- Created CPQ process using Apttus CPQ and CLM AppExchange tool in Quote.
- Created Community, Enabled Community Users, Profiles and Access
- Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
- Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
- Worked extensively in force.com sites with Customer community.
- Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
- Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
- Made new feature enhancements on Service cloud console view and developed some Visual force components.
- Involved in migrating the data from Oracle database to Salesforce application using Apex Data Loader.

- Used the sandbox for testing and migrated the code to the deployment instance after testing.
- Established constant communication with the Project Manager and the development team during different stages of the agile life cycle.
- Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.
- Environment: Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales
- Cloud, Service Cloud, Data Migration, Informatica, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom
- Reports, Dashboards, Agile, Jira, Oracle.

Salesforce.com India – Hyderabad, TS.

Sep 2016 – Oct 2017

Salesforce Developer-R&D

Client – Salesforce.com

Environment: Salesforce.com platform, Splunk, Postman, Workbench, lighting, Email and Desktop integration, connected app, Auth, Apex Language, Triggers, Visual force, Agile, SOQL, Change Set, ANT, Data Loader, Force.com, Eclipse IDE Plug-in, Work Flow-Approval, Custom objects, Ajax, Custom tabs, Email service, Html, Web-service, Sharing Rules.

Responsibilities:

- Supported third-party developers to troubleshoot their integration with salesforce.com APIs, Apex, Visualforce and implementation of other salesforce.com developer products. This entailed debugging, troubleshooting, and taking responsibility to see that the issue is fully resolved
- Wrote sample code, client libraries, and contribute to Open-Source projects
- Replied to technical queries, solved technical issues, and suggested suitable workarounds pertaining to supported applications
- Developed and maintained technical acumen in assigned areas of product functionality and utilize that acumen effectively to assist customers.
- Created knowledge base materials focused towards operational competence while also empowering and enabling the Salesforce community

Empyra Software Solutions – Bangalore, TS.

Oct 2014 – Sep 2016

Salesforce Developer

Environment: Salesforce.com platform, JavaScript, HTML, Ajax, Apex, Visual Force, SOQL, SOSL, Triggers, Apex Data Loader, Custom Objects, Custom Tabs, Security controls, Reports, Workflow and Approvals,

Responsibilities:

- Developed Visualforce pages and Components, Custom settings and all customization changes (Security, Permission Sets, Workflows & Approval processes, Reports & Dashboards)
- Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
- Led the Unit testing and application deployment in Production
- Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse
- Handled the design, development and deployment of Apex Classes, Controller Classes and Apex Triggers for several functional requirements of the application
- Developed Visual Pages include extra functionality and wrote Apex Classes to provide functionality to the visual pages
- Managed the design of high level customized visual force pages using extension controllers, custom controllers and standard controllers
- Utilized sandbox mode for testing and migrated the code to the production instance in installments
- Wrote triggers in SOQL to make complex validations possible
- Developed Custom Objects, Custom reports and configured Analytical Snapshots to dump the data into on a regular basis for sales performance and lead generation statics
- Added custom fields and validations to new and existing objects and added custom functionality using custom controllers and custom extensions

Secutron Technologies Pvt.Ltd.– Puna, TS.

Jan 2012 – Oct 2014

Salesforce Developer

Environment: Apex, Visual Force, SOQL, SOSL, Triggers, Apex Data Loader, Custom Objects, Custom Tabs, Security controls, Reports, Workflow and Approvals and JavaScript, HTML.

Responsibilities:

- Added custom fields and validations to new and existing objects and added custom functionality using custom controllers and custom extensions
- Led the Unit testing and application deployment in Production
- Developed Custom Objects, Custom reports and configured Analytical Snapshots to dump the data into on a regular basis for sales performance and lead generation statics
- Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
- Utilized sandbox mode for testing and migrated the code to the production instance in installments
- Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.