**Pallavi Mathur**Pallavi Mathur  
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# Summary:

* Overall 10+ Years of IT experience in Salesforce.com CRM platform as a Developer, Admin with expertise in Software Development Life Cycle (SDLC) including requirement gathering, design, development, enhancements, deployment, and maintenance.
* Experience in analyzing organization processes, converting business workflows into the Salesforce.com workflows and configuring Salesforce.com to meet business requirements. Proven history in delivering results on time and quality within budget.
* Extensively exposed to creating Email services, Data migration activities, Objects, Fields, Record Types, Workflows, Approval Processes, Escalation rules, Assignment rules, Validation rules, Custom page layouts, Custom fields, and other standard & custom functionality
* Expertise in Implementing Security and Sharing rules at various levels for different users at distinct levels of organization and configuring the permissions based on the organizational hierarchy.
* Experience in Force.com IDE, Data Loader, Import Wizard & salesforce.com Sandbox Environments
* Implementation of Software Development Life Cycle (SDLC), Agile/Scrum methodology Solid understanding of process/methodology, strong SQL, and RDBMS experience Excellent Interpersonal and Customer Relational Skills
* Experience in SFDC development using Apex classes and Triggers, Visual Force, Force.com IDE, SOQL, SOSL, SOAP and REST Web services.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, validation rules, Lightning reports, dashboards, tasks, and actions.
* Experience in Sales Cloud and Service Cloud.
* Performed administrative activities for SFDC including System Configuration, Analytics Reporting, Data Migration, User Acceptance Testing, and End User Training Development.
* First-hand experience with development tools like Force.com IDE, Force.com Explorer, and Data Loader
* Key player in migrations and deployment of code from one environment to another using Force.com deployment.
* Proficiency in Sales cloud and lead management.
* Experience in designing validation rules, custom objects, custom fields, role-based page layouts, workflow alerts & actions, pick lists, approval processes, record types, custom tabs, report extractions to various formats, and email generation according to application requirements.
* Strong Spreadsheet skills - specifically with migrating data from Excel to SFDC (and other data sources).
* Prior experience working on a data migration project and preferably with both domestic and international migration projects.
* Good working functional and technical knowledge of Salesforce products e.g., Sales Cloud, Service Cloud, Communities Cloud, CPQ, etc.
* Proficiency in Service cloud and case management.
* Developed and configured various Lightning Dashboards, Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Proficient in implementing business flows using the Declarative framework via Workflow Rules and Approval Processes.
* First-hand experience with service cloud case management.
* Knowledge of development/coding standards and best practices in VF/Apex and governor limits.
* Adept in Sales analysis, marketing & customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using Salesforce.com
* Responsible for designing business process, partnering on configuration, customization, user provisioning, data migration, and report/dashboard design.
* Implemented Data Modelling in sales cloud and service cloud.

**Certifications:**

* Salesforce Certified Administrator: ADM 201, https://www.salesforce.com/trailblazer/pallavimathur
* Salesforce Certified Platform Developer 1-W122, https://www.salesforce.com/trailblazer/pallavimathur
* Salesforce platform builder, https://www.salesforce.com/trailblazer/pallavimathur

**Education: -**

* Bachelors in information technology from JNTU 2013

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | **SFDC Certified Force.com Advanced Developer, Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects., Lightning, Lightning Data Services, Lightning Design Systems, Lightning Testing Services, Integrations, Authentication, User Interface API, Lightning Web Components.** |
| **Salesforce Tool** | **Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com, Workbench, Force.com Platform (Sandbox and Production), SFDX, Salesforce CLI, Visual Studio Code, VS Code Apex Replay Debugger, Lightning Inspector, Lightning Linter, Scratch Orgs.** |
| **Other Programming Languages** | **SQL, JavaScript, HTML, C, C++, C#** |
| **Databases** | **MS SQL Server 2000/2005, PL/SQL, RDBMS, MS Access, and MySQL** |
| **Operating**  **Systems** | **Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Linux.** |

**PROFESSIONAL EXPERIENCE:**

**Capital One**

**Ashburn, Virginia  
Lead Salesforce Developer**

**March 2023-September 2023**

# Responsibilities:

* Worked on various Salesforce Administrations tasks like Reports, Dashboards, Custom Workflow rules, Field Update, Email Templates, Field level & Object level Securities, Roles, Profiles, Validation Rules, Formula fields etc.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards
* Created the workflows and for automated lead routing, lead escalation, alerts, and custom coaching plans.
* Developed various Custom Reports and Dashboards deployed them for different business user levels.
* Generated various of Workflow, Triggers, Validation Rules, VF Components, VF pages, Controller class etc., Worked in parallel with multiple projects.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Created API classes for Integration.
* Developed and used JavaScript, CSS for performing validation and assigning style sheet to the visual force page and developed HTML.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Developed and maintained Custom Objects, Fields, Formulas, Reports, Dashboards, Triggers, Validation rules, Workflows and Approval Processes on Salesforce.com platform.
* Performed various administrative activities like creating users, roles, profiles, defining sharing settings, customizing pages etc.
* Reviewed test cases prepared by testing teams and guided them in understanding the business aspects and performed high level End to End functional testing.
* Involved in Unit Testing, for the customizations and developments done during the project.
* Communicating regularly with the SFDC designated super users to support them in their role and provide information and training on new features and functionality.

# IFIT, Ashburn, Virginia

**Lead Salesforce Developer**

**March 2022-Febuary 2022**

# Responsibilities:

* Generated various of Workflow, Triggers, Validation Rules, VF Components, VF pages, Controller class etc.,
* Supported the data migration activities for migration the data from various business sources with the support of salesforce.com.
* Worked on administration and solution architecture for Salesforce, CPQ and CLM applications.
* Involved and interacted with various business user groups for gathering the requirements for CRM implementation.
* Developed and maintained Custom Objects, Fields, Formulas, Reports, Dashboards, Triggers, Validation rules, Workflows and
* Approval Processes on Salesforce.com platform.
* Created API classes for Integration.
* Designed and Developed custom Visual force pages to provide customizable views capability for Partner users, with inline search capability.
* Developed and used JavaScript, CSS for performing validation and assigning style sheet to the visual force page and developed HTML
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Used field level security along with page layouts to manage access to certain fields.
* Deployed validation rules, workflow rules, auto-response rules, and approval process to implement the business logic.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Give support to Delivery and any trade-in issues.
* Used SOQL query to pull data and manipulate accordingly.

# Honda Motors, Los Angeles, California

**Lead Salesforce Developer**

**February 2020 –March 2022**

# Responsibilities:

* Captured and prioritized requirements in business meetings and by one-to-one interview method for an Enterprise CRM Solution using Salesforce lightning.
* Conducted workshops/walkthroughs of requirements with the project stakeholders and conducted rapid impact analysis for the finalized requirements.
* Acted as a Salesforce Consultant to suggest best practices followed across the industries.
* Prepared Detailed business requirements and non-functional requirements document and conducted walkthroughs of the documents prepared with all the business stakeholders.
* Worked with development teams to develop an effective and user-friendly solution and reviewed low level designs prepared by development teams.
* Performed various administrative activities like creating users, roles, profiles, defining sharing settings, customizing pages etc.
* Reviewed test cases prepared by testing teams and guided them in understanding the business aspects and performed high level End to End functional testing.
* Implemented various Apex classes, Triggers, Batch & Schedulable classes and the Future method for handling huge data transactions or Bulk operations.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Created various Test Classes and deployed into Production, which satisfies the code coverage.
* Worked on various Salesforce Administrations tasks like Reports, Dashboards, Custom Workflow rules, Field Update, Email Templates, Field level & Object level Securities, Roles, Profiles, Validation Rules, Formula fields etc.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
* Developed Apex triggers for avoiding duplication of Leads from various resources.
* Used custom tools like Apex data loader for handling the data for insertion, update & deletion.
* Worked back & forth with the SQL Database & Crystal Report developing tools for manipulating the data & gathering reports.
* Created and Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.

**Environment: Saleforce.com platform, Apex Language, Sales Cloud, Service Cloud, Community cloud, AppExchange, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Reports and Dashboards**.

# Star Insurance Companies, Atlanta, GA

**Salesforce Admin**

**Oct 2018 to Dec 2019**

# Responsibilities:

* Create various profiles and configured the permissions based on the organizational hierarchy requirements.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Responsible for enabling network-based security and organization-wide list of trusted IP address.
* Created the workflows and for automated lead routing, lead escalation, alerts, and custom coaching plans.
* Developed various Custom Reports and Dashboards deployed them for different business user levels.
* Generated various of Workflow, Triggers, Validation Rules, VF Components, VF pages, Controller class etc., Worked in parallel with multiple projects.
* Provided training to the internal business users to use the application and develop their own custom reports. Working on Data loader
* Developed and maintained Custom Objects, Fields, Formulas, Reports, Dashboards, Triggers, Validation rules, Workflows and Approval Processes on Salesforce.com platform.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Activating and deactivating Users

**Environment: Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in**.

# Gilead Sciences, Fremont, CA

**Salesforce Admin & Developer**

**March 2017 to Sept 2018**

# Responsibilities:

* Gathered user and functional system requirements via workshops, interviews and workflow storyboards and working with stakeholders and project teams to prioritize collected requirements.
* Developed Java Script methods for doing two actions on a single button click, to overcome the Salesforce limitations.
* Worked on Eclipse IDE with Force.com Plug-in for writing Business logic in Apex programming language with Lightning Experience.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages in Lightning UI.
* Created Custom Layout Lightening components to make the XMLHTTP call to private server.
* Build a custom lightning component to add/ delete new records on click of a button.
* Extracted the Flex Page Meta data using ANT migration tool and Added a VF component onto the flex page layout using the Lightning App builder.
* Used DocuSign to enhance the already existing modifications.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on various AppExchange products according to the needs of the organization.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Good hands-on practice with the new Lightning System Design which helps to create modern enterprise apps using Lightning App Builder quickly and easily and Lightning Components Performed
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Creating a sync of contacts, email alerts, events, and tasks between Salesforce to Outlook and Outlook to Salesforce successfully.
* Visualforce mark-up and controllers, to create a custom, three-step wizard that allows users to create an opportunity at the same time as a related contact, account, and contact role.
* Experienced using Tableau tool for Analysis and generating reports.
* Involved in customizing Customer portal and partner portal and managing Community application such as Ideas and Answers.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system using Informatics on Demand.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards, and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles.
* Re-engineering of design and development on various salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.
* Integrated SFDC with other enterprise applications using SDK and APIs
* Experienced using JIRA tool.
* Developed Client-side pagination process with all the details.
* Developed Custom Validations to override the Salesforce default validation rules.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Complete bulk imports of data using Apex Data Loader.
* Deployed the code developed in the Dev Sandbox to the Test Sandbox and the Production sandbox.
* Involved in Unit Testing, for the customizations and developments done during the project.
* Communicating regularly with the SFDC designated super users to support them in their role and provide information and training on new features and functionality.

**Environment: Salesforce.com, Apex, Visualforce (Pages, Component & Controllers), Lightning (components and controllers), Communities, REST/SOAP API Web Services, Pages, HTML, Java Script, Workflow & Approvals, Reports, Ajax, jQuery, Custom Objects, Custom Tabs, Data Migration, SOQL, SOSL.**

# Aintu Inc, Sunnyvale, CA

**Salesforce Administrator**

**March 2015 – Dec 2016**

# Responsibilities:

* Created the workflows for automated lead routing, lead escalation and email alerts.
* Created Workflow Rules, Page Layouts, Lightning process builder, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.
* Worked as enhancement team member and performed the roles of Salesforce.com Administrator in the organization of B2C.
* Implemented Web to case, Email to case, Web to Lead and Email to Lead and Salesforce Development Cycle
* Involved in project to understand the business needs and objectives of the system and interacted with the end client/users and gathered requirements for the integrated system
* Involved in various activities of the project like information gathering, analyzing the information, documenting the functional and non-functional requirements
* Worked with the user group for requirement gathering throughout the planning and implementation Worked on Data analysis, data mapping process and data validations
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization
* Created and deployed Several Reports using salesforce.com platform Developed and deployed workflows
* Managed database record, implemented on the Salesforce.com platform, for all organization users Performed administration of Salesforce.com instance, regularly perform database de- duping and clean-up procedures
* Developed case assignment rules and auto escalation rules in Service cloud.
* Fulfilled support requests and administrative needs of users
* Developed Lightning reports, Lightning dashboards, and Lightning process builder to continuously monitor data quality and integrity Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from the home-grown applications by using web services
* Created email templates and inbound emails using Visual force for the clients and customers
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports, and dashboards.
* Developed lead assignment rules and auto Response in Sales cloud.
* Provided on going salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflows.
* Designing, developing and Unit testing the application using the Salesforce Platform.
* Developing out of the box functionalities and Integrating the SOAP and REST based Web Services for extracting the data from external systems to display in the pages of Salesforce.com.
* Worked on writing Ant scripts for Jenkins to automate the process of Continuous integration for salesforce applications.
* Querying Salesforce Database with SOQL & SOSL queries available in Force.Com platform. Using (Java-Ant based) Force.com migration tool to deploy metadata between local Sandbox environment, Production, and another Salesforce organization.
* Moving Code from Sandbox to Production using eclipse IDE and Change Sets.
* Used Jitter bit for heavy API Integrations and Data Migration from platform to salesforce.
* Worked on setting up Continuous Integration environment for continuous deployments from developer org to production org and for spinning up of new orgs for development and testing purposes.
* Utilizing Salesforce Lightning Experience Process Flows to automate Business process.
* Working on creating released and beta managed packages.
* Working with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce.com CRM.
* Strong knowledge of Salesforce configuration, data migration, system integration and familiarity with Visualforce (Pages, Components, Controllers) MVC architecture and Apex (Classes, Controllers & Triggers).
* Proven Communication, Presentation Skills and Leadership Qualities

**Environment: Saleforce.com platform, sales cloud, Apex Language, Visual Force Pages, Visual Force Components & Controllers, SOAP API, Email Services, App Exchange Data Loader, Import Wizard, Data Migration, Service cloud, Dynamic Document Packages, Lightning Experience.**

**City Bank. India**

**Aug 2013 to Nov 2014**

**Software Engineer**

**Responsibilities:**

* Responsible for fixing defects and implementing stories in Fast-track SDLC development cycles.
* Responsible for conducting Impact analysis for the given Change Request.
* Developed web services transferring data through soap over http using top-down methodology.
* Developed XML, XML Schema and Parsers using SAX and DOM, implemented System Oriented Architecture methodologies and also developed handler to log performance, request and responses.
* Developed various reusable Helper and Utility classes which are used across all the modules of the application.
* Participated in meetings of internal developer groups for the purpose of development standards.

**Environment: Java, J2EE, Spring 2.0, Servlets, XML, JavaScript, SQL, Oracle 9i, Log4j, Windows NT/2000, UNIX**