**PROFESSIONAL SUMMARY**

* **5x Certified Salesforce Developer** with **9 years** of IT experience, specializing in the Salesforce Platform. Deep understanding of **Salesforce.com CRM, Force.com** platform, and a track record of success in consulting, project management, and end-to-end project delivery encompassing requirement analysis, system design, development, testing, deployment, database, web server administration, and technical support.
* Extensive experience across diverse SFDC implementations including **Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Community Cloud, Health Cloud, and Financial Service Cloud (FSC), FSL.**
* Proven expertise in implementing comprehensive eCommerce modules for B2B, B2C, and SFRA environments.
* Skilled in all phases of the **Software Development Life Cycle (SDLC)**, quality management systems, and project life cycle processes.
* In-depth understanding of CRM business processes, including **Campaign Management**, **Lead Management**, **Order Management**, **Account Management**, and **Case Management**.
* Worked with standard Salesforce.com objects including **Accounts, Contacts, Leads, Campaigns, Reports,** and **Opportunities**.
* Managed user **Profiles**, **Roles**, and **Permissions**, ensuring data security and adherence to company policies.
* Hands-on experience using declarative features such as **Validation Rules**, **Workflows**, **Process Builder**, **Flows** and **Approval Processes** to drive complex business process automations.
* Expertly utilized **Salesforce Governor Limits** to ensure efficient resource usage, balancing functionality, and system performance.
* Implemented **Field Service Lightning (FSL)** to optimize scheduling and management of field service operations, improving efficiency and customer satisfaction.
* Proficient in **Apex Triggers, Apex Classes, Controllers, Controller Extensions, Components, Test Methods**, and **Application Design** and development on the multitenant Force.com platform.
* Built reusable **UI/UX** components within the **Lightning component** framework for consistent design and enhanced user experience.
* Drove the development and implementation of **Lightning Web Components (LWC)**, enriching the user experience with responsive and interactive features.
* Developed Apex methods within the Lightning controller, along with helper methods, to efficiently handle **data manipulation (DML)** tasks on case records.
* Strong command of the **MuleSoft Anypoint API platform** for designing and implementing Mule APIs, with a solid understanding of API Gateway concepts.
* Generated **reports** from single and multiple data sources, invoked stored procedures from server databases using **Tableau**.
* Proficiently operated with **Standard Sales Analytics** and **Service Analytics Application** within **Einstein Analytics (Wave Analytics)**, contributing to data-driven insights.
* Designed, configured, and executed **Marketing Cloud** features, including Social Media Marketing, Email Marketing, **Customer Data Platform**, and **Journey Builder**.
* Designed and constructed a comprehensive **Data Model in Marketing Cloud**, utilizing **Synchronized Data Extensions, Shared Data Extensions,** and **Salesforce Data Extensions**. Employed advanced filtering and querying techniques to maximize data utilization.
* Have Extensive knowledge on implemented **Conga Products**, including **Conga Composer**, **Conga Workflow**, and Conga Conductor to automate the quotation process. This facilitated streamlined communication by sending products and other reports via email, including the desired file attachments.
* Integrated **DocuSign** with Salesforce to automate document generation, approval, and signing processes.
* Hands-on experience with **CD/CI DevOps** tools such as **GitHub**, **BitBucket**, and **Jenkins** for streamlined development processes.
* Implemented **CI/CD pipelines** to automate building, testing, and deploying software.
* Expertise with **DevOps**, **Azure** and **Git** for efficient collaboration and continuous integration.
* Contributed to configuration and advanced workflow processes within Salesforce.com and **CPQ**, **Apttus Contract Lifecycle Management (CLM)**.
* Leveraged **AWS services** such as **EC2**, **Lambda**, and **S3** to host and manage customer data securely in the cloud.
* Designed and implemented **AWS Lambda** based **REST APIs** to allow external systems to interact with Salesforce, enabling seamless information exchange.
* Implemented a seamless **Single Sign-On (SSO)** experience by integrating Salesforce with **Azure Active Directory**, ensuring consistent user authentication and access control.
* Developed custom **Apex Restful web services** in Salesforce to communicate with **Azure APIs**, facilitating data exchange and business logic execution.
* Utilized **Azure's** Event Grid and Salesforce Platform Events to enable real-time event-driven communication between Salesforce and **Azure** components.
* Practiced **Agile methodology**, such as Scrum or **Kanban**, to promote iterative and incremental software development.
* Held regular **sprint planning**, **daily stand-up, sprint review, and retrospective meetings** to ensure transparency and collaboration.
* Integrated SFDC with Marketo Tool to streamline the marketing process, enabling easy access to lead and opportunities.
* Expertise in **Data Migration**, **Synchronization**, **Data Modeling**, **Data Extraction**, **Transformation**, **Data Loading**, **Scheduling**, **Monitoring**, and **Reporting** using **ETL tools** such as **Apex Data Loader, Informatica PowerCenter, and Informatica**.
* Proficient in **Salesforce Data Loader CLI** for efficient data migration processes.
* Experienced with Deployment Tools like **Force.com IDE**, **Eclipse IDE Force.com**, **Change Sets, ANT**-based Migration Tools, and Salesforce.com Sandbox environments.

**CERTIFICATIONS:**

* Salesforce Certified Platform Developer II
* Salesforce Certified Platform Developer I
* Salesforce Service Cloud Consultant
* Salesforce Certified Industries CPQ Developer
* Salesforce Certified Platform App Builder
* Salesforce Certified Administrator

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce** | Salesforce CRM, Lightning Application, Lightning Web Components (LWC), Apex Custom Controllers, Apex Classes, Apex Triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, Workflow and Approvals, Reports and Dashboards. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Import Wizard, Force.com Excel Connector, Force.com Platform (Sandbox and Production) |
| **Other CRM** | Veeva, Service Max. |
| **Integrating Tools** | Apex Data Loader, Import Wizard, Data Export, Mass Delete, DevOps, Mulesoft, Tableau |
| **Languages** | Apex, Java, C, C++, SQL, SOQL, SOSL. |
| **Web Technologies** | HTML, XML, CSS, JavaScript, JSP WSDL, SOAP API, REST API |
| **Databases** | SQL, Sybase |

**PROFESSIONAL EXPERIENCE:**

**State of Texas (Texas Health and Human Services), TX Jan 2023 – Till date**

**Sr. Salesforce Developer**

**Responsibilities:**

* Engaged in thorough requirements gathering, effectively deciphering customer/client business needs and transforming them into comprehensive operational requirements.
* Orchestrated the creation of **custom objects**, strategically defining **lookup** and **master-detail** relationships to optimize data structure and accessibility.
* Implemented advanced security measures, including **sharing rules, permission sets,** and **field-level security**, to safeguard sensitive data and adhere to compliance standards.
* Designed and executed complex **SOQL** and **SOSL** queries to retrieve, manipulate, and present data effectively within Salesforce applications.
* Developed and fine-tuned **Apex Batch classes** to process large volumes of data asynchronously, ensuring efficient data handling and minimizing system load.
* Pioneered the development of a myriad of **Apex Classes**, **Controller Classes,** and **Apex Triggers**, proficiently addressing multifaceted functional needs within the application.
* Written **Apex Classes, Controllers,** and **Triggers** to orchestrate complex backend operations, seamlessly connecting the user interface with the underlying data.
* Utilized **Apex Classes** and **Triggers** to manage complex business logic and data processing, ensuring the alignment of application behavior with organizational needs.
* Designed and implemented interactive user experiences through the **Lightning Web Component (LWC)** framework, creating responsive and dynamic interfaces.
* Demonstrated expertise in **HTML, CSS,** and **JavaScript**, creatively implementing these technologies within **Lightning Web Components (LWC)** to deliver visually appealing and interactive user interfaces, elevating the user experience to new heights.
* Constructed **Lightning Components** to enrich the user interface, adding **CSS** and design parameters to enhance visual appeal and interactivity.
* Created and fine-tuned **Lightning Components** within the **Aura framework**, elevating user interface design and functionality.
* Developed intricate **Mule Flows** to facilitate seamless data transfer from **SFTP servers** into Salesforce, utilizing **MuleSoft** as a reliable middleware solution.
* Integrated Salesforce.com with internal and external applications through various methods, including JSON, **SOAP**, and **REST**-based web services, enabling seamless data interchange.
* Effectively utilized **Salesforce DX** for streamlined deployment processes, ensuring smooth transitions between development, testing, and production environments.

**Environment:** Saleforce.com platform, Apex, Batch Apex, Schedule Apex, Triggers, Data Loader, Workflow & Flows, Approvals, Reports, Dashboards, Lightning web components (LWC), Lightning design system (LDS), JavaScript, HTML, CSS, JSON, Custom Objects, SOAP, RESTful API, Custom Tabs, Email Services, DevOps DocuSign, Tableau, Conga, Sandbox data loading, SFDX, Eclipse IDE Plug-in, Windows XP.

**EyeMed Vision Care, OH Nov 2021 – Dec 2022**

**Sr. Salesforce Developer**

**Responsibilities:**

* Collaborated with cross-functional teams to gather and analyze business requirements, translating them into technical solutions within Salesforce.
* Developed modern **Enterprise Lightning Apps**, leveraging the capabilities of **Lightning Design System**, **Lightning App Builder**,and **Lightning Component** features.
* Successfully upgraded applications from **Salesforce Classic to Lightning Experience**, resulting in a more engaging user interface and improved page interactions.
* Designed and executed **SOQL** and **SOSL** queries within **Apex** to retrieve and manipulate data from Salesforce objects and records.
* Proficiently designed **Apex classes** and **triggers**, utilizing advanced Salesforce development techniques to streamline business processes, automate data manipulations, and enhance overall system functionality.
* Configured and customized **Field Service Lightning (FSL)** to accommodate specific business requirements, including work order management, appointment scheduling, and technician dispatch.
* Successfully implemented Salesforce **Lightning Web Components (LWC)** to cater to organizational users' needs. Designed and coded **Lightning components** and corresponding server-side controllers to meet evolving business requirements.
* Designed and implemented **multiple Lightning Components**, enhancing the visual appeal and functionality through the addition of **CSS** and Design Parameters.
* Developed a library of reusable **UI/UX** components using the **Lightning Component** framework for consistent and efficient development.
* Created custom business logic using a combination of **Apex Classes**, **Visualforce pages**, and **Lightning components**. Effectively leveraged Visualforce components like Page Block, Command Buttons, Action support, and Action Function.
* Utilized **HTML** to structure the layout and content within **Lightning Web Components**, ensuring a well-organized and visually appealing user experience.
* Utilized **CSS frameworks** like **Bootstrap** to expedite component styling and ensure a responsive design across various devices.
* Utilized **JavaScript** libraries such as **jQuery** to streamline DOM manipulation and event handling within Lightning Web Components.
* Followed best practices for **JavaScript** modularity, promoting maintainability and reusability of code across multiple LWC.
* Integrated **Apttus CPQ** and **CLM applications**, automating processes on the Salesforce platform.
* Drove the augmentation of existing portal functionality, transitioning to **Community Cloud** for additional features such as chatter, employee portal, customer portal, channel sales community, and customer support community.
* Developed essential **API services** to facilitate the seamless migration of data from legacy systems to Salesforce, utilizing **MuleSoft ESB** as a powerful integration solution.
* Proficiently used **GitHub** for **version control** and collaborative software development.
* Conducted regular **code reviews** and provided constructive feedback to team members, promoting code quality and best practices.

**Environment:** Saleforce.com platform, Apex Language, Apttus CPQ, Visualforce Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Lightning web components (LWC), Lightning design system (LDS), Custom Objects, JavaScript, HTML, CSS, JSON, RESTful API, Custom Tabs, Email Services, Sandbox data loading, DevOps, DocuSign, Tableau, SFDX, Eclipse IDE Plug-in, Windows XP.

**Zimmer Biomet, IN May 2019 - July 2021**

**Sr. Salesforce Developer**

**Responsibilities:**

* Conducted comprehensive information gathering and analysis to ensure a solid foundation for project activities.
* Contributed to multiple SFDC implementations on the **Sales Cloud** platform.
* Designed and deployed **custom objects, custom tabs, validation rules,** and **auto-response rules** for optimized data management.
* Created diverse **workflows** and **approval processes** tailored to different application stages.
* Automated complex business processes using **Process Builder** and **Flow**, streamlining operations, and reducing manual efforts.
* Enhanced search functionality in Lightning through the development of **Apex classes** and **Controllers**.
* Expertly managed **Apex classes** and **Triggers** to streamline complex backend operations and ensure seamless data processing.
* Implemented **Apex Triggers** to execute business logic, resulting in automated customer email notifications.
* Implemented Parts and Inventory Management within **Field Service Lightning (FSL)** to track and manage stock levels, issue parts to technicians, and reorder inventory as needed.
* Configured and fine-tuned various **reports** and **Dashboards**, catering to different user profiles' needs.
* Designed and deployed **Visualforce Pages** to tailor user experiences and provide data visualization.
* Created **Visualforce Pages** to deliver tailored user interfaces, leveraging **HTML**, **CSS**, and **Apex** to seamlessly integrate data and functionality.
* Executed innovative implementation using **HTML, CSS,** and **JavaScript** to develop engaging and dynamic user interfaces.
* Designed interactive and dynamic pages using **JavaScript**, enhancing user experience, and enabling real-time data updates.
* Attained foundational knowledge of **Lightning App Builder**, enabling the development of visually appealing apps using custom-built **Lightning Components**.
* Developed components using **Lightning Aura Framework**, integrating client-side Angular JS for enhanced functionality.
* Created modern **Enterprise Lightning Apps** by leveraging **Lightning Design System**, **Lightning App Builder**, and **Lightning Component** features.
* Conducted rigorous app testing by integrating multiple components into **Lightning Applications** before deploying them from **Sandbox** to **Production**.
* Streamlined task routing by configuring **External Routing for Omni-Channel** and integrating third-party routing options.
* Gained hands-on experience in developing Wave Apps, Datasets, Lenses, and **Dashboards** in **Einstein Analytics**.
* Collaborated closely with business users to comprehend the Re-org process and its implications on **Einstein Analytics dashboards**.
* Executed comprehensive testing phases, including Unit, **Integration**, **User Acceptance**, and Operational Acceptance testing to ensure system alignment with business and quality requirements.
* Successfully integrated Salesforce with **REST** and **SOAP** **Web Services**.
* Implemented **point-to-point integrations** using **REST** and **SOAP APIs** for real-time data synchronization.
* Contributed to **CI/CD** practices by configuring **Jenkins pipelines**, enabling automated builds, tests, and deployments.
* Adhered to **Agile Development Methodology** throughout the implementation process.
* Actively participated in enhancing software delivery through **DevOps** practices and **Agile methodologies**.
* Leveraged sandbox environments for testing and seamlessly migrated code to the deployment instance post-testing.

**Environment:** Saleforce.com platform, Salesforce.com Data Loader, Force.com API, Workflow & Approvals, Reports, Custom Objects, Batch Apex Interface, Custom Tabs, Email Services, Security Controls. Apex Language, Triggers, Visual Force (Pages, Component & Controllers), Einstein Analytics, Lightning Web Components (LWC), Sandbox Data loading, Windows XP.

**eBay Inc, CA Jan 2016 - Apr 2019**

**Salesforce Admin/Developer**

**Responsibilities:**

* Contributed to the formulation of requirements management strategies, documenting business, and functional requirements.
* Collaborated closely with business users for meticulous requirement gathering.
* Engaged in **Case Management**, capturing cases from diverse sources including the company's website and customer emails.
* Implemented **Auto Response Rules** to manage customer inquiries outside business hours.
* Configured **Record Types, Validation Rules,** and **Page Layouts** to optimize user experience.
* Structured organizational hierarchy, designing **Profiles** and **Roles** aligned with business needs and enforced security policies.
* Utilized **Data Loader** for seamless data extraction and loading from CSV files and databases.
* Assessed various business **reports** and guided teams in deploying and customizing reports in Salesforce.
* Designed tailored **dashboards** catering to distinct user groups, aligning with their functional requirements.
* Implemented **SFDC Live Agent** for streamlined customer interactions on the Service Cloud.
* Executed **Case Object Integration** and Implementation within the Service Cloud framework.
* Created **workflow rules**, defining associated **Tasks**, **Time Triggered Tasks, Email alerts,** and **field updates** to implement business logic.
* Configured and fine-tuned the **Omni-Channel** feature to efficiently route and manage customer tasks, enhancing support team productivity and responsiveness.
* Created dynamic **VisualForce** pages in adherence to Business Requirements.
* Demonstrated proficiency in crafting dynamic front-end solutions using **VisualForce** pages, Components, **HTML, CSS, JavaScript, JQuery, Bootstrap**, and **AngularJS**.
* Showcased expertise in Salesforce application development, leveraging **Apex Classes**, **Batch Apex**, **VisualForce** pages, **Apex Triggers**, and **Custom Buttons** and **Links**.
* Assessing situations to determine the feasibility of transitioning from **Salesforce Classic** to the **Lightning Experience**.
* Implemented **Lightning Components** to enhance user experience and streamline processes, utilizing the Lightning Component Framework, **HTML**, **CSS**, and **JavaScript**.
* Integrated **Lightning Components** seamlessly within Salesforce Lightning Experience, enabling dynamic and responsive user interfaces. Utilized Lightning Design System for consistent and visually appealing component styling.
* Successfully transformed **Visualforce pages** into **Lightning components** to modernize user interfaces and leverage the enhanced capabilities of Lightning Experience.
* Executed the implementation of **Visualforce Pages**, along with **standard** and **custom Controller classes** and **Triggers**, aligned with the meticulously gathered requirements.
* Worked on customizing different **VisualForce Pages** to match the needs of Salesforce users.
* Experienced in executing Implementation and Integration projects, leveraging **Salesforce APIs**, including **REST** and **SOAP** **integrations**.
* Generated **WSDL** and seamlessly integrated with **REST** and **SOAP web services**.
* Created data flow diagrams and process flow diagrams to enhance system comprehension and communication.

**Environment:** Saleforce.com platform, Salesforce.com Data Loader, Force.com API, Workflow & Approvals, Reports, Custom Objects, Batch Apex Interface, Custom Tabs, Email Services, Security Controls. Apex Language, Triggers, Visual Force (Pages, Component & Controllers), Sandbox Data loading, Windows XP.

**Emco Ltd, India Jul 2013 - Aug 2015**

**Salesforce Admin/Developer**

**Responsibilities:**

* Designed and deployed **Custom tabs, validation rules, Approval Processes,** and **Auto-Response** to streamline business operations.
* Proficient in data modeling and utilizing **SOQL, SOSL, DML statements, sObjects, asynchronous apex,** and understanding **Governor Limits**.
* Configured Salesforce for business needs, including **Page layout**, **Profiles, Permissions sets, Sharing rules**, **OWD**, user roles, data security, and org refreshes.
* Created various **Custom Objects, Tabs, validation rules,** and **formula fields** to support data organization.
* Established efficient relationships among objects using **Lookup** and **Master-detail** relationships.
* Handled Service channel for work items like **cases, chats, or leads** to enhance customer support.
* Expertise in working with **SOQL** and **SOSL** queries, managing **Governor Limitations**, and effectively handling data in Salesforce database.
* Designed and implemented **Apex Classes, Controller Classes, extensions,** and **Apex Triggers** to fulfill diverse functional requirements within the application.
* Designed, Developed, and Deployed **Apex Classes**, **Controller Classes**, and **Apex Triggers** to fulfill various functional requirements.
* Customized the standard Lead Conversion process to meet business needs using **Triggers**, **Apex Classes,** and **VisualForce Pages**.
* Developed custom controllers featuring intricate code to efficiently retrieve data from Salesforce and seamlessly present it on **Visualforce pages**.
* Proficient in front-end design using Dynamic **Visualforce pages**, Components, **HTML, CSS, JavaScript, JQuery, Bootstrap**.
* Strong Experience in developing Salesforce applications with **Apex Classes, Batch Apex, Schedule Apex, Visual Force pages, Apex Triggers, and Custom Buttons** and **Links**.
* Involved in Implementation and Integration projects, utilizing Salesforce **API, REST,** and **SOAP API** Integration.
* Implemented **Chatter** and Chatter Desktop, creating both **Public** and **Private Groups** to enhance collaboration and communication within the Salesforce platform.
* Effectively used **Debug Logs** and the **System Log Console** to troubleshoot issues in Apex scripts, ensuring error-free execution.

**Environment:** Saleforce.com platform, Record types, Reports, Dashboards, Email, Sharing Rules, MS Word, PowerPoint, Excel, Validation Rules, Messaging, Standard and Custom Objects, Batch Apex Interface, Custom Tabs, Email Services, Security Controls. Apex Language, Triggers, Visual Force.