    **Karthik R**

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**Sr. Salesforce Developer**

**Professional Summary:**

* **Certified Salesforce Developer and Administrator** with around 10+ years of experience in the Salesforce.com CRM platform
* Excellent work experience in designing custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, Snapshots, **Dashboards**, Apex Classes, **Controllers & Triggers**, **Validation Rules**, **Workflow Alerts & Actions**, Pick Lists, Record Types, **Process builder** and various other components as per the client and application requirements.
* Experience in working with **Eclipse IDE** with Force.com Plug-in environment for writing Business logic in Apex
* Experience in creating **lookup relationships** and **master-detail relationships** on the objects and creation of junction objects to establish connectivity among other objects.
* Hand’s on experience in Vlocity’s CPQ to quickly define and launch services and offers.
* Hands-on experience in using New **Lightning UI** to bring Salesforce into the responsive UI era of web-based applications.
* Understanding and writing user stories for the implementation of **SOSL**, **SOQL,** and **WSDL.**
* Good Experience in **data migration** and **integration** using **Data Loader** and **Import Wizard**.
* Excellent in Administrative tasks like **Creating Profiles**, **Roles**, **Users**, **Permission Sets**, **Email Services**, **Approvals,** and Activities.
* Participate in development activities for implementing **Salesforce Commerce Cloud** including design, development, and testing.
* Ability to design and implement custom integrations between .NET applications and Salesforce based on business requirements.
* Act as the Salesforce **Commerce Cloud** technical expert with experience in both front-end and back-end development on the Salesforce Commerce Cloud platform.
* Collaborate and interface with business partners to define **Commerce Cloud solutions**.
* Hands-on experience in implementing **security and sharing rules** at object, field, and record levels for different users at different levels of an organization. Also, created various profiles and configured the permissions based on the organizational **hierarchy**.
* Led end-to-end **data migration** project for multiple Salesforce implementations, ensuring smooth and accurate transfer of data from legacy systems.
* Good knowledge of mobile applications like **Salesforce1** and **Salesforce classic**.
* In-depth understanding of **CRM** business processes that include Forecasting, Campaign Management, **Lead Management**, Order Management, Account Management, **Case** **Management,** and Merging Management.
* Strong knowledge of **Sales cloud**, **Service cloud**, **Community cloud &** **Marketing cloud** configuration and customization, and a good understanding of Client/Server architecture.
* Experience with Web and Web application servers (e.g., **Apache**, **Jetty**) and **No-SQL** databases like MongoDB & Cassandra
* Hands-on experience in using **enterprise integration tools**, extract transformation and load**(ETL),** enterprise information integration tools, and enterprise architecture initiatives**(EAI)**.
* Experience in developing UI using **Visualforce pages** and providing business logic using **Apex.**
* Hands-on experience with Salesforce Web Services **API** like **REST**, **Bulk** & **SOAP**.
* Experience with environments consisting of Object-Oriented Languages like **C++**, **Java**, **J2EE**, **JSP**, **Servlets** and other Java technologies.
* Experience in **Java Multi-Threading**, **Collection**, **Interfaces**, **Synchronization**, and **Exception Handling**.
* Hands-on experience working with **HTML**, **XML**, **CSS**, **jQuery**, **JavaScript, JSON, Angular JS,** and **AJAX**.
* Experienced in **Sandbox Management** (Like Refreshing Sandbox, Creating New Sandbox, and Migrating code from one sandbox to the other).
* Work well alone and as part of a team with excellent **troubleshooting** mechanisms and highly adaptable to different work environments.
* Strong knowledge and working experience in Software Development Life Cycle (SDLC) methodologies such as **Agile, Scrum, and Waterfall model**
* A quick learner of new concepts and the ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.

**Technical Skills:**

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| --- | --- |
| Salesforce technologies | Apex, Tableau, **visual** **force**, SOQL, SOSL, Email template, formula, Validation rules, **apex** **trigger**, workflow and approvals, App exchange, **Eclipse**, sales force.com IDE, Apex data loader, web services. **Dashboards**, Analytic Snapshots, Custom Objects**, Lightning** |
| Salesforce Tools | Eclipse, **Force.com, Eclipse IDE plug-in**, Force.com Explorer,Force.com Data Loader, Force.com Excel connector, Force.com Platform (Sandbox, and Production) QTP and **Sandbox Testing** |
| Data Migration Tools | Data Analysis, Data Cleansing, Data Normalization, **Data Migration**, Data Loader |
| Databases | **SQL** Server 2005, Oracle, MS Access, **Peoplesoft** |
| Programming Languages | Java, C#, .NET, HTML, **Apex**, **DL/SQL** ASP.NET, and VB.NET. |
| Configuration Skills | **Workflow**: time-dependent actions, field updates, email alerts, Field Level and Object level security, **role** **hierarchies**, sharing models, SFDC Standard Object Configuration: Campaigns, Reports, Dashboards, **Formula** **Fields** and Cross Object Formula Fields Configuration Skills, Overall User Management, Security and Sharing Model, Translation Workbench, Documentation Templates, **Salesforce** **Lighting.** |
| Project Management | Waterfall, **Agile** |

**Education:**

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| --- | --- |
| Bachelor of Engineering | GITAM University  |
| Master of Engineering | Kent State university |

**CERTIFICATION**

* Salesforce Certified Administrator (ADM 201)
* Salesforce Certified Platform Developer I (DEV 401)
* Salesforce Certified Sales Consultant (CRT251)
* Salesforce Certified Development Lifecycle and Deployment Designer.
* Salesforce Certified AI Associate
* Salesforce Certified AI Specialist

Training/COnt. Education

|  |  |  |
| --- | --- | --- |
| Course | Date Taken | Company/Vendor |
| Cloud First Methodology Salesforce | 12/2018 | Accenture |

**Professional Experience:**

**Client: First Command Financial Services, Atlanta, GA**

**Role: Sr.Salesforce Developer April 2023 – Till Date**

**About Project:**

First Command provides personalized services through locally based trained and licensed Financial Advisors .This project aimed to modernize integrating Sales Cloud and Financial Services Cloud (FSC) to provide Financial Advisors with a 360-degree customer view, streamline lead-to-loan conversion, and integrate Salesforce with the bank’s core banking systems using MuleSoft for real-time data synchronization. One of the biggest challenges was ensuring seamless, real-time updates between Salesforce and the legacy core banking system, which had latency issues and did not support event-driven updates. To solve this, I implemented a MuleSoft-based middleware using Streaming API, Change Data Capture (CDC), Platform Events, and Batch Apex, ensuring high-volume transaction efficiency and data consistency across systems. Additionally, I developed a custom Apex trigger that dynamically calculated a customer’s financial health score based on transactional behavior, loan history, and credit utilization. By integrating Salesforce Einstein AI, this feature provided predictive insights, enabling advisors to proactively suggest financial products, significantly improving cross-sell opportunities and customer retention, making the implementation a key differentiator in the bank’s digital transformation. Builder, Lightning Components, SLDS, Lightning Events, HTML, CSS, and Lightning Controllers.

**Responsibilities:**

* Worked on ETL tools (Informatica) and Web Services API (SOAP and REST) to integrate Sales Force with other
* Integrated third-party applications Marketo, and DocuSign.
* Developed Lightning Web Components for a screen Lightning flow.
* Developed Lightning apps using Lightning Components and made them compatible with the salesforce1 mobile app.
* Integrated Salesforce Sales Cloud with Tableau CRM to provide AI-driven opportunity scoring for sales reps.
* Enhanced client 360-view by implementing FSC Data Model and leveraging Einstein Analytics for insights.
* Worked with compliance and security teams to ensure FSC configuration adhered to regulatory standards
* Delivered FSC training and support to advisors and relationship managers, improving user adoption by 30%.
* pages.
* Worked on customizing Reports and Dashboards for business use using Salesforce Lightning.
* Performed and documented system and regression testing in support of hotfixes, minor enhancements, and defects.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications, Created Apps,
* Dashboards, Datasets, Lens and monitor dataflows in Einstein Analytics.
* Provided ongoing salesforce.com maintenance and administration services including periodic data purging, custom objects, and workflow.
* Implemented and managed CI/CD pipelines using Copado for seamless deployment across multiple Salesforce environments.
* Automated metadata deployments, version control, and test execution using Copado, improving release efficiency by 40%.
* Configured user stories, pipelines, and promotion processes to streamline Agile-based development workflows.
* Integrated Copado with Git and Jira for efficient source tracking and release management.
* Conducted deployment validations, back promotions, and rollback strategies using Copado tools and features.
* Trained team members on Copado best practices, branching strategies, and deployment processes.
* Allowed business users to create highly complicated and intuitive reports very easily, that refresh in

Real-time.

* Setup of Customer community license for external users using Community cloud.
* Enhanced the existing portal functionality and moved to the community cloud for more functionalities including chatter, employee portal, and customer portal.
* Experience with Agile software development methodologies.

**Client: Lending Point, Atlanta, GA**

**Role: Sr. Salesforce Developer Nov 2021 – April 2023**

**About Project:**

Lending Point is a financial technology platform. The company looks at a person's complete financial picture, taking into consideration credit history, employment history, earning potential, and other data to determine creditworthiness. The project aimed to streamline the mortgage loan origination and servicing process for a financial institution by implementing Sales Cloud, Service Cloud and Financial Services Cloud (FSC). The objective was to enhance loan officer productivity, improve borrower experience, and ensure regulatory compliance by integrating Salesforce with loan origination systems (LOS) and credit bureaus using MuleSoft APIs. One of the biggest challenges was optimizing the mortgage loan approval workflow, which involved multiple levels of approvals from loan officers, underwriters, and compliance teams. The existing process relied heavily on manual approvals via email, causing delays, lack of transparency, and compliance risks. To solve this, I designed an automated approval process using Salesforce Flow and Apex triggers, ensuring that loan applications dynamically routed to the right approvers based on loan amount, risk level, and borrower profile. I also integrated DocuSign for e-signatures and implemented real-time approval tracking with notifications via Slack and email alerts. This automation accelerated approval turnaround times, improved compliance tracking, and provided a seamless experience for both loan officers and borrowers

**Responsibilities:**

* Developed custom Lightning Web Components (LWC) to extend FSC functionality for client onboarding, financial goal tracking, and advisor dashboards.
* Customized FSC Data Model by creating custom objects, fields, and Apex triggers to support complex financial use cases.
* Built and deployed RESTful integrations between FSC and core banking/wealth platforms using Apex and Mulesoft.
* Automated advisor workflows using Apex, Flow, and Process Builder for tasks like KYC, account reviews, and opportunity management.
* Led end-to-end FSC implementations for wealth management and banking clients, including requirement gathering, solution design, and deployment.
* Conducted business process mapping and aligned FSC features (e.g., Action Plans, Client Data Model, Relationship Groups) to client objectives.
* Advised stakeholders on FSC capabilities to improve client lifecycle management, onboarding, and advisor productivity.
* Collaborated closely with stakeholders, including business analysts and system administrators, to understand data requirements and develop comprehensive migration strategies.
* Analyzed complex data sets, identified gaps and inconsistencies, and developed data mapping documents to ensure accurate data migration.
* Developed and executed data cleansing and de-duplication processes to improve data quality and minimize redundancy.
* Created and maintained ETL processes using Salesforce Data Loader and other data migration tools to extract data from source systems, transform it as per business rules, and load it into Salesforce.
* Involved in Agile process with development and co-ordination within very short span of time.
* Developed and supported Extraction, Transformation and Load process (ETL) using Informatica.
* Conducted thorough data validation and quality assurance checks to identify and rectify any issues during the migration process.
* Assisted in user acceptance testing (UAT) and provided post-migration support to end-users, addressing any data-related queries or concerns.
* Collaborated with cross-functional teams, including developers and administrators, to integrate Salesforce data with external systems, ensuring data integrity and consistency.
* Actively participated in project meetings, providing status updates, identifying risks, and proposing mitigation strategies to ensure project success.
* Maintained documentation of migration processes, including data mapping, transformation rules, and data validation procedures.
* Integrating .NET applications with Salesforce using various REST APIs and Bulk APIs.
* A developed Lightning component using Aura Framework which also included client-side AngularJS
* Implemented Salesforce Lightning Components for a small set of users within the organization
* Worked on customizing Reports and Dashboards for business use using Salesforce Lightning.
* Performed and documented system and regression testing in support of hotfixes, minor enhancements, and defects.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications, Created Apps,

**Client: Infor, Atlanta, GA**

**Role: Salesforce Admin/Developer Mar 2021 – Nov 2021**

Infor is a multinational company headquartered in New York City that provides industry specific, enterprise software licensed for use on premises or as a service. I led a Salesforce Sales Cloud and Service Cloud implementation to unify their fragmented sales and support operations, aiming to boost revenue visibility and customer satisfaction. The project involved configuring lead-to-cash automation, AI-driven forecasting, and a multi-channel Service Cloud setup with case escalation rules. The biggest challenge was designing a scalable entitlement process for their tiered support model, where high-priority enterprise clients faced routing delays. I solved this by building a dynamic case assignment engine using Flow and Apex, which prioritized cases based on contract value, SLA tiers, and past interactions—cutting resolution time by 30%. As a technical highlight, I also developed a real-time discount approval system using Apex triggers and Lightning Flows that auto-approved deals based on profitability thresholds, reducing manual approvals by 50% and accelerating deal closures. This combination of process automation, complex logic, and measurable efficiency gains demonstrates my ability to solve enterprise-scale challenges

**Responsibilities:**

* Created Lightning Components and added CSS and Design Parameters which improves performance.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions
* Developed Lightning apps using Lightning Components and made them compatible with the salesforce1 mobile app.
* Created Custom Objects and fields for transactional and contractual information.
* Developed more than six Lightning Web Components
* Created Sections on the lightning pages using Lightning Web Components on B2B commerce cloud.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master-detail relationships, validation, and formula fields to the custom objects.
* Created various Reports and Report Folders to assist managers in better utilizing Salesforce as a sales tool and configured various Reports for different user profiles based on the need of the organization.
* Enabled Partner community.
* Implementation of Sales and Service cloud
* Installed and worked on Managed packages CONGA, DocuSign, and Tableau.
* Designed and developed Visual Force Pages to meet various functional needs.
* Migrated data using Apex Data loader to centralize data and processes across different divisions that were previously using decentralized systems/databases.
* Worked on Sales cloud with Accounts, Contacts, Cases, and Solutions to generate towards developing business.
* Coordinated and documented organizational infrastructure for project success and to ensure engagement of customers, end users, stakeholders, and Process Management.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Worked with Salesforce Senior architect to learn and suggest Solutions for Lightning bugs and work around.
* Remotely handled the project working with 2 Business Analysts and 2 Developers.
* Worked on all salesforce features including knowledge, Custom Lightning Interaction Log. Created templates using CSS, approval processes, and approval page layouts and defined approval actions on them to automate the processes.
* Interacted with various business team members to gather and document the requirements for Salesforce Interface
* Use vs code for deployments, GitHub.

**Health Care IT Leaders, Atlanta, GA**

**Role: Salesforce Developer Jan’21- Mar’21**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce Implementation and documented the Business and Software Requirements.
* Salesforce.com Configuration of Health Cloud, Community Cloud, and Force.com solutions, with an emphasis on Service Cloud solutions.
* Tracking COVID Patient records, feedback pages, Billing, and Invoice generations. Invoice generation through Conga Composer.
* Worked on Salesforce lightning flows.
* Implemented Conga Solutions. Conga Queries, Conga Triggers, and Conga Templates.
* Developed various interfaces, Apex classes, controller classes, and apex triggers for various functional needs in the application.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Resolve the Cases and support the team on urgent bases, implementing and working with real-time troubleshooting.

**Client: Newell Brands, Atlanta, GA**

**Role: Sr. Salesforce Developer Mar 2020 – Jan 2021**

**Responsibilities:**

* Salesforce.com Configuration of Community Cloud B2C and Force.com solutions, with an emphasis on Service Cloud solutions.
* Analyze the current technical architecture of the current system and identify the fit gaps analysis of the Service Cloud-based solution.
* Work with Visual Force, Apex, and Trigger.
* Involved with Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Developed and designed the client's product in the Salesforce Commerce Cloud platform including applications, themes, and programming language.
* Developed Product search, Order placement, and Invoice generation.
* Created UX design that is consistent with the style guide and on-brand standards.
* Constructed e-Commerce web solutions by utilizing insights from research and data analytics.
* Collaborated with solution designers and architects to optimize the solution's performance.
* Developed UI and integrate Salesforce and other systems.
* Ensure a stable production environment during software solutions deployment by working closely with the release management team.
* Integrated commerce cloud with 3rd party/backend systems leveraging link cartridge/OCAPI/custom services while ensuring scalability, performance, and coding guidelines
* Managed data validation, create workflow rules, and identify system triggers
* Coordinate all aspects of the software development life cycle, including documentation, user interface (UI), workflow, development, testing, and deployment, requiring knowledge and experience in translating business requirements into technical designs, coding, integration, and solutions.
* Responsible for detailed design, development, coding, testing, deployment, implementation, and support of major business applications.
* Worked on designing and developing Lightning Community Builder and developed Lightning Components using Aura framework.
* Build Salesforce custom Community pages and sites.
* Managing Salesforce integration with the current ERP system and third-party providers like Informatica, SharePoint, Microsoft Outlook, and various app exchange products like Live Agent.
* Created apps, dashboards, lenses, and datasets, edited data, and customize the Analytics experience.
* Creating unique client-based solutions using Lightning, Apex (Classes, Triggers, Batch jobs), JavaScript, and Visualforce.
* Build and customize lightning components and applications utilizing the styles from Lightning Design System, and Bootstrap.
* Added lighting functionality to existing Visualforce pages using Lightning Out.
* Handling changes requests related to heavily customized visual force pages that use jQuery & Angular JS.
* Perform bulk data loads, build customized Reports and tackle inconsistencies in data quality and create processes to overcome system deficiencies.
* Working in a fast-paced Agile environment, using JIRA and HP ALM for issue tracking and project management.
* Work with systems engineers to determine business requirements, and assist in the design, development, and testing of solutions.
* Define system architectures, write code, review programs, and engineer applications, leveraging scientific principles to achieve the technical requirements.
* Hands-on experience in Git and Jenkins.
* Provide system support related to customized applications, Single Sign On, security settings, user permissions, workflows, and test functionalities post SFDC product upgrades.
* Working on analysis, design, coding, data migrations, and testing for production and development environments.
* Act as the primary point of contact for all SFDC users and their related issues.

**Accenture**

**Clients: The Hershey Company, Hershey, PA**

 **The Coca-Cola Company, Atlanta, GA**

**Role: Sr. Salesforce Developer Feb 2018 – Dec 2019**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Implemented Cloud Craze application for commerce cloud B2B, Data modeling to User Interface.
* Worked on Agile methodologies where requirements, design, testing, and deployment need to be done as early as possible.
* Created more than 500 Users and assigned with appropriate roles and hierarchies.
* Configured and maintained user security permissions in compliance with organizational needs.
* Marketing Cloud for Marketing, Call Center, and Customer Service Operations System Administration
* Designed, and developed the Custom objects, validation rules, Page layouts, Custom tabs, Components, and Visual Force Pages to suit the needs of the application.
* Implemented Salesforce knowledge and migrate legacy articles using a data loader.
* Design and development of custom solutions comprising work in Apex, Visual Force, Salesforce APIs, SOQL, application integration, data migration, and core web technologies including HTML5, JavaScript, Angular, jQuery, and CSS.
* Highly involved in customizing the Salesforce functionalities like workflows, approval process, setting up roles, creating profiles, security controls, and data management.
* Developed J2EE components on Eclipse IDE and j2ee design patterns like the business delegate, service locator, and data access object pattern.
* Developed various Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visual force pages, Validation rules, Apex classes, Apex triggers, Approval Processes, and Auto-Response rules for automating business logic and Report folders for different users and profiles based on the requirement.
* Developed a customer management app for the customer services team to track client databases and financial transactions by collecting requirements for the application of the Salesforce CRM with the Customer Portal.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Developed Lightning App for agents with enhanced Lightning Templates and experienced in modifying Visualforce pages to be supported in Lightning Experience.
* Build Salesforce custom Community pages and sites
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder, and Base Lightning Components and implemented the platform interfaces.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events/Logic & Interactions.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on an hourly basis.
* Implemented SFDC Integration using REST/SOAP Web Service APIs. Integrated the SOAP/REST API based
* Web Services on Demand for extracting the data from external systems such as MuleSoft.
* Worked with the MuleSoft team to understand MuleSoft API Integration with Salesforce.
* Worked with SOQL & SOSL queries with Governor Limitations to store and download the data from the Salesforce.com platform database.
* Worked on Data loader tools such as SFDC Data import wizard, Apex Data loader, Data loader IO, and Workbench.
* Extracted the salesforce CRM information into Java Based Applications using Force.com API/Java on Demand to provide integration to perform advanced reporting, analysis, and for Quotation process.
* Generated the quotation word document from Salesforce.com and used the feature of Apttus CPQ product.
* Created dynamic multi-step forms that execute within a Lighting Flow with velocity omniscript
* Worked on integrating Power BI reports into Salesforce by getting access tokens to read Power BI App Workspace.
* Worked on customer portals and community administration. Created Custom Dashboards for community manager’s and recruiters’ home pages and gave accessibility to dashboards for authorized people.
* Performed Salesforce.com configuration activities creating Users, Roles, Profiles, Organization Wide Defaults, Permission Sets, Public Groups, and Queues.
* Worked on mobile applications like Salesforce1 and Salesforce classic to provide easy services to end customers.
* Hands on experience in Vlocity’s CPQ to quickly define and launch services and offers.
* Worked on Conga Composer with SOQL Queries to build salesforce reports for our vendors and end customers to know their monthly usage.
* Have experience on Field Service Lightning to create and manage work orders for any case and track SLA compliance.
* Used Field Service Lightning to instantly book service appointments with intelligent scheduling, jobs are automatically assigned to right resource based on time, skills, location, and any business rules to increase productivity.

**Client: The Marriott International, Bethesda, MD Jun 2016 – Feb 2018**

**Role: Sr. Salesforce Developer**

**Responsibilities:**

* Created Lightning Components and added CSS and Design Parameters which improves performance.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions
* Developed Lightning apps using Lightning Components and made them compatible with the salesforce1 mobile app.
* Created Custom Objects and fields for transactional and contractual information.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master-detail relationships, validation, and formula fields to the custom objects.
* Created various Reports and Report Folders to assist managers in better utilizing Salesforce as a sales tool and configured various Reports for different user profiles based on the need of the organization.
* Designed and developed Visual Force Pages to meet various functional needs.
* Migrated data using Apex Data loader to centralize data and processes across different divisions that were previously using decentralized systems/databases.
* Worked on Sales cloud with Accounts, Contacts, Cases, and Solutions to generate towards developing business.
* Coordinated and documented organizational infrastructure for project success and to ensure engagement of customers, end users, stakeholders, and Process Management.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Imported excel based customer information records into Accounts, Contacts, and Cases using Data Loader and Import Wizard.
* Worked with Salesforce Senior architect to learn and suggest Solutions for Lightning bugs and work around.
* Remotely handled the project working with 2 Business Analysts and 2 Developers.
* Worked on all salesforce features including knowledge, Custom Lightning Interaction Log. Created templates using CSS, approval processes, and approval page layouts and defined approval actions on them to automate the processes.
* Interacted with various business team members to gather and document the requirements for Salesforce Interface development and documented them.
* Worked extensively with various Salesforce objects such as Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities.
* Designed and implemented Custom Objects, Page Layouts, and Custom Tabs to suit application needs.
* Performed Apttus CPQ-related configuration for product setup, approval matrices, approval rules, process builders, and flows.
* Designed a responsive website using Bootstrap content that fit different devices including mobile, tablet, and desktop.
* Experience in developing email templates within Marketing Cloud to promote new customer relationships with product awareness.
* Familiar with Steel Brick CPQ for subscription, billing, and invoicing and can take control of the sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Developed Test cases for Unit Testing of the Mappings and was involved in the Integration Testing.
* Used Tabular, Summary, and Matrix report to create Standard reports and Custom reports.
* Troubleshooting and configuring Data Loader operations and running the Data Loader in batch mode.
* Worked on various Salesforce objects like Accounts, Contacts, Leads, Opportunities, Reports, and Dashboards.
* Created Profiles and Roles based on organizational role hierarchy, implemented Record-Level and Field-Level security, and configured their sharing settings.
* Implemented Salesforce.com web services client using Salesforce web services API, Java, XML, and partner WSDL.
* Exported data from the legacy system and imported it into SFDC through Apex data loader for data migration.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards, and graphics) and Report Folders to assist managers in better utilizing Salesforce as a sales tool and configuring various Reports for different user profiles.
* Contributed to the creation of Executive and board update Pixel Perfect Designs presentations. Red Lines, Design Produced globalized wireframes and visual designs for Specifications multi-lingual interface for Australia, Canada, and Italian.

**Client: Tech Mahindra, India Jul’ 2013- Jul’ 2015**

**Role: Salesforce Developer
Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce Implementation and documented the Business and Software Requirements.
* Worked on Agile methodologies where requirements, design, testing, and deployment needs to be done as early as possible.
* Developed various interfaces, Apex classes, controller classes, and apex triggers for various functional needs in the application.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com and other Platform based technologies like Visual Force, Force.com API, and Web Services.
* Experience in using Oracle, SQL Server, and SQL databases and familiar with stored procedures triggers and functions using PL/SQL.
* Responsible for Testing - unit testing & integration testing using JUNIT.
* Designed and developed the mobile UI screens using JavaScript, Angular JS, jQuery, JSP, Html, and CSS.
* Involved in debugging and troubleshooting the bugs and resolving those issues.
* Administered and monitored the company's Salesforce CRM application.
* Managed Service Cloud components including Service Console, Partner portal, Call Center, CTI integration, Customer Portal, Live agent, Knowledge Base, and Entitlements.
* Experience in developing and maintaining email templates within Marketing Cloud.
* Developed and implemented both the time-dependent and time-independent workflows as per the requirement.
* Manage re-architecture of Jenkins and integration with Confluence for Release Management and documentation assets. Re-architect a Maven-based system reducing build times.
* Created profiles, and roles and implemented object-level, field-level, and record-level security.
* Developed and deployed workflow rules, approval processes, email templates, and assignment rules.
* Generated reports and dashboards based on user requirements.
* Designed and Implemented Salesforce1 Mobile App for users to access real-time information.
* Schedule the Apex Classes to send email alerts on daily/weekly basis.
* Perform Data Export on weekly basis for data backup.
* Provide Production Support for CRM system developed on Salesforce.com platform.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user interface.
* Perform mass update to update the data in SFDC using Demand Excel spreadsheets using Apex Data Loader.