**Professional Summary:**

* IT Professional with **7+ years’** experience using **Salesforce.com CRM technologies as an Administrator**, Analyst, Developer, Tester.
* Experienced in all phases of the **Software Development Life Cycle** including Analysis, Design, and Implementation, Testing, maintenance and deployment of SFDC applications.
* Professional in Gathering Requirements, Writing User Stories, Communicating with Business Users.
* Involved in Functional Testing, Unit Testing, Manual Testing, Automated Testing, Load Testing, Deployment Testing, and Security Testing.
* Proven track record in managing enterprise-level Salesforce projects, adhering to Agile (Scrum) methodologies, and implementing robust Software Development Lifecycle (SDLC) processes.
* Trained Business Users and provided continuous support by creating Reports and Dashboards.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud. Used CI/CD Jenkins tools for deployments as a part of release management.
* Experience in creating Custom Objects as well as Standard Objects, Accounts, Contacts, Leads, Opportunities.
* Collaborate with cross-functional teams in Scrum sprints to gather and refine requirements, ensuring alignment with business needs and Salesforce capabilities. Expertise in building Lightning components for Record pages and Quick actions. Used Lightning Component Framework, Dashboards and Reports in Lightning Experience
* Involved in emphasizing Sales Cloud and Service Cloud and Oversee current Sales Cloud & Service Cloud environments while assisting with the vision and standards for new Salesforce.com solutions.
* Experience with Salesforce -workday integration and migration process
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Modified existing components to fix bugs and enhance the application continuously.
* Used SOQL&SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Setting up Service Cloud Console, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
* Worked in various business CRM processes like Campaign management, Lead management, Case management, Opportunity management, Accounts and Contact management.
* Extensive experience in designing Visualforce pages and Communities.
* Experience in defining Roles, Profiles and permission sets as a part of implementation.
* Experience in creating Record Types, Page Layouts, Email Services, Approvals, Workflows, Reports, Tasks, Dash boards and Events.
* Well experience in implementing Sales Cloud, Marketing Cloud, Service Cloud, Collaboration (Chatter) Clouds, Communities and Sites using Force.com platform in Salesforce. Well Trained in Safe Agile and can handle the duties of scrum master.
* Strong experience in implementing Security at object level filed level and record level for various users in the Organizations.
* Experienced in Salesforce.com Load testing, Salesforce.com Security testing, Salesforce.com CRM ad-hoc testing.
* Extensive experience on Process Builder for immediate actions like creating/updating a record, email alerts, quick actions, submit for approval and post chatter.
* Worked on creating test scenarios on Sandbox environment and used force.com component deployment wizard for migrating data between Force.com IDE and Sandbox environment. Experience in working with Apex Data Loader for import/export and data migration. Experience in Unit testing, Test coverage and performing code reviews.
* Good understanding of WSDL, Force.com callouts and Force.com API. Experience in working Agile/Waterfall environments and worked collaboratively with QA teams.
* Solid work ethic with the capacity to function well under pressure and display a high level of competence in a rapidly evolving work environment.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| Salesforce.com Technologies | Apex Language, Lightning Application, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components & Controllers, S-Controls, Apex Web Services, Apex Data Loader, Force.com Apex Explorer, AJAX, Dashboards, Reports, Analytic Snapshots, Custom Objects, Force.com Eclipse IDE Plug-in, Workflow rule, Approvals, Case Management Automation. |
| Programming Languages | C, C++, Java (J2SE, J2EE), C#.Net, PL/SQL |
| Business Processing | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Contract Management, Pricing, Approval, Partner Deal Registration, Data Cleansing, and De-duplication, Agreements and Entitlements. |
| Scripting Languages | HTML, HTML5, XML, Java script, CSS, CSS3 |
| Competencies | Salesforce.com Technical expert :-  Apex, Visualforce, SControls, API, Webservices, Sites, Data migration, Jquery, Salesforce1, Salesforce Mobile (Jquery).  Salesforce.com Functional expert :-  SFA, Marketing, Case Management, Territory Management, Partner Relationship Management, Analytics, Complex sharing models, Content, Ideas, Salesforce 2 Salesforce, Customer Portal, Knowledge. |
| Web Services | WSDL, SOAP/REST API, Microservices. |
| Databases | Oracle 10g, 11g, MySQL, Microsoft Access, SQL Server 2000/2005/2008 |
| Packages | MS Word, MS PowerPoint, MS Excel, MS Project, MS Visio, Macromedia Dreamweaver, Rational Rose, Google Drive, Eclipse IDE |
| ETL/Integration Tools | Apex Data Loader, Informatica |

**PROFESSIONAL EXPERIENCE:**

**Cormedix May’24-Present**

**Salesforce Admin**

CorMedix Inc. is a biopharmaceutical company focused on developing and commercializing therapeutic products for the prevention and treatment of life-threatening conditions and diseases.

**Responsibilities:**

* Perform system administrator function of the Salesforce.com CRM application
* Maintain and enhance visual layout, workflow rules and business logic layer to streamline and enhance business processes and improve user experience
* Implement and integrate third-party products / applications on the force.com platform
* Work with IT and Salesforce.com and other 3rd party vendors to maintain smooth operation and performance of the platform
* Coordinate and lead user acceptance tests with the business units and end users against business requirements
* Performing system implementation, configuration, and tuning, Assist in development of documentation and training of new users. Experience in regular internal system audits
* Prepare CRM management reports
* Extract data from various electronic systems and using reports.
* Respond to adhoc queries from Senior management and account managers
* Assisting Management with Power Point presentations when needed
* Ensure system availability and stability by administering and maintaining applications which support firm operations
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications. Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Developed custom business logic using Apex Classes, Apex Triggers to meet the business requirements.

**Match Group Feb’24 - May’24**

**Salesforce Admin**

Match Group is an American internet and technology company headquartered in Dallas, Texas. It owns and operates the largest global portfolio of popular online dating services including Tinder, Match.com, Meetic, OkCupid, Hinge, Plenty of Fish, Our Time, and other dating global brands.

**Responsibilities:**

The Salesforce Administrator will be responsible for executing on the day-to-day configuration, support, maintenance and improvement of our Portal. The administrator will work closely with stakeholders and subject matter experts to identify, develop and deploy new features and processes within the Portal.

**This role is part technical project manager, part administrator, and part Salesforce analyst.**

* As a primary system administrator for Match Group Safety team’s Salesforce instance, which includes a digital customer experience called the Law Enforcement Portal
* Supporting Offboarding Salesforce by extracting historical data, reports, giving alerts on community pages and also through mass emails communication
* Handling all basic administrative functions including user account maintenance, data governance and data integrity, reports and dashboards, flows and other routine tasks
* Creating and manage users, profiles, roles, and permission sets in Salesforce
* Performing system implementation, configuration, and tuning, Assist in development of documentation and training of new users. Experience in regular internal system audits
* Coordinating with the evaluation, scope and completion of new development requests
* Working with Legal Affairs, Law Enforcement Operations, Product, and Development teams to establish suitable processes to support administrative, development, and change management activities
* Ability to meet deadlines, handle and prioritize simultaneous requests, and manage laterally and upwards.
* Ability to critically evaluate information gathered from multiple sources, reconcile conflicts, decompose high-level information into details, abstract up from low-level information to a general understanding, and distinguish user requests from the underlying true needs
* Ability to assess the impact of new requirements on Salesforce and all upstream and downstream applications, systems and processes. Ability to troubleshoot errors, create flows, manage the portal build on Salesforce
* Strong understanding of Salesforce best practices and functionality.

**Cardinal Health, Inc May’22 - Feb’24**

**Salesforce Admin/Developer**

**Cardinal Health, Inc.** is an American multinational, products and services company. The 14th highest revenue generating company in the United States. The company specializes in the distribution of pharmaceuticals and medical products, serving more than 100,000 locations. The company also manufactures medical and surgical products, including gloves, surgical apparel, and fluid management products.

**Velocare:** A new Hospital At Home implementation by Cardinal. Where they are committed to delivering a high quality, clinically relevant and cost-effective portfolio to best serve the patients from their own home. A New Salesforce Platform is built to support the External Service Coordinator’s and Internal Users, facilitating the process of ordering by using latest Salesforce Flows and other capabilities.

**Responsibilities:**

* Performed business Requirement’s analysis with Product Owner and Business teams for Salesforce implementation.
* Implementation of Salesforce Sales and Service Cloud from Business case to operation.
* Acquired Knowledge in Field Service Lightning, Field Service Mobile App, and Field Service Starter Kit and implemented the application successfully.
* Created Validation Rules, Complex Formula Fields, Configured Custom Permissions, based on the business requirements. Involved in Sprint planning, utilizing Jira, assigning story points based on complexity.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Designed Api Integration Document to integrate between Salesforce and Third-Party System.
* Experienced in Experience Cloud by creating brand new Community Page for external users and setting up external users. Maximized Configuration over code, by utilizing Salesforce Flows.
* Experienced in creating all types of Flows like Scheduled, Auto Launched and Trigger flows.
* Successfully Implemented the phase 1 of the project with small team and able to meet the deadline within showtime. Experienced in creating Complex Formula fields, including complex multi-time zone/time calculations.
* Continued to maintain the project with new enhancements and business requirements.
* Creating users, troubleshooting user issues, and solving them as a priority as daily responsibilities other than Sprint Stories.
* Extensive Experience in creating Custom Objects, Custom Fields, Lookup Fields, Defining Accounts and Price books and Connecting Objects and Maintain the Data Flow between Objects.
* Experience in creating Dynamic Dashboards and Reports. Good knowledge in Einstein Analytics and acquiring knowledge in CRMA a new analytics tool from salesforce.
* Implemented Email Notifications, Email Alerts, Email Templates using Flow send an email option.
* Sending Custom Mobile Notifications to Field Service users in Mobile App.
* Configuring the 3 rd party application and made the FSL mobile App user friendly with ‘Custom Status’.

**Prudential Finance, TX July’21-May’22**

**Salesforce Admin/Salesforce developer**

Prudential Financial, Inc. is an American Fortune Global 500 and Fortune 500 company whose subsidiaries provide insurance, investment management, and other financial products and services to both retail and institutional customers throughout the United States and in over 40 other countries.

**Responsibilities:**

* Meeting with project managers/scrum masters on daily basis to determine CRM needs for the business.
* Developing customized solutions within the Salesforce platform and also good experience in working on User stories in Jeera environments.
* Good interacted with QA team members, Developers, Project Managers and Clients to resolve issues
* Regularly participated in Technical and Use Case review meetings for various functionalities in the application.
* Designing, coding, and implementing Salesforce applications from lower orgs to higher orgs.
* Creating Aura components, making code modifications, understanding the requirements based on the user story.
* Conducted in-depth analysis of data and security requirements, implementing measures to enhance data protection and compliance.
* Utilized Agile (Scrum) methodology to manage Salesforce projects, ensuring efficient project execution and stakeholder communication. Creating timelines and development goals on the story boards and working as a team.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects. Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Confidential, checking for the correctness of the data.
* Worked with Custom Integration of Workflow & Approvals, Reports, Custom Objects and Tabs, Sharing rules and Sandbox data loading. Business Requirement Document (BRD) and Functional Specification Document (FSD)
* Used SDLC methodology for Business Requirements, Business Process Design.
* Managed Users, Roles, Profiles, Public Groups, Record Types, Formulas, Picklists, sharing rules, validation rules, Permission Sets.
* Efficiently worked with standard Salesforce.com objects like Accounts, Contacts, Leads, Cases and Opportunities.
* Testing the stability and functionality of the application in sandboxes and making code comparisons from one org to another to migrate the code.
* Troubleshooting and fixing bugs in multiple orgs. Writing documents and providing technical training for Salesforce staff as a QA. Experience in working in the safe agile methodology and also meeting the deadlines.
* Maintaining the security and integrity of the application software. Analyzing the requirements and testing them in every possible ways. Develop and maintain dashboards in salesforce wave (Analytics cloud). Platform for all marketing business units.
* Develop and provide dashboards training of the dashboards to various business units.
* Support ad-hoc dashboard requests to provide insights to various teams.
* Analyze large volumes of data using various tools like Salesforce Einstein Analytics, R, and Python etc.

**University of St. Augustine, San Marcos July2019-July 2021**

**Sr. Salesforce Admin/Developer**

USAHS is the largest school of physical therapy and occupational therapy in the United States. I worked as a Salesforce Administrator for the Marketing, Enrollment, Admissions and Clinical Education Departments and was responsible for day-to-day support, maintenance, and improvements of the CRM as well as building the next iteration of USAHS’ Salesforce Platform.

**Responsibilities:**

* Performed business Requirement’s analysis with business analyst for Salesforce implementation.
* Created Custom Objects, Fields, and Tabs, Page layouts, Record types and maintained Field level security as per the business requirement. Created Validation Rules, Configured Custom Permissions, based on the business requirements.
* Involved in Sprint planning, assigning story points based on complexity.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Involved in Design meetings, put forward best design, take reviews and creating an optimized solution for the business requirement. Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Used CI/CD Jenkins process as a part of deployments and release management.
* Integrate features developed using Visualforce pages, Lightning Aura Components, and lightning web component (LWC).
* Implemented Agile (Scrum) methodologies to manage project deliverables and ensure effective team collaboration.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud. Implementation of Salesforce Service Cloud from Business case to operation. Actively participate in code review, suggest better approaches to achieve the results.
* Developed Sales Cloud to improve forecasting, campaign and partner portal. Deployment of solution developed using CICD process using Jenkins. Research and develop workaround solutions for Lightning Web Component (LWC) limitations.
* Created the email templates to be used in Workflows, Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production. Analyzed the code and made respective modifications to incorporate new requirements.
* Developed custom business logic using Apex Classes, Apex Triggers to meet the business requirements.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Created Lightning Web Components, based on business requirement.
* Modified existing components to fix bugs and enhance the application continuously.
* Used SOQL&SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects. Support integrations between Salesforce and third-party services.
* Implemented custom validations on different objects using Apex classes and triggers to meet the business requirements.

**Environment:** Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Data Loader, Tabs, Email Services, Apex Language, Visual Force Pages, Controllers and Controller extensions, Eclipse IDE Plug-in, Force.com, CSS.

**Bionano Genomics- San Diego, CA Feb 2018-July 2019**

**Salesforce Developer**

**Project Description:** Bionano Genomics is a leading biotechnology company that develops and markets the Saphyr System, a platform that assembles genome mapping through DNA images and data analysis technologies. Bionano sells their products to research laboratories as well as pharmaceutical and biotechnology companies and is using Salesforce to help increase their sales and provide support by Service Cloud.

**Responsibilities:**

* Performed the roles of Salesforce.com Admin and Business Analyst in the organization.
* Designed, setup and maintained Salesforce standard objects, custom objects, and junction objects, while also structuring user roles, security profiles and workflow rules
* Worked on configuring custom objects, custom fields, page layouts, validation rules, workflows, sharing model with complex and large number of sharing rules, Reports and dashboards and other configuration related items.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics.
* Participated in the release cycle of the product which involved environments like Development, INT, QA, UAT and Production.
* Created and maintained email reporting dashboards, conducted A/B testing, and provide test results to the marketing team to drive segmentation, delivery, and content decisions.
* Involved in the Lightning App Builder empowers to build apps visually, without code, quicker than ever before using off-the-shelf and custom-built Lightning components.
* Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS.
* Run database queries in workbench for Test data into Salesforce.
* Develop various re-useable lightning web component (LWC) and aura components for Salesforce and Salesforce Community.
* Designed and developed Apex Classes, Visualforce Components, Batch Classes, Controller Classes, extensions and Apex Triggers for various functional needs.
* Triggered interface events by user interactions, which includes Lightning Component framework and involved in building Lightning web Components using the aura framework. Integrated web services by making WSDL files to extract data from external systems to display in salesforce.com
* Established SOAP API with the aid of a two-way communication between Salesforce and other applications. Code deployment was done using the Eclipse IDE, Deployment Change Set and Snapshot.
* Salesforce Lightning Design System and Lightning App & Process Builder.
* Used Email to case, Web to Case features and created a community where the customers can create, update, and manage their cases.
* Developed Lightning Component Framework and also built Lightning component using aura framework.
* Built and managed technical SFMC infrastructure for supporting the client's growing consumer marketing practice.
* Worked on customization of sales cloud standard objects - Accounts, Contacts, Opportunity, Campaign, Lead, Cases
* Supported Production deployments, User Rollouts, and quick fixes.
* Implemented Service Cloud including: Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform-based technologies like Visualforce, force.com API, and web services.
* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects and tabs, Components and Visualforce Pages.
* Worked with Profiles and Administrative permissions to grant/deny users access to platform features.
* Managed SVN repositories for branching, merging, and tagging. Good Experience on SSRS and SSIS technologies.
* Created Design Documents. Designed custom Dashboards. Experience in Microsoft Dynamics CRM Data integration towards import/export of data using SSIS and custom application development.
* Have extensive experience on Version Control Tools - Team Foundation Server (TFS), VSS, SVN, version control tools.
* Intensive Knowledge in solving the Trouble shoot problem in the Salesforce Org with in less time.

**Environment:** Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Data Loader, Tabs, Email Services, Apex Language, Visual Force Pages, Lightning Components, Controllers and Controller extensions, Eclipse IDE Plug-in, Force.com, CSS.

**Object Soft India LTD Sep2015 – July2016**

**Salesforce Developer**

For this project I worked on a Human Resource application that helps HR complete a survey after an exit interview and generate various reports for the HR to determine the reason for leaving based on the data captured in the system.

**Responsibilities:**

* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Involved in data mapping and migration of data from legacy systems to SalesForce.com Objects and fields.
* Involved in solving the tickets, which are generated by the end users.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com sObjects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.

**Environment:**Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Data Loader, Tabs, Email Services, Apex Language, Visual Force Pages, Components, Controllers and Controller extensions, JavaScript, Eclipse IDE Plug-in, Force.com, CSS.

**EDUCATION & CERTIFICATIONS:**

* Bachelor of Engineering from SRM University, Chennai, India - 2016
* Texas A&M University, Kingsville, TX, USA
* Salesforce Certified Platform Developer I
* Salesforce Certified Administrator (SCA)
* Salesforce Certified Advanced Administrator (SCAA)