**Name: Pooja D  
Phone No:** **+**(959) 242-9809

**PROFESSIONAL SUMMARY:**

* Over 8+ years of IT experience in the CRM Salesforce.com.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events.
* Experienced in Administration, Configuration, Customization and Support of SFDC as per the customer requirements.
* Experienced in SFDC Configuration & Maintenance activities that include User Management, Role hierarchies, Permission Sets, Security, Profiles and Sharing rules.
* Expertise knowledge on Administration Setup, Apex, Visual Force and experience with different SFDC tools like Force.com, Eclipse IDE and integration tools like Apex Data Loader.
* Software Tools, Methodologies & Environments: Rapid Application Design (RAD), Toad for Oracle SQL, PL/SQL., Stored Procedures, Serena Dimensions, GitHub, Business Objects, Captiva, Documentum, Docusign, Rightfax, Exstream, Jenkins, Vlocity, Salesforce.
* Experience on implement UI designs using HTML, JavaScript, CSS to create responsive and visually appealing storefronts on commerce cloud.
* Conducted Gap Analysis on Vlocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile and software analysis.
* Proficient in all phases of SDLC like Requirements Gathering, Analysis, Design, Development, Testing and Deployment.
* Demonstrated experience in all common configuration tasks in Sales and Service Cloud.
* Experience in moving code from lower Sandboxes to Production environments and addressing issues related to Functionality, Integration, and Deployment.
* Experience on Einstein AI.
* Extensive experience in designing of Custom Objects, Custom Fields, Picklist, Role Based Page Layouts, Workflow Alerts and Actions, Workflow Approval, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Report Folders, Report Extractions to various formats, Design of Visual Force Pages.
* Experience with Data Manipulation, Cleaning, and de-Duplication.
* Worked on Data Migration for Migrating data from one application to Salesforce using Apex Data Loader.
* Excellent understanding of Salesforce.com Sales Cloud, Service Cloud, Chatter and Force.com
* Expertise in diverse facets of business analysis including Requirement gathering, Project Management, Change Management, Release Management and Configuration Management.
* Administration experience on CRM Applications like Data Exports & Imports, Application Support, Security Administration and Maintenance.
* Extensive experience in lead, Case Management, Web-to-Lead, Web-to Case, Email-to-Case.
* Experienced in reviewing and documenting Business Requirement Documents (BRD) and Application Process Documents (APD).
* Customized existing Visualforce to align with salesforce new Lightning UI experience.
* Experience in CRM and ERP application Integration with legacy systems
* Expert in Salesforce CPQ (Steelbrick); strong experience in configurators, product rules, pricing rules, advanced approvals, option constraints.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Worked on various defects which were raised during SIT and User Acceptance Testing (UAT).

**Technical Skills:**

|  |  |
| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Classes, Apex Triggers, Apex Scheduler, Apex Web Service, Visualforce Pages, SOQL, SOSL, S-Controls, Dashboards, Report, Visualforce Component and Controllers, Salesforce Lightning,Commerce cloud |
| **Force.com Tools** | Force.com Eclipse IDE, Apex Data Loader, Apex Explorer, Force.com Migration Tool, Excel Connector and AJAX Toolkit, JIRA, Workflow Rule. |
| **Language** | C, C++, Java, HTML, XML, C#, JavaScript, CSS |
| **Office Tools** | MS Visual Source Safe, MS Visio, MS Office |
| **Web Technologies** | ASP.NET, ADO.NET, Web Services, Application Server |
| **Database** | Microsoft SQL Server 2000/2005, Oracle 8i/9i/10g, SQL& PL/SQL |

**PROFESSIONAL EXPERIENCE:**

**Behr Paints, CA**

**Role: Salesforce Administrator/Developer June 2023 – Present**

**Responsibilities:**

* Strong working experience in developing/customizing applications using Eclipse IDE with Force.com Plug-in and Force.com IDE, written **Apex** classes, Visualforce pages, Triggers, and customized meta- data components like creating custom objects, fields, formula fields and validation rules.
* Integrated Salesforce commerce cloud with other systems such as CRM, ERP, Payment getaways and third party services using APIs
* Developed **Salesforce Einstein AI** model, which is content to specific customers, improving engagement and sales.
* Performs system administration functions such as user management (profiles and roles), Permissions, OWD, Sharing Rules, field and validation rule configuration, record types, picklists, page layout management, mobile setup, data management (uploads), email templates, folder management, and public groups, as well as other configuration items.
* Support **Salesforce** CRM Production Application for all **Maintenance and support** activities and task.
* Support Production users along with Business users for all Level 1 and Level 2 support.
* Involved in daily sprint standup and work closely with QC team for issue which comes up or have been drafted.
* Administer & Provide T ier-2 support for enterprise systems, applications, Oracle Databases, and engineering spreadsheets with global end-users. Continued to support various initiatives in the prior role of 3rd Party Data Coordinator.
* Strong working experience with automation configuration, Workflow, Process Builder, Flow, assignment rules, approval processes, fields, page layouts, record types, dynamic layouts, apps, actions, custom settings, mobile administration, dashboards, and reports
* Performed root cause analyses for issue resolution and prevention.
* Administer and Maintained Version Control Tools for code maintenance like **Azure**, **GitHub**, **ServiceNow, Jira** and **Jerkins** for Automation.
* Always worked and Coordinated with various development teams for code migration and RTM.
* Worked with **Security** Team, **Database Administrators, BI Developers** & administrators, Network & Telecom professionals, 3rd Party Data Integrators, windows & Unix Administrators.
* Working in Cloud based **AWS** platform for various Infra Needs.
* Administered ERP systems, **Product Lifecycle Management (PLM), Global scape**, and **Windows Servers**.
* Administered and supported cloud-based services including **Salesforce DocuSign**, **InBox, Webex, Mail Chimp** and **SharePoint.**
* Provided support for server upgrade in remote locations conducting troubleshooting with technical teams and serving as liaison with software authors for timely resolution and to reduce costs.
* Maintenance & Monitor Oracle databases and Web servers using Apache Web Sphere and HTTP servers. Helped troubleshoot issues involving development projects and software customizations.
* Worked closely with engineering team and database Designers/Developers to create logical and physical database models.
* Devised test approaches with input from the development and business groups.
* Always prepared User Manuals for Training, SOP documentation, maintained RTM’s, CR documentation for all Administration Needs either Functional or Non-Functional.

**Environment**: Salesforce CRM, AWS, OracleBI, Tableau, Oracle, Jira, ServiceNow, AzureDevOps, GitHub, Jenkins.

**Mediamath, New York**

**Role: Salesforce Administrator/Developer April 2022 – June 2023**

**Responsibilities:**

* Worked with Business System Analyst to provided recommendation and designed the **Best Solutions** for implementing new business ideas.
* Provided development, implementation, and updating focusing on **Sales cloud** and **Service cloud**.
* Hands on experience on providing best practices direction and implement approach based on **Salesforce Einstein Analytics.**
* Experience in writing **APEX** triggers and **API** calls within the **marketing cloud.**
* Worked on code review and code optimization, created technical design from functional design/requirement **Einstein** able troubleshoot with debugging skills to perform impact analysis.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.
* Build backend functionality using server-side JavaScript and Business Manager customizations to manage product catalogs, pricing and orders
* Defined objects and **Field Level Security** for different profiles.
* Experience with customization on Salesforce Lightning platform which include: Lightning components using the Lightning Design System framework, Lightning App Builder and declarative platform tools (**Process builder, Workflow Rules**, etc).
* Involved in a project where we used Salesforce **Revenue Cloud**.
* Participated in environment management.
* Experience on working with the Team and Business on grooming user stories in **Agile methodology**.
* Knowledge of software development processes and procedures to understand his team needs.
* Experience on working with new **user setups** and solving access issues across the board.
* Worked on **SSO**, two-factor authentication, and certificate problems.
* Working towards end users to develop and fine-tune reports so they yield meaningful metrics.
* Experience with post database refresh issues and follow the best practices of Salesforce.
* Integrated Steelbrick and salesforce integration for automating quoting, contracting and billing process.
* Worked on Salesforce.com **Standard Objects** such as **Accounts**, **Contacts**, **Opportunities**, **Campaigns, Cases, and Solutions.**
* Experience collaborating with multidisciplinary **UX/UI** and/or product teams (motion, interaction, **UX/UI research**, engineering, content strategy) on technical implementation. Deep understanding of **fundamental visual design** disciplines (typography, iconography, composition, color, layout, etc.); able to create beautiful, dynamic, functional designs
* Experience implementing **visual design systems** across a range of platforms in an iterative **software development environment.**
* Knowledge on branching strategy.
* Created **Page Layouts** to organize **fields**, **custom links**, **related lists**, and other components on record pages.
* Integrated external systems using **SOAP API, Rest API.** Worked with call in and callouts API’s.
* Have good understanding and knowledge of the functionality of **Web Services** for **SOAP API**.
* As an Administrator, implemented various advanced fields like **Picklist Fields**, **Master-Detail Fields**, **Custom Formula Fields**, and defined **Field Dependencies** for custom picklist fields.
* Implemented **Case Assignment Rules** to direct the case to appropriate group such as Stories and PCS Central Support.
* Experience on change set and deployment.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.
* Defined objects and **Field Level Security** for different profiles.
* Created modern Enterprise **Lightning** Apps combining **Lightning Design System, Lightning App Builder and Lightning Component** features. Upgraded some Apps from Salesforce Classic to lightningexperience to develop rich user interface and better interaction of pages.
* Worked on Salesforce1 Platform to build Mobile App by enabling**Lightning**Components for use in Salesforce1 mobile platform to make Lightning Application mobile. Retrieved some data and its functionality from Third-Party API's and displayed within the **lightning** component.
* Tested apps by appending multiple components to a**Lightning** Application thereby deployed Applications from Sandbox to Production.

**Environment:** SFDC, Apex Data Loader, Force.com, Import Wizard, Lightning, Eclipse IDE, Controllers, Visual Force Pages, Triggers, XML, Version one tool.

**International baccalaureate, Maryland**

**Role: Salesforce Administrator/Developer Nov 2020 – March 2022**

* + Worked closely with business and performed detailed analysis of business and technical requirements.
  + Involved in **Salesforce.com Application Setup** activities and customized the apps to match the functional needs of the organization.
  + Created multiple **Lightning Components,** added **CSS** and Design Parameters that makes the Lightning component look and feel better, created **Aura** based **Components, Attributes**, and **Controllers** which can be compatible to access through **Lightning App builder.**
  + Worked closely with offshore development team to plan, design and develop a **CPQ- Salesforce** integrated application for the business.
  + Designed, developed and deployed the **Custom objects,** **Page layouts,** **Custom tabs,** **Components**, **Visual Force Pages,** **Apex classes** & **Triggers** to suit to the needs of the application.
  + Worked on **Sales Cloud**, **Service Cloud**, **Custom Cloud** & **Apex Programming** on **Force.com Platforms.**
  + Involved in data migration & integration using **Data Loader.**
  + Worked in Administration, Configuration, Implementation and Support of **sales force CRM** & **Sales force SFA** applications.
  + Experience in using client side and server-side controllers in **Lightning Design.**
  + Experience in building re-usable Lightning components and using Lightning Framework
  + Investigated incidents touching all Sales-related applications, including: Salesforce.com, CPQ (IBM Sterling quoting tool), Mastermind (billing system), and DocuSign processes.
  + Extensive experience in **lead case management** (Web-to-Lead, Email-to-Case)
  + Experience working with Salesforce.com **sandbox** and production environments.
  + Scheduling **Apex jobs** for processing large records.
  + Unit and integration testing for new requirements and get the **UAT** from the business owner.
  + Created Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security and configured their sharing settings.
  + Created **Custom Objects,** **Tabs,** and Sharing Rules as per the business requirements.
  + Worked on various Salesforce objects like **Accounts,** **Contacts**, **Leads** and **Opportunities.**
  + Designed junction objects and implemented various advanced fields like **Pick list**, **Custom Formula Fields**, **Field Dependencies,** **Validation Rules**, **Workflows**, and Approval Processes for automated alerts, field updates, and Email generation leading to effective Web-to-Lead communication with customers and partner portals.
  + Implemented **Chatter**, **Chatter desktop**, created public and private groups.
  + Developed Apex Classes, Apex Triggers, Components, Visual force Pages and Controller classes for various functional needs in the application.
  + Experience on design, devlop and customize salesforce Commerce Cloud solutions to meet the specific needs of clients.
  + Created Workflows, Approval processes, Validation rules and sharing rules.
  + Set up **Marketing Campaigns**, **Campaign Hierarchies,** **Lead Queries**, **Assignment rules,** Web-to-Lead and Auto-Response rules.
  + Debug **Apex scripts** using Debug Logs & System Log Console to catch Exceptions & execute**Governors** and **Limits.**
  + Developed product capabilities using **Force.com**, **APEX,** and **Visualforce.**

**Environment**: Eclipse IDE, Salesforce.com, Force.com Sandbox, S-Controls, Import Wizard, Apex, XML, JavaScript, Web Services API, SOAP, Controllers, Lightning, Marketing cloud, Sales cloud, Sharing Rules, Visual Force Pages, Workflows, Email Updates, Email Services, Batch Apex Interface, Vlocity, Custom Tabs, Security Controls, HTML, FUSE, Approvals, CRM, Apex Data Loader, Lightning Application, Salesforce CPQ, Reports, Dashboards.

**Home site Insurance, Hyderabad, India**

**Role: Salesforce Administrator/Developer Dec 2017 – June 2018**

* Worked with the user group for requirement gathering throughout the **planning** and **implementation**.
* Implemented the requirements on **Force.com platform** and **Force.com IDE Plug-in** using **Eclipse.**
* Created new **User Accounts** and assigned Profiles as per their role in role **hierarchy.**
* Defined Org wide default to restrict access from users.
* Customized **Page layouts** for **Standard/Custom objects** and assigned Record Types.
* Created **Data Validation rules** and **Formulas** as per business requirement.
* Worked with various Confidential Standard objects like **Accounts,** **Contacts, Leads, Cases, Campaigns, Reports**, and **Dashboards.**
* Created **Workflow Rules** to **automate Tasks**, **Email Alerts,** **Field Updates**, **time-dependent actions** and **Outbound API Messages.**
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Designed, and developed **Apex Classes**, **Controller Classes, extensions** and **Apex Triggers** for various functional needs in the application.
* Designed various Webpages in **Visual Force** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Created and used Email templates in **HTML** and **Visual Force.**
* 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 Confidential team to make application certified.
* Packaged and Deployed customizations from **Sandbox** to other environments using **Force.com IDES.**
* Help users with Chatter teams/Groups and follow application as well.

**Environment:** APEX, Salesforce.com, Triggers, Controllers, Eclipse, SOSL, SOQL, Salesforce Lightning, Visualforce pages, Data Migration, Dashboards, Custom Objects, Tabs, Page Layouts, Emails, Templates, SOAP, REST and Windows.

**Fiat Chrysler Automobiles – Bangalore, India**

**Role: Salesforce Administrator/Developer Sep 2015 – Nov 2017**

* Experience in working with Business Analyst, Business Owners to gather the requirements and develop the requirements.
* Using VSTS for Project management, Version Control and **CICD**.
* Experience in working on community portals.
* Experience in building **POC’s.**
* Experience working in **Agile projects.**
* Involved in writing **user stories** based on requirements gathered.
* Worked on **Jira** board by updating user stories.
* Story point user stories by conducting meetings among QA, Developer, business owners.
* Experience working closely with **Scrum masters, Project Managers, Tech leads, Developers and QA.**
* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs**, Components, Apex classes & Triggers to suit to the needs of the application.
* Used **SOSL** and **SOQL**, Workflows for validation of data
* Migration of all the Customizations including Custom Configurations, packages, and other objects from Sandbox to Production environment
* Extensive Experience working with **Data loader, Workbench, Eclipse**
* Customizations of Reports, Dashboards, Workflows, Process builder
* Experience working with **Salesforce.com sandbox and production environments**.
* Created Custom Objects, Tabs, and Sharing Rules as per the business requirements.
* Used Git Hub, Source Tree and Jenkins for deployments.
* Designed **junction objects** and implemented various advanced fields like **Picklist, Custom Formula Fields, Field Dependencies, Validation Rules and process builder for automated alerts, field updates, and Email** generation leading to effective Web-to-Lead communication with customers.
* Used **SOQL & SOSL** with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Provided support for ongoing Salesforce maintenance by reviewing trace logs, developing action plans and other administration services including **periodic data cleansing, workflows and approvals**.

**Environment**: Apex Data Loader, SOSL, MS Excel, Work Bench, Visual Force Pages, Salesforce CPQ, Sandbox, Service Cloud, HTML, DML, RNT, App Exchange and Salesforce Chatter, MS Visio, HP ALM, JIRA.

**Wipro Pvt., Ltd. – Hyderabad, India**

**Role: Programmer Analyst Aug 2013– July 2015**

* Interacted with users to gather requirements and developed the application as per the user requirement and business rules
* Developed application code using **Java** and **J2EE** using **Eclipse IDE** and **Apache Tomcat** as application server
* Developed Client request validations and processing using JavaScript and responsible for developing front-end form validations
* Developed **GUI web pages** using **HTML, JSP,** and **XML**
* Handled assignments in developing UI Pages using **JSP, HTML, DHTML, CSS** and **JavaScript** technologies
* Developed application in **MVC** architecture using Struts, JSP, **AJAX,** HTML, JavaScript, and **JMS**
* Created detail Design Documents using **UML**
* Developed Java classes for posting and processing emails using **EJB** and **Java Mail API**
* Developed and Deployed Various Entity EJBs and session EJBs
* Involved in integration, deployment, enhancements, code reviews and responsible for modifying the existing code
* Established connectivity to Oracle database using Servlets
* Successfully executed all the test cases and fixed any bugs/issues identified during the test cycles

**Environment**: Apex Data Loader, SOSL, MS Excel, Work Bench, Visual Force Pages, Salesforce CPQ, Sandbox, Service Cloud, HTML, DML, RNT, App Exchange and Salesforce Chatter, MS Visio, HP ALM, JIRA.