**Email: ravi.k@aptivacorp.com Phone #:** 732 595 2004



**PROFESSIONAL SUMMARY**

* **Certified Salesforce Administrator and Force.com Developer** with 7+ years of **IT experience and** 6 + years of experience in **Salesforce.com CRM Platform** which includes **Salesforce application Implementation, Salesforce Mobile SDK** and **Salesforce Administration** for 4000+ users in an enterprise sized company.
* Experienced in all phases of Software Development Life Cycle (SDLC), quality management systems, AGILE methodologies and project life cycle processes.
* Experienced in developing and designing business logic for Salesforce.com using Force.com **Apex triggers** and **Apex classes.**
* Strong in creating various **Page Layouts** profiles and configured the User permissions based on the organizational hierarchy.
* Experience in **Requirements Gathering** & Documentation.
* Experience in doing detailed **GAP Analysis.**
* Experience in preparing **BRD** ( Business Req. Document)
* Experience in preparing and executing Test Plan and **Test Cases**.
* Expertise in **SOQL, SOSL, Visual Force, Apex, Force.com, Workbench.**
* Expertise in Sales and Service Cloud, Lighting Components App Exchange Packages.
* Excellent Experience **in SQL Development, performance tuning of Queries, writing queries.**
* Proficiency in **administrative tasks** like creating Profiles, Roles, Users, Page layouts, Email services, Approvals, Workflows, Visual work flows, Reports, Dashboards, Tasks and Actions.
* Extensive experience of using declarative features like **validation rules**, **workflows, approval** **process**, dynamic approval process, **sharing rules** automation for satisfying complex business process automations.
* Support of sales force CRM and sales force SFA applications based on Apex Language and leveraging Force.com Platform world’s first commercial **Software as a Service (SAAS)** application running in Cloud Computing Environment.
* Worked on multiple modules like Axiom, INav , CC1 , Engage.
* Mastered in integration of Salesforce.com Applications with Other applications with an emphasis of the **Web Services/XML** and other Integration Tools.
* Used **Data loader** for data management in force.com platform and good Knowledge in **cast Iron, data stage** and **Informatica.**
* Experience in Integrating App Exchange Applications with Sales Force, Appirio cloud Sync, Mass E-Mail Management, Application management using Force.com Plug-in &Eclipse IDE in **Sandbox** and Production Environments, Working with different aspects of Web Services (XML, WSDL, SOAP,REST).
* Experienced in JavaScript, Angular JS, JQuery, CSS and HTML.
* Worked on Oracle CPQ ( Big Machines)
* Hands on experience in Salesforce.com CRM integration, Salesforce IM, developing and deploying custom integration solutions and extensible **Lightning Components** for the **Salesforce App Exchange**.
* Developed Visual force Pages on Lightning App.
* Hands on experience in Administration setup like manage Users, Security Controls and **Data Management.**
* Experience in using Salesforce.com Administration in Creating **Roles, Profiles** and Integration of customer and commerce activities with **Salesforce web services**.
* Very good in implementing **Design Patterns** and **File Handling** for Application Development
* Experience in **Oracle, SQL** and **PL/SQL programming**.
* Excellent Interpersonal, communication, and presentation skills.
* Highly intuitive, hardworking, motivated and easily adaptable to challenging environments.

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, S-Controls, S-Objects,Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Custom Objects. |
| **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) |
| **Databases** | MySql 5.1, Oracle 8i/ 9i/ 10g/ 11g, Microsoft SQL Server 2000/2005/ 2008, DB2, Sybase, Informix. |
| **Web Application** | WSDL, SOAP. |
| **Web Design Tools** | Visual Studio 2008/2005/2003,SQL Query Analyzer,Adobe Photoshop, Dreamweaver, MS Office. |
| **Languages** | Apex, C, C++, Java, JSP, J2EE, Java Script,UML, HTML,XML, XHTML,DHTML, PL/SQL, Perl, TCL, C#.NET, VB.NT |
| **Testing Tools** | Bug Tracing QTP, Winrunner, QC, Bugzilla, Load runner. |
| **Operating Systems** | Windows NT/2000/XP/Vista, Windows Server 2000/2003/2008,  Linux,Unix. |

**PROFESSIONAL EXPERIENCE:**

**Client: Verizon Wireless - Georgia**

**Duration: Oct 2013– June 2016**

**Role: Sr. Salesforce Administrator/Developer**

**Responsibilities:**

* Performed the role of Salesforce.com **Administrator and Developer** in the organization.
* Involved in identifying, planning and implementing new salesforce.com features and functions (new screens, workflow, force.com objects, and reports, apex code) to meet business requirements.
* Interacted with various business user groups for gathering the requirements for CRM implementation.
* Maintaining the Sandboxes (also includes Sandbox Refresh) required for Testing, deploying code to Production.
* Customized **dashboards** to provide daily forecasts and track opportunities, deal registrations and customer engagement.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages
* Customized **Reports** to track usage for productivity and performance of our sales teams.
* Modified and Implemented Approval processes and created Approval steps, which used **Email Alerts, Field Updates, related tasks, Time-based Triggered tasks to implement business logic.**
* Developed Visual Force Pages on Lightning App.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation Rules and formula fields to the custom objects.
* Used field level security along with page layouts to manage access to certain fields
* Worked on Setting up the business users access so they can login to Salesforce using **SSO (Single Sign On), Siteminder.**
* Used the **Java Ant** for **testing and migrated** the code to the **deployment** instance after testing.
* Moved Code from Sandbox to Production using Jenkins and Change Sets.
* Interacted with Salesforce.com organizations using **Workbench** via the Force.com APIs.
* Managing Users, Public Groups, Profiles and Role Hierarchies within the Salesforce CRM.
* Defined Lead Assignment rules based on Territory Management rules, Granted Access to Accounts based on the Characteristics of Accounts using **Territory Management**.
* Worked on workflow rules, **Lightning App builders and Lightning components.**
* Data Integrity, Monitor and Maintain the Data within CPQ (Configure Price Quote) shopping cart.
* Extracted Data from the Database using My SQL Developer tool and Toad.
* Responsible for all activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com, checking for correctness of Data.
* Created **Training Documents** for users to better understand our Application.
* Supported End users and helped them in getting used to the application, generated reports and saved them for further access to the users.
* Helped our Sales Reps to reduce quote errors, manage proposals and close more deals in the Sales Cloud using **Apttus CPQ(Configure Price Quote)**
* Supported the users who also use **SF1 App, Sales Cloud Lightning feature.**
* **Working on CMIS Trouble Tickets, ACSR’s with the users and help them resolving their issues.**
* **Involved with Salesforce.com Premier Support and handled the support cases with the help of salesforce.com support.**

**Environment:** Salesforce Enterprise Edition, Sales Cloud, Service Cloud, **Workbench**, VisualForce, Custom/Standard Objects, Custom Tabs, Page Layouts, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, Security Controls.

**Client: Comcast - Philadelphia**

**Duration: May 2012 – Sept 2013**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Performed the role of Salesforce.com  **Developer and Administrator** in the organization
* Interacted with various business user groups for gathering the requirements for CRM implementation.
* Performed UAT sessions for training the users.
* Used SF1 Application both on IPad and IPhone.
* Implemented the **Web-to-Lead** functionality for the Marketing Campaign
* Designed, Implemented and deployed the **Custom objects**, **Page layouts**, **Custom tabs** and **Components** to suit to the needs of the application
* Developed **assignment rules** to automatically redirect leads to Salesforce and assign leads to different users and queues according to the requirements
* Assigned **workflows** for **Lead conversion**, **transfers**, **merging duplicates**, managing web-to-lead to track responses to online campaigns
* Integrated with **SAP** to maintain a record of customer communications and to keep contact information up to date.
* Interacted with Salesforce.com organizations using **Workbench** via the Force.com APIs.
* Created multiple **Approval processes** using Workflows to approve, reject
* Used the **Java Ant** for **testing and migrated** the code to the **deployment** instance after testing.
* Customized **dashboards** to provide daily forecasts and track opportunities, deal registrations and customer engagement
* Customized **Reports** to track usage for productivity and performance of business centers and their sales teams
* Supported end users and helped them in getting used to the application, generated reports and saved them for further access to the users
* Used the **sandbox** for testing and migrated the code to the deployment instance after testing.
* **Supported the data migration activities for migrating the data from various business centers and business center users with the support of Saleforce.com.**
* **Involved with Salesforce.com Premier Support and handled the support cases with the help of salesforce.com support.**

**Environment:** Salesforce Enterprise Edition, Sales Cloud, Service Cloud, Workbench, VisualForce, Custom/Standard Objects, Custom Tabs, Page Layouts, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, Security Controls.

**Client: Morgan Stanley - NYC**

**Duration: Dec 2010 - Apr 2012**

**Role: Salesforce Developer/Administrator.**

**Responsibilities:**

* Performed the role of Salesforce.com **Developer.**
* Interacted with various business user groups for gathering the requirements for CRM implementation
* Implemented the **Web-to-Lead** functionality for the Marketing Campaign
* Designed, Implemented and deployed the **Custom objects**, **Page layouts**, **Custom tabs** and **Components** to suit to the needs of the application
* Experience in **integration of AppExchange** application with Salesforce.
* Developed **assignment rules** to automatically redirect leads to Salesforce and assign leads to different users and queues according to the requirements
* Assigned **workflows** for **Lead conversion**, **transfers**, **merging duplicates**, managing web-to-lead to track responses to online campaigns
* **Integrated with SAP** to maintain a record of customer communications and to keep contact information up to date using **Cast iron**
* Modified **Opportunity** and Pipeline by customizing various stages to help prospect better and enabled **forecasting**
* Created multiple **Approval processes** using Workflows to approve, reject
* Installed and deployed Organization View, a Force.com AppExchange tool that allows users to create visual org charts and update them in Sales force CRM using drag-and-drop functionality
* Customized **dashboards** to provide daily forecasts and track opportunities, deal registrations and customer engagement
* Customized **Reports** to track usage for productivity and performance of business centers and their sales teams
* Supported end users and helped them in getting used to the application, generated reports and saved them for further access to the users

**Environment:** Salesforce Enterprise Edition, VisualForce, Custom/Standard Objects, Custom Tabs, Page Layouts, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, Security Controls.

**Client: Western Health Advantage, CA**

**Duration: Oct 2009 - Oct 2010**

**Role: Salesforce Developer/Administrator.**

**Responsibilities**

* Involved in analyzed requirements and developed detailed design of Sales force integration.
* Created several Validation Rules, Override custom buttons and links on custom and standard objects based on the organizations Health Care Module.
* Developed triggers, apex classes, custom Controllers to achieve the complex business functionality in the application.
* Created new custom objects, S-controls and apex class to enhance the functionality of custom objects.
* **Implemented S-controls to manage sales plan call sheets within Salesforce, capturing data and call activity.**
* Created Visualforce email templates and also automated Email Process tosend customers.
* Administration of various objects, fields, Page layouts, tabs, custom reports, report folders, report extractions to various formats.
* Created and deployed several reports, developed various workflows.
* Implemented on demand pricing and products configuration using Ajax and Javascript.
* Packaged and Deployed customizations from Sandbox to other environments using Eclipse.
* Provided post-implementation support to assist end users in administration tasks.
* Assisted with data migrations using Data Loader and Import Wizard.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment: Windows XP Pro, Force.com Platform, Salesforce Enterprise Edition, S-Controls, Salesforce.com Custom/Standard Objects, Custom Tabs, Page Layouts, Force.com Web Services API, SOQL/SOSL Queries, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, SalesForce.com Sandbox, Email Services, Security Controls, Sandbox data loading, HTML,** **Java Script, CSS, WSDL, SOAP.**

**Client: ICS Conultancy Services, Pune, India**

**Duration: Jan 2009 -Sept 2009**

**Roles: Software Developer**

* Involved in designing the application in various design patterns were used in the design of the application
* Designed the application page flow using struts actions and forms.
* Developed user interfaces (UI) of the application using HTML, CSS and JavaScript.
* Developed the application using Hibernate, HTML, and JavaScript.
* Designed the Hibernate mapping for the application entities.
* Extensively used XSL to style XML data.
* Responsible in writing the interface to the sourcing and inventory application. The data exchange was done using XML.
* Wrote stored procedures and functions on Oracle.
* Used AJAX for the development of the application.

**Environment:** Java 6.0, Java Script, HTML, eclipse, XML, Oracle, Ajax and Apache Tomcat

**EDUCATIONAL QUALIFICATION:**

**Masters in Computer Science CA,USA.**

**\* References:** Available on request