Professional Summary

- US Citizen, result focused and self-motivated professional with 19 years of experience in Software Consulting with last 12 years focused on cloud technologies like Snowflake.com, Salesforce.com (Sales cloud, service cloud, marketing cloud, Einstein analytics, lightening, LWC etc), Workday, as Sr. Architect.

Certifications

- Snowflake SnoPro certified
- Salesforce.com Certified Force.com Developer
- Salesforce.com Certified Administrator
- Salesforce.com Marketing Cloud Email Specialist
- Salesforce Certified Technical Architect - (2 out of 3 steps are complete for Technical Architect Certification)
- Salesforce Certified Advanced Administrator
- Salesforce Certified Development Lifecycle and Deployment Designer (SP17)
- Salesforce Certified Data and Architecture Management Designer
- Salesforce Certified Integration Architecture Designer
- Workday Integration Developer

Security Clearance

- Federal Public Trust Security Clearance

Work Experience

Confidential
Technical Architect   Jan 2019 – Current
DESCRIPTION: Salesforce/Snowflake Technical architect for various projects

SNOWFLAKE Technical Architect
- Architect data warehouse for Salesforce data
- Perform initial Snowflake setup and administer Snowflake
- Migrate RDBMS to Snowflake
- Develop complex data models in Snowflake
- Load salesforce data into Snowflake database
- DBT for transformation logic of ELT
- Design analytics solutions with Snowflake
- POC Tableau setup with Snowflake for Salesforce data reporting and dashboard
- Strong knowledge of Data Warehousing implementation concept in Snowflake
- Use Dell Boomi as ETL for data upload from legacy database
- Tune Snowflake for performance and optimize utilization
- Work hands-on with customers to demonstrate and communicate implementation best practices on Snowflake technology
- Work with utilities like SnowSQL, SnowPipe etc
- Dell Boomi/FiveTran/ Matillion as middleware for Snowflake migration
- Use Looker/Tableau for analytics
- Use Azure blog and AWS S3 as stage for continuous data integration with Snowflake

Jan 2011 – Current

SALESFORCE

- Architect and design community development using Lightning Web Components and Lightning Aura Components
- Leverage Salesforce-DX/Bit bucket for development
- Integration design using NodeJS application hosted in Heroku platform and Salesforce
- Einstein Analytics integration with Heroku to bring Oracle data for reporting
- Develop various re-useable lightning web component and aura components for Salesforce and Salesforce Community
- Research and develop workaround solutions for Lightning Web Component limitations
- Integrate features developed using Visualforce pages, Lightning Aura Components, and lightning web component
- Help debug the features built using Salesforce artifacts
- Management of source code repository and deployment to scratch orgs using SFDX
- Architect Salesforce Sales and Service cloud enhancement with implementation of new features and integration
- Salesforce CPQ enhancement to Quote and Order process
- Work on Quote/Quote Line Items/ Order/ Order Products object enhancement
- Design and develop integrations with different web services and survey tools using SOAP and REST APIs
- Create/Update Apex Triggers/Apex Classes, Batches/Schedulers/Integrations/Salesforce configurations etc
- Perform Salesforce configuration activities like Security setup/workflows/process builder/objects/field/page layouts/profiles/permission sets etc
- Architect Case management enhancement
- Architect integration of case management with multiple services
- Devops setup using Copado
- Use bitbucket for repository and devops process setup
- Deployment to various environments using ANT scripts

Marketing Cloud

- Implement Salesforce marketing cloud enterprise edition (Exact Target/Marketing Cloud) using multi-BU setup.
- Architecture of lead captures functionality using cloud pages/smart capture/data extension etc.
- Architect and develop integration between Salesforce and Marketing Cloud using web service calls (Marketing Cloud APIs)
- Integrate Salesforce with Marketing cloud using Salesforce Marketing Cloud Connect integration
- Leverage Social Studio for campaigns
- Design integration between Salesforce and Mulesoft
- Architect, design and configure Journey Builder, Automation Studio, Query Activity, Reply Mail Management (RMM), Data Extension, Contact Model etc
- Marketing Cloud API based integration of Journey and Trigger sends
- Configure Pixel from Audience Builder (Salesforce DMP)
- Architect and model subscriber preference management in Salesforce CRM using VF Page/Lightning component
- Create reports in Tableau for data visualization
- Work on Tableau integrations
- Write SQL activities for ETL operation in Automation Studio
- Administration setup of the Role, Role Hierarchy, Multiple Business Unit, User assignment etc.
- Enable Einstein Engagement Scoring and use scoring to segment audience in journey
- Implement Ad Studio (Advertisement Studio) for Facebook campaigns
- Integrate with SAS and AI tool for campaign insights
- Use Salesforce Sync Data Extensions for Salesforce (Sales and Service cloud) data for Campaigns
- SFMC account setup of SAP, sender profile, delivery profile, IP Warming etc.
- Data management in Salesforce Marketing Cloud and Sales/Service cloud

- Integrate Adobe Experience Manager
- Provide Ampscript for Email content and Cloud Page/Landing Page
- Configure Cloud pages for subscriber management and Landing Page
- Create custom report from SFMC data using data extensions and data views
- Use SFMC data views for logic and sending emails
- Setup trigger send definition in Salesforce CRM using Marketing Cloud Connector
- Implement survey integration between Sales cloud and Marketing cloud