Swati Pal

SFDC Developer
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Professional Summary:

- **5 years** of experience in developing Cloud based applications in Salesforce.com platform with hands on experience in implementing, customizing and maintaining **Salesforce** solutions.
- Experience in the complete life cycle of project development (SDLC) including system analysis, design, development, testing, deployment and maintenance.
- Hands on experience in using the **Aura framework** and **Salesforce Lightning Design System (SLDS)**.
- Experience in developing various **lightning components, events** and **applications**.
- Technical knowledge about **Salesforce Lightning** schema builder, process builder, app builder, components and lightning connect.
- Expertise in **Lightning app builder (Salesforce 1)** and implementing new application based on Lightning to have compatibility of the app in mobile, tab and desktop versions.
- Experience in **Salesforce Lightning** features like activities, contextual Hovers, Opportunity board, Customizable dashboard.
- Good experience in developing **Salesforce Lightning** Apps, Components, Controllers and Events.
- Proficient in **Salesforce Developer Toolkit** including **Apex Classes, Controllers and Triggers, Visualforce, Force.com IDE, Migration Tool, Web Services**.
- Sound understanding of **SOQL** and **SOSL** for querying and semuleINTEGRATing data for Force.com platform.
- Proficient in dealing with the functionalities related to the **Service Cloud** and **Sales Cloud**.
- Adept in sales analysis, marketing and customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using **Salesforce.com**.
- Expertise in performing data migration from legacy system to Salesforce.
- Experience in deploying Salesforce components across various instance using **Change Sets, Visual Studio, Force.com Migration tools, Workbench and Eclipse.**
- Strong knowledge of Salesforce configuration, data migration, system integration and familiarity with **Visualforce** (Pages, Components, Controllers), **MVC** architecture and **Apex** (Classes, Controllers & Triggers.
- Experience working in **Agile** methodology, **Scrum** methodology, **Waterfall** model and **Test-driven development**.
- Excellent communication and inter- personal skills, accustomed to work in both large and small team environments.

Technical Skills:

CRM	Salesforce.com
Salesforce.com	Apex Language, Apex Trigger, Apex Class & Apex, Visualforce (Page, Component & Controllers). SOQL, SOSL, Email template, Formula, Validation Rules, Apex Trigger, Workflow and Approvals, AppExchange, Eclipse, Force.com IDE, Apex Data Loader, Web Services, Lightning, Aura Framework
Web Development	HTML, XML, CSS, Visualforce
Languages	Apex, JavaScript, SQL
Databases	Microsoft SQL Server, Oracle
IDE	Eclipse, Visual Studio

Professional Experience:

Company:AuroMax Technologies Pvt Ltd.
Client: Braclays Bank.   Nov 2021 – Till date
Role: SFDC Developer
Responsibilities:

- Gathered business requirements and then effectively took part in sprint planning and grooming.
- Worked in SFDC Development, implemented **APEX Classes, APEX Triggers, Visual Studio, SOQL and SOSL**.
- Implemented **Service Cloud** including: **Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements**.
- Worked on **Salesforce Lightning (Lightning Design Systems, App Design and Lightning Components).**
- Developed **Lightning Component Framework** and built Lightning components using **Aura Framework**.
- Integrated Application with **Salesforce1** mobile app for easy access to the users.

- Built lightning components, lightning apps, record pages, home pages and use events for dynamic use cases.
- Integrated email with Salesforce.com for mass e-mail management and designed various custom e-mail templates.
- Developed complex workflows and approval processes for automating business logic.
- Used **Visual Studio** for creating Apex Classes and Apex Triggers to develop custom logic and objects.
- Worked on various **AppExchange** products according to the needs of the organization.
- 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.
- Integrated **REST** based Web service callouts to other external systems.
- Developed code for generating the **XML** requests required for calling the web services.
- Used Change Sets to deploy code between the **Sandbox** and Production environments for final implementations and prepared Deployment documents.
- Involved in design and development of different views and page layouts for different profiles.

Environment: Salesforce, Apex, Salesforce Lightning, LWC, Visual Studio, Aura Framework, SOQL, SOSL, REST, Ajax, JavaScript, JQuery, HTML, Service Cloud, Change Sets, Windows.

Client: T-Mobile   **Dec 2019 – Oct 2021**
Role: SFDC Developer
Responsibilities:
- Implemented service cloud, service console and configured Email-to-Case and enabled communities in cases.
- Learning to use **Salesforce Lightning** combines the new **Lightning Design System, Lightning App Builder and Lightning Components** to enable anyone to quickly and easily create modern enterprise apps build on **Salesforce1 Platform.**
- Working towards learning the usage of **Salesforce Lightning** to delivers a modern, smart experience across every device.
- Mapping customer scenarios in **Lightning Process Builder**
- Worked with **marketing cloud** to implement **marketing campaigns** and created **journeys** using **marketing cloud tools** like **Journey builder** to understand the customer data and to create **strategies** with **journey mapping** and used **email studio** to **build** the **best email** and make them as **automated messages**.
- Working on automating processes with **lightning process builder** and implementing **SSO** for large Salesforce user base managing the continuous improvement of the infrastructure in agile environment by partnering with development team.
- Working on BRDs , Project Estimations , implementing Scrum /Agile Methodologies while Project Planning
- Developed and Configured **Dashboards, Reports and Report Folders** for different user profiles based on the need in the organization
- Customized the entire **Salesforce.com** applications to incorporate the business requirements which involved creating Web Forms and processing the data in SFDC with the extensive usage of **Web services API**.
- Developed **SFDC Customized Reports, Dashboards** and Processes to continuously monitor data quality and integrity
- Written client-side scripting in **aura controllers** and controller helpers for **handling events** and **triggering actions.**
- Extensively involved in **data migration from three legacy systems to Salesforce**
- Troubleshooting email campaigns, workflows, approval cycles, or auto-responders that generate excessive bounced mails.
- Designed various **HTML Email templates** for Auto-Response to customers
- Responsible for **migrating existing data (Accounts, Contacts, Events and Tasks) from legacy systems to Salesforce.com using data Loader.**

Environment: Salesforce.com platform, Visual Studio, Lightning, Apex, LWC, Pages, Data Loader, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Marketing Cloud, Email Services, tool, Agile, Templates, Windows.

Client: ThreeWaters   **Jan 2018 – Nov 2019**
Role: SFDC Developer
Responsibilities:
- Involved in capturing, analyzing and documenting requirements (Use Cases) for **Salesforce.com implementations**.
- Developed various **Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visualforce pages, Validation rules, Approval Processes and Auto-Response rules** for automating business logic and report folders for different users and profiles based on the requirement.
- Implemented **Salesforce** for Outlook functionality and installed outlook integration with different user systems.
- Worked with **Data Loader, App Exchange Applications, Validation Rules, Workflows, Approval Process and Reports & Dashboards**.
- Involved in setting up **Profiles, Role Hierarchy** and assigning the Profiles to the Users.
- Created different profiles and setup the permissions based on the roles in the organization.
- Worked on **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
- Involved in duplicate management logic using Salesforce.com Duplicate rules and matching rules functionality.
- Developed and implemented both the time dependent and time independent workflows as per the requirement.
- Created the unit test cases and reviewed the tester test scenarios based on the functionality.
- Implemented **Service Cloud** for customer service, including configuration of email to case, case assignment rules, managed migration and release of Service Cloud.

- Used **SOQL/SOSL** for DML operations on various standard and Custom Reports and Reports Folders for different user profiles based on the need in the organization.
- Developed and deployed Workflows and approval process wherever necessary.
- Created profiles, roles and implemented object level, field level and record level security.
- Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users.

Environment: Salesforce, Apex Classes, Controller Classes, Apex Triggers, Data Loader, AppExchange, Validation Rules, Workflows, Approval Process, Service Cloud, Reports & Dashboards, Sandbox, SOQL, SOSL

Client: Trial Card   **Sep 2016 – Dec 2017**
Role: SFDC Developer
Responsibilities:
- Interacted with Business users for requirements gathering, analysis and development.
- Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
- Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.
- Worked as an architect to finalize architecture specifications, and creates design as it relates to the customization and/or integration of a CRM system (Sales, Services and Repair Processing).
- Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects.
- Implementation of Data Loader for loading the data.
- Developed business documents for Salesforce.com Custom objects.
- Worked on different portals like Self Service Portal, Partner Portal and Customer Portal.
- Implemented Salesforce.com web services client using Sales force web services API, Java, XML and partner WSDL.
- Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
- Provided the training to Business users about the system.
- Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects.

Environment: Saleforce.com CRM, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, WSDL, Windows.