Aditya Raj

Address:
Flat#12264, Tower-12,
Prestige Lakeside Habitat,
Whitefield, Bangalore -
560087

Phone: +91-9538620057
Email: araj361@yahoo.com

Domain Experience
- Banking & Finance
- Telecommunication
- Transportation
- Insurance
- Retail
- Housing

Top Skills
- Salesforce
- Lightning
- APEX
- Visual Force
- SOQL
- SOSL
- JavaScript
- JQuery
- HTML / HTML5
- CSS / CSS3
- JSON
- SQL, PL/SQL

Certifications
- Salesforce PD1
- Salesforce Admin
- Salesforce Sales Cloud
- Salesforce Developer
- Oracle Java (OCJP)
- Oracle SQL Expert
- Oracle PL/SQL
- IBM DB2

Career Overview:

I am Salesforce Certified Consultant/Architect having approximately 10+ Years of CRM Techno-functional experience in various industry domains including Banking & Finance, Telecommunication, Retail, Housing, Insurance and Transportation etc.

I am also performing as a **Project Manager** and take care of all Project Management related activities and I completed MBA in Banking & Finance from **NMIMS** (Narsee Monjee) in 2020.

Key Skills:

- Sound Techno-Functional experience of CRM Domain (Salesforce + Siebel)
- Team Management & coordination among Business, Clients, Teams
- Coordinating with SMEs for various stages of Software Development Life Cycle (SDLC) from Requirement gathering, Requirement Analysis, Designing documents and Developing application according to business requirements
- Implementing solution on various Salesforce Clouds
- Building and maintaining successful relationships with customers while providing assistance to the resources, necessary for meet customer needs
- User and Profile Management, Security, Workflows & Approval Process, Process Builder, Flows, Reports and Dashboards
- Escalation & Notification to users by Email Alerts, Custom Notification, Validation Rules, Tasks, Escalation Rules, Approval Processes, Omni-channel and Routing etc.
- UI enhancement using technologies like Visualforce, Lightning, HTML, CSS, JavaScript, jQuery
- Force.com Apex Classes, Apex Triggers, Visual Force, SOSL and SOQL
- Migrating data using Data Loader, Gear Set, Change Set etc.
- Lightning components with experience in handling Application and Component events
- Integration of various business processes and applications via SOAP and REST
- Effectively serving core responsibilities of Change and Incident management
- Sandbox setup activities and production deployment and maintenance
- Recommendation of best CRM practices to peers to improve the performance of the Application in long run

Work Experience:

- Team Management and helping Team technically & functionally to perform tasks on time & effectively end-to-end
- Proven track record of Solution Delivery, Scoping, Leadership abilities and Change Management experience in the CRM space.
- Extensive implementation experience and domain knowledge in multiple CRM subject areas like Lead Management, Account & Contact Management, Case Management, Solution Management, Campaign management, Activity management, Opportunity and Pipeline management, Partner Relationship Management, Forecasting etc.
- Excellent knowledge of Salesforce APIs and hands-on experience integration with ERP applications
- Creating Design & Technical documents
- Conducting business requirement & prototyping workshops with Business users to support tailoring of Salesforce.com applications
- AGILE Methodology with planning, Estimation & Implementation for the Sprint
- Involved in various stages of Software Development Life Cycle (SDLC) from requirement gathering to delivery using CRM products
- Well versed with the Salesforce.com overall platform architecture, related integration aspects, overall design methodologies, principles & processes
- Proficiency in configuration and customization in Salesforce.com Lightning technology.
- Ability to define the system landscape, to identify gaps between current and desired end-states, and deliver a CRM solution.
- Experience in architecting and deploying large-scale web based and enterprise systems using industry standard environments including XML, Web Services, SQL, HTTP/HTTPS, Java, C++, JavaScript etc.
- Liaison between Client, BA, Testers & Development teams

- Expertise in data modeling and user interface development principles
- Excellent communication skills. Should be able to manage various stakeholders in the business and the product vendors.
- Work with our teams to establish suitable processes to support administrative, development, and change management activities
- Capturing Build and Deployment notes, developing Software Product Deployment
- Customizing the applications on Salesforce platform and Force.com & enhancing the Application according to business requirements
- Implementing solution on various clouds like Sales, Service, Community etc.
- Customization experience on various salesforce.com objects like Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Tasks, Reports and Dashboards
- Performing Functional & Regression testing & supporting UAT, Pre-Prod & Production environments
- Worked extensively on User, Record Types, Page Layouts, Roles, Profiles, Public Groups, Queues and Sharing Rules, Workflows, Flows and Process Builder, Reports and Dashboards etc.
- Extensive hands on Apex, Triggers, Batch Apex, Schedule Apex, Test Classes and Jobs
- Sandbox for testing and migrated the code to the deployment instance after testing
- Data Loader, Workbench etc. for insert, update, and bulk import or export of data from Salesforce.com Objects
- Experience in SFDC Integration using Web Service and Apex Programming, App- Exchange Packages & Custom Applications
- Experience in third party integration with ERP (Marketing Cloud, Service Cloud), Salesforce.com Service Cloud expertise
- Extensive experience with various Salesforce deployment methodologies including Change sets, Gear Set, Ant Migration tool kit etc.
- Unit Testing, System Testing, Integration Testing & created Unit Test cases
- Coordinated and transferred knowledge to various teams
- Strong knowledge of CRM software quality assurance best practices and methodologies.

Technical Skills:

CRM	Salesforce CRM, Oracle Siebel CRM
Domain	Banking, Telecommunication, Transportation, Insurance, Retail etc.
Languages /Tools	JavaScript, E-Script, SQL, Java, Apex, Visual Force, SOQL, SOSL, Lightning Component, Process Builder, Workflow & Approval Process, Email Templates, HTML
Programming	APEX, Java, JavaScript, JQuery
Web Services	Apex Web Services, SOAP, REST, XML, Mule Soft, App-Exchange Packages
Database	SQL, PL/SQL, Oracle 10g/11g/12c, WebSphere
UI/UX	Visualforce, Lightning, JavaScript, JSON, JQuery, HTML, CSS
Defect Tracking Tools	JIRA, HP Quality Center
Tools - IDE, collaboration	Force.com IDE, Workbench, Data Loader, Eclipse, SVN, ANT, Gear Set, Change Sets

Professional Experience:

Company	Location	Position	Duration
Hexaware	Bangalore	System Analyst	Aug 2018 - Till Date
Accenture	Bangalore	Senior Analyst	May 2017 - Aug 2018
CapGemini	Hyderabad	Associate Consultant	March 2011 - May 2017

Education:

Degree	University	Year	Division
MBA (Banking & Finance)	NMIMS	2018-20	First
B.E (Computer Science)	RGPV Bhopal	2006-10	First
12th	CBSE	2005	First
10th	CBSE	2003	First

CERTIFICATIONS:

Certifications	Year/Month
Salesforce Certified Platform Developer I	2020
Salesforce Certified Administrator (ADM 201)	2020
Salesforce Certified Developer (DEV-401)	2013
Oracle Database SQL Certified Expert	2013
Oracle PL/SQL Developer Certified Associate	2012
IBM DB2 Certified Professional	2012

REPRESENTATIVE ENGAGEMENTS:

Retail Customer based out of UK

Client is one of the major retail company of UK. The functionality mainly involves service management, order management

We have built the functionality of Email-To-case and Web-to-case by building community pages which captures the complaints and creates a case in the Salesforce application. The Cases are categorized of various types and are assigned based on various queues. We use Omni-channel and Routing for assigning the cases. The customer are notified on case submission and various activities. We have used Email Alerts, Custom Notification, Escalation Rules and Approval Processes also for escalation & notification purpose

I am currently playing a Techno-functional role involved in translating the business requirements to technicalities, mapping the requirements to the test cases, validating and executing the test scripts to check the end to end functionality for each sprint, creating custom objects, pages, page payouts, apex classes, triggers and permission sets, sharing rules and workflows, Email Alerts, Custom Notification, Escalation Rules and Approval Processes, Omni-channel and Routing

Rental Housing Customer based out of USA

The basic function of the project is to provide the client a capability to book a rental house/unit/property through Salesforce Service Cloud and Community Cloud to do leasing of property, background check, credit check, property listing with price book and then booking the unit with facility for all online maintenance service request, along with move-in/out process. I was playing a techno-functional role involved in translating business requirements to technicalities, mapping the requirements to the test cases, validating and executing the test scripts to check the end to end functionality for each sprint, creating custom objects, pages, page payouts, apex classes, triggers and permission sets, sharing rules and workflows.

Transportation Customer based out of USA

Client is one of the major transport commuter company of USA. The functionality mainly involves service management, order management and asset management.
I was involved in gathering the business requirements and later converting them to technical design documents. I was analyzing all the requirements and developing it within the given timelines.
Apart from the enhancement tickets we use to get the tickets and we need to resolve all types of tickets within the stipulated timelines based on their priorities.

Telecom Customer of Australia

This is for a telecom and media company major based out of Australia. The basic functionality of the project involves service management, asset management and order Management. These processes were migrated from Siebel to Salesforce. I was involved in the readiness assessment, object inventory management, mock migration, fixing the gaps, actual migration and post migration support. The project was based on AGILE methodology.

Leading Bank of Middle East

Client is one of the leading banks of Middle East. The project is based on lead management, sales management and service management.

I was involved in the project from planning to analyze the current and upcoming technical challenges. I was actively involved in development tasks and documenting technical design. I was also supporting the new team members.

Leading Bank of Europe

Client is one of the leading banks of Europe. The basic functionality is based on the Lead to Opportunity conversion process.

I was involved in the project as a developer. I used to get the requirement from the leads and use to do the development based on it. I used to do create custom code, workflows, objects, pages etc.

Insurance Company of USA

It is an insurance company based out of USA. The functionality mainly involves asset management, order management and service management process.

I was playing the role of L3 support analyst. I used to work on the tickets, which needed to be resolved within the stipulated SLAs, based on their priority. I created custom code, workflows, objects etc.