

# PARAMASIVAN ARUNACHALAM

India

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## Professional Senior Salesforce Consultant

Highly motivated, self-directed professional with a broad range of development and administration experience, seeks to bring talent and vision to a respected organization that values hard work, dedication, and results. Expertise in configuration, customization, and APEX coding. Demonstrated management skills that enhance productivity and drive sustained business performance.

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### KEY STRENGTHS

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Salesforce Configuration • Visualforce • Apex Classes • Lightning • Apex Data Loader • Eclipse and Changesets • ANT Toolkit • Integration and Web services • Trigger • JavaScript • Sales Cloud • Service cloud • Marketing Cloud

- Community Cloud

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### PROFESSIONAL EXPERIENCE

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#### SID INFORMATION TECHNOLOGY, CA, USA, 2018- PRESENT (OFFSHORE DEVELOPMENT)

#### SENIOR CONSULTANT, GUARDANT HEALTH (2018 - PRESENT)

##### KEY ACHIEVEMENTS:

- Implemented multiple Integration solutions in Salesforce
- Created VF pages for few requirements
- Handled all configurations
- Assisted client for optimizing the solution at different level
- Modified the existing code to meet the salesforce standard practices
- Solving the production tickets on daily basis using JIRA
- Followed Agile Model on development
- Implemented communities for Covid19 testing
- Implemented few Lightning components

#### COGNIZANT TECHNOLOGY, CHENNAI, INDIA, 2015 - 2017

#### SENIOR SALESFORCE ADMIN, DEVELOPER AND TEAM LEAD, NIKE CONNET APPLICATION (2015 - 2017)

This application mainly for storing the customer and store data of Nike Retailers. It holds the data of the Nike employees and the customer information. It passes the data to reporting system as well as for the other Legacy systems. It sends data to customer facing site named Nike.net. It has the Salesforce community pages for supporting the customer queries.

##### KEY ACHIEVEMENTS:

- Created Data Mapping Document for Integration and Data Model for the project
- Assisted the team on Solution Design and worked on Integration Solution
- Estimated Efforts for different requirement and allocated the task for team members
- Worked on customization for different requirements.
- Supported Lightning application and solved tickets raised on lightning application.

#### ACCENTURE, CHENNAI, INDIA, 2015

#### SALESFORCE ADMIN, DEVELOPER AND TEAM LEAD, HONDA-ICONNECT PAYMENT GATEWAY PROJECT (2015)

The goal is to replace the existing multiple payment interfaces with the single payment interface. Main theme of this project is to improve the user experience and reduce the mirroring of data by replacing with single interface. Salesforce will act as a single interface to the customer for making their payments on their Loan and Lease amount. This project is having multiple integration with their internal systems (CASS, USAN-IVR system) and also with third party systems (Cybersource Payment Gateway).

##### KEY ACHIEVEMENTS:

- Create Objects & Fields, Apex Classes and Visualforce pages, and custom setting requirements
- Implement new validation rules using business logic and Triggers to support new business processes

- Created Integration Design Document
- Created Rest,Soap webservice classes for various integration
- Estimated Efforts and allocated the task for team members

**POLARIS SOFTWARE, TORONTO, CANADA, 2012 - 2015**

**SALESFORCE ADMIN, DEVELOPER, BMO CANADA SUPPORT & MAINTENANCE PROJECT (2014 – 2015)**

Replace existing Siebel platform with Salesforce.com to provide a user-friendly intuitive system aligned to the sales management process. A scalable solution with ability to onboard multiple lines of business on the Salesforce.com platform in a single hybrid organization model.

**KEY ACHIEVEMENTS:**

- Create Objects & Fields, Apex Classes and Visualforce pages, and custom setting requirements
- Implement new validation rules using business logic and Triggers to support new business processes
- Assisted Cipher Cloud team in applying encryption and solved daily user-related issues
- Interacted with Cognos for integration and imported/exported Application Data with Apex Data Loader
- Made new requirement changes in Outlook and managed deployment using eclipse and Changesets

**DEVELOPER, BMO CANADA, CANADA'S ANTI-SPAM LEGISLATION PROJECT (2013 – 2014)**

Purpose of "Canada's Anti-Spam Legislation" (CASL) act is to regulate commercial conduct that discourages the use of electronic means to carry out commercial activities.

**KEY ACHIEVEMENTS:**

- Analyzed the Detailed Requirement Specification to meet the client expectations
- Created the Solution Design Document, formula fields in Account and Contact object to support business process, and Java webservice class using WSC JAR and Enterprise WSDL file
- Configured the Two Salesforce Org's Account and Contact object
- Created batch file for calling the JAR file for extraction and the property file for easy maintenance
- Implemented the transformation on extracted data to meet the CASL expectation using JAVA

**DEVELOPER, BMO CANADA, IAM EXTRACT PROJECT (2013)**

Provide enterprise-wide visibility of access; automate the monitoring, reporting, certification, and remediation of user entitlements; creating a business-friendly experience to recurring tasks of managing access changes.

**KEY ACHIEVEMENTS:**

- Created Solution Design Documentation, formula fields to support business process, and batch files for calling the Windows scripting file for extraction
- Configured Salesforce user object based on required specifications and client expectation
- Understand Scripting Toolkit and its modification to meet client requirements
- Written command-line script for automated file transfer to Aveska System using SFTP

**POLARIS SOFTWARE, CHENNAI, INDIA, 2010 – 2013**

**SALESFORCE ADMIN, DEVELOPER / TEAM LEAD, BMO CANADA, DEVELOPMENT PROJECT (2012 – 2013)**

Replacing Siebel platform with Salesforce.com

**KEY ACHIEVEMENTS:**

- Configured Object and Fields for the Opportunity Module, New Edit and Detail Page Layouts
- Administered validation rules to implement business logic and implemented customer Apex sharing
- Generated Letter Template using Visualforce Pages for M&A Deals
- Created Visualforce Pages, Apex classes, Triggers for various requirements
- Spearheaded workflow and approval process for various requirements
- Developed and facilitated batch Apex classes and customer approval process
- Created separate object for capturing the batch apex class logs

**SALESFORCE ADMINISTRATOR AND DEVELOPER, THOMAS REUTERS (2011 – 2012)**

Develop SFA based application on Force.com platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface

**KEY ACHIEVEMENTS:**

- Customized Apex classes, triggers, web services to integrate Siebel, EAI and standard Salesforce.com objects
- Created page layouts, links, custom buttons, s-controls for complex business requirements and integrations
- Administered complex validation rules, cross object formulae, lookup, workflows, and dynamic approvals
- Used command line data loader and scheduling tools to automate bulk data loading to keep systems in synch with legacy systems

**SALESFORCE ADMINISTRATOR AND DEVELOPER, CITI PRIVATE BANK (2010)**

Project to add additional functionality of investment planning and report generation for bankers.

**KEY ACHIEVEMENTS:**

- Configured Salesforce objects like accounts, contacts, opportunities, case management, and solutions
- Involved in creating Console layout, escalation rules assigning to appropriate agent for solving issues
- Administered validation rules, workflow rules, and approval processes to implement business logic
- Implemented Apex classes, Triggers to easily automate the business process
- Created various reports and dashboards for various users with client's organization

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**EDUCATION& CERTIFICATION**

**ARULMIGU KALASALINGAM COLLEGE OF ENGINEERING, ANNA UNIVERSITY**

Bachelor of Engineering, Computer Science Engineering

**Certification**, Salesforce Platform Developer-I