**SHAKER KUNCHAM**

**(Salesforce Admin/Developer)**

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**SUMMARY**

**Over 5 years of experience with Salesforce Admin / Dev and Marketing Analyst.**

1. **5+ Years of Salesforce Development and Admin Experience.**
2. **3+ Year of Experience as a Business Analyst and Requirement Gathering.**
3. **2+ Years of Experience in Integration to Salesforce with External systems.**
4. **1+ Year of Sales and Marketing Implementation using Mailchimp, Marketo and Pardot tools and Salesforce Marketing tools.**
5. **2+ Years of Experience in Salesforce Lightening Development.**
6. **6 Months Experience in Salesforce App Development and publishing the App in Salesforce App Exchange.**
7. **5+ Years of Experience using MS-Excel and Data Loader, Excel sheet connector, IDE tools, Demand Tools, Eclipse, Force. IDE, Visual Force and Apex.**
8. **Data Migration and Data cleansing on Salesforce Platform.**

* Working on Eloqua, Pardot and Marketo (Marketing tool) in relation to SFDC for marketing automation and various other purposes to drive the lead revenue improved by 70%.
* Eloqua 9 and Eloqua end to end process Integration.
* Knowledge on customer operations to understand the sales, payment systems as the billing system was included under opportunity object (DART), improved 90% of the sales.
* Experience in CPQ for better Sales and close deals.
* Faced Challenges in improving sales, getting qualified leads, understanding criteria based on user experience to 100% improved.
* Data Manipulation for converting the files to load in the data by scoring them where we use excels to csv and other file conversions, cleaning data helped improved issues.
* Extensive experience working on custom objects, custom fields, Pick list, role-based page layouts, Workflow Alerts and Actions, and Approval Workflow, Validation Rules, Approval Processes, custom Tabs, custom reports, report folders, report extractions to various formats, Snapshots, Dashboards, and Email generation according to application requirements.
* Analyzing bugs, interacting with team members in fixing errors and UAT and also assisted in Post–Production support that resolved all high priority issues in a faster mode.
* Creating Test Procedures, Test plans, Test Scenario, defining System, Test Data reviewing and maintaining and executing detailed Test scripts for User Acceptance Testing (UAT).
* Ensured consistency between requirements, design documents and applications under development.
* **Working closely with Sales Managers and creating reports-based AE’s (ADR, OBR, ENT, COMM)**
* **Creating Territory Management and Accounts routing based on Geo Accounts and assigning the Accounts.**
* **Strong working knowledge on performing integrations with Dialpad, Outreach, Zoominfo and Clearbit.**
* **Working with sales Operation team and mangers and creating the dashboard, reports, and improved the sales process.**
* Daily Administration and support to users.

**PROFESSIONAL EXPERIENCE**

**Client- FIS mobile** Jan 15th, 2015 – Till Date.

**Role- Salesforce Admin / Developer** SFO-California.

1. **Project- Implemented IT Helpdesk Support Portal – Internal Project**

**Project Description:** Created Salesforce Internal Project for IT Support, where Internal users have access to IT Support portal which is developed on Salesforce Platform using Sites. This IT Help Desk support portal is access to internal users to submit the Ticket to different departments and tickets will be created and routed based on Criteria.

* Developed Visualforce Pages and lightening Components for the front-End user experience.
* Created Apex Classes, Triggers, Email Notification, Assignment Rules, Queues.
* Implemented Case Management System – End to End Process.
* Created Process Builder and Workflows, Page layouts, Record Types, Visual flows, Email Templates and Working on Custom object and Salesforce Standard Objects.
* Used SOQL Queries.
* Login Page for User Management and Implemented Password Policies to access the Portal.
* Creating Custom Objects and Fields based on the business requirement.
* Created Uses Roles, Profiles and Record types to manage users and security.
* Directly working with Stake holders and end-users and gathering requirements and implementing the project end-to-end process based on the business requirement.
* Testing and Moving project from Sandbox to Production using Salesforce inbound and outbound change sets.
* Maintaining code version using Bitbucket and implemented CI/CD with Salesforce and Bitbucket.

**Reports:** Implemented standard and custom reports based on business requirement and published Reports and Dashboard. Creating Sales Pipeline Report based on Sales

**Integrations:** Working on third party Integrations tools like: **LinkedIn, DiscoverOrg and Clearbit and Zoominfo to Enrich** the Accounts data and based on Employee count creating the Accounts Segment and routing the accounts to Sales Team.

**Testing:** UAT Scripts, system testing, data validation and performing analysis on quality of the data including missing information. Use Cases, requirements gathering, change management, functional documentation and re-testing after deployment followed through the life cycle of the project.

1. **Project- Customer Portal for Banking Customers /Community Portals/Integration & Lightening**

**Project Description:** Implemented Salesforce Community portals for our Banking Customers based on Clients Segments like: Vendor, Direct and Hosted Customers. This project is built on community portal with Lightening Components. Where banking customer have access to community portals to submit the Production Cases and it will be routed to our backend customer support technical reps to resolve the cases based on priority of the cases.

* Developed Visualforce Pages and lightening Components for the front-End user experience.
* Implemented **Service cloud Community portals using Lightening Components.**
* Created Apex Classes, Triggers, Email Notification, Assignment Rules, Queues.
* Implemented Case Management System – End to End Process.
* Created Process Builder and Workflows
* Used SOQL Queries with Governor limits for data fetching as per the business requirement.
* Login Page for User Management and Implemented Password Policies to access the Portal for Banking Customers.
* Creating Custom Objects and Fields based on the business requirement.
* Created Uses Roles, Profiles and Record types to manage users and security of data.
* Created Case Escalation process based on business SLA.
* Monitoring the day to day scheduled and Batch Jobs.
* Implemented Sales process in Salesforce using standard objects.
* Implemented Email to Case using external sites.
* Keeping the portal up to current technology, based on new releases and enhancement made by the salesforce.com.

**Integration:** Performed Integration with Salesforce using REST, SOAP and Bulk API’s web services and Integrating to External systems to get the data into Salesforce. Performed integration with PayPal B2B, Stripe payment systems, Century link SaaS Portal to record the hosted Server information and manage the data in Salesforce.

**Lightening Experience:** The above project completely developed in Lightening Design System, using the best practices. Used Lightening components Framework, HTML CSS to make the User Interface (UI) rich and easy to navigate for the customers.

**Marketing Experience:** Created Campaigns to send an email blasts to customers about the product and promotions based on business criteria. Created Drip campaign for Metric Intelligence Team to send the analytics data and promote the MI product to banking Customers. Created Custom Email Templates to send an email notification to customers and syncing the data to salesforce to Pardot and Pardot to Salesforce.

**JIRA Implementation:** Creating Tickets on JIRA and tracking the support tickets and project management, creating task and working towards the project development and updating the JIRA tickets based on requirement. **JIRA and Salesforce integration** successfully implemented, and Engineering Team will update the JIRA status and it will be updated on Salesforce Platform.

**Reports and Dashboards:** Created Custom reports and Dashboards based on business requirement and published to Clients and Vendors.

**Training to Users:** Conducting training to External users how to navigate the community portal platform and creating the support tickets and documenting the process.

1. **Project- Customer Portal for Retail (BP) Call Center Application /Community Portals/ /Integration & Lightening**

**Project Description:** Implemented Salesforce Community portals for our BP (British Petroleum) Call center, where BP users’ profile and Wallet information will be stored in PayPal. Designed and implemented call center application UI where customer reps can fetch the data form PayPal using customer username/email. Implemented integration with PayPal to get the customer profile information and transaction details.

* Developed Visualforce Pages and lightening Components for the front-End user experience.
* Implemented **Service cloud Community portals using Lightening Components.**
* Created Apex Classes, Triggers, Email Notification, Assignment Rules, Queues.
* Implemented Case Management System – End to End Process.
* Created Process Builder and Workflows
* Used SOQL Queries with Governor limits for data fetching as per the business requirement.
* Application is completely built on Salesforce Lightening components using all the best practices to give rich UI experience and navigation to customers.
* Created custom repots to clients based on the business requirement.

**Client- Thing Logix Inc.,** June 2014 – Dec 2014.

**Role- Salesforce Admin / Developer** SFO-California

1. **Project- AskHR & Payroll Management and Case Management – DeVry University.**

**Project Description:** Implemented and Designed AskHR and Payroll management for DeVry University and this application is designed to support HR process where school teaching and non-teaching staff can submit tickets through salesforce portal. Using case object, implemented case management system.

* Created Apex Classes, Triggers, Email Notification, Assignment Rules, Queues.
* Implemented Case Management System – End to End Process.
* Created Process Builder and Workflows
* Used SOQL Queries with Governor limits for data fetching as per the business requirement.
* Login Page for User Management and Implemented Password Policies to access the Portal for Banking Customers.
* Creating Custom Objects and Fields based on the business requirement.
* Performed integration with SAP and Quick Books to get the data to salesforce.
* Given Demo on AskHR Application and provide training to new users how to perform task on salesforce.

**EDUCATION**

Bachelor’s Degree in accounting and Computers

Master’s in Engineering Management

**CERTIFICATIONS**

Salesforce Certified Administrator