**Madhurika**

**Salesforce Developer/ Admin**

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***Professional Summary:***

* 7+ years of experience as an IT professional, committed to maintain cutting edge on technical skills and up-to-date industry knowledge as a Salesforce Developer, lightning developer and Administrator.
* Proficient in dealing with the functionalities related to the Service cloud, Marketing cloud, Sales Cloud, Community cloud App-exchange applications & Salesforce knowledge.
* Proficient in developing Service Cloud, Financial cloud, Marketing cloud and Sales Cloud functionalities, partner and Customer portals, Salesforce CRM AppExchange applications.
* Hands on experience in all stages of software development life cycle (SDLC), ability to independently perform development, testing, implementation and documentation.
* Proven Interpersonal, Communicational, Organizational and Project Management skills.
* Proficient in dealing with the functionalities related to the Service cloud and Sales cloud. Also, Expertise in Functional and Service cloud Console.
* Good Knowledge on Salesforce Lightning experience. Worked on various lightning components for developing dynamic web apps for mobiles and desktop devices.
* Experienced using Salesforce Lightning UI. Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Service Cloud solutions.
* Expertise in SFDC Administrative tasks like creating objects, Fields, Users, Roles, Profiles, Page Layouts, Approvals, Workflows, Validation rules, Reports, Dashboards, Sandboxes, Permission Sets.
* Experience in working on security and sharing rules at object, field and record level for different users at different levels of organization.
* Expertise in developing UI components using Visualforce pages, Visualforce components, Apex controllers, HTML, Java script, CSS, XML.
* Expertise in developing and deploying Apex Classes, Controllers, Triggers, Schedulers, Batch Apex, Test Classes, Web services (SOAP, REST), Partner, Enterprise, Apex and Tooling WSDL.
* Experience in writing complex SOQL, SOSL queries.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Responsible for unit, integration and regression testing and end to end user testing.
* Worked closely with Business Users to enabled business process using SFDC.
* Good exposure to AppExchange applications. Able to find appropriate applications, install and customize.
* Good experience on various technologies like Web Services, XML, AJAX.
* Expertise in Data Migration using Import wizard, workbench and other data integration tools like pentagon, Jitter bit, Apex Data Loader using BULK API.
* Expertise in process integration (Synchronous and Asynchronous) with other platforms using SOAP and REST Web services and Enterprise tools.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.
* Worked Developer and as well as a Business Analyst for full-cycle projects, to complete consulting projects on time, and deliver outstanding consulting services to salesforce.com clients.

***Technical Skills:***

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Lightning, Apex Language, Apex Classes/Controllers, Apex Triggers, Apex Data Loader, SOQL, SOSL, Visual Force Pages / Components, S Controls, Apex Web Services & Testing, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects.  |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Apex Data Loader, Force.com, Workbench, Force.com Platform. |
| **ETL Tools** | InformaticaPoweCenterv8.6.1/8.1.1/7.1.3/6.2/5.1(Repository Manager, Power Center Designer including - Source Analyzer, Target Designer, Transformation developer, Mapplet Designer, Mapping Designer), Workflow Manager, Workflow Designer and Workflow Monitor. |
| **Databases** | Oracle 11g/10g/9i/8i, DB2, VSAM, IMS DB, MS SQL Server, T-SQL, MS Access |
| **Programming Languages** | Apex, Java, JavaScript, HTML, Bootstrap, jQuery, XML, BMI, SSIS, ETL, XHTML/DHTML PL/SQL, SQL, COBOL, PL/1, JCL  |
| **Integration Tools** | Knowledge Tools, Apttus CPQ and CLM, App Exchange Tools, Informatica Cloud, Marketo. |
| **Methodologies:**  | ER Modeling, Multi-Dimensional Modeling, Ralph Kimball, Data Warehouse Life Cycle |

***Professional Experience:***

**JP Morgan Chase, Jersey City, NJ Sep 2019 – Till Date**

**Sr. Salesforce Developer/Admin**

A custom Salesforce CRM solution was developed and introduced for Chase Wealth Management, which consolidated and replaced its fragmented on-site software framework. The new CRM offered a central 'dashboard' of key customer information that advisors could easily access in one location, including all contact with Chase and related financial information.

**Responsibilities:**

* Designed, developed, and deployed Apex classes, Controllers, Extensions and Apex triggers in Visual force and Force.com for various functional needs of the application.
* Performed System Testing, UAT Testing, Production Testing, and Regression Testing along with administrating Salesforce .com banking needs.
* Worked on Communities, developed a Customer portal using Lightning framework.
* Developed Visualforce pages. Created various Profiles, roles, and Page layouts and configured the permission based on the Organization hierarchy requirements.
* Worked on Service cloud to provide support to the client and Sales Cloud to manage and maintain the organization’s sales territories using Enterprise Territory management.
* Worked on Leads, Accounts, Cases, Contacts Standard objects, search layouts, page layouts, Migration tool, App Customization, custom links and related links.
* Implemented Salesforce Automation (SFA) for Campaign Management, Lead Management, Opportunity Management. Written apex REST web service classes for inbound calls to salesforce.
* Created workflow rules to create email alerts, update fields, send outbound API messages to external partners.
* Implemented Approval processes to provide additional control over the content and the process used to approve them. Designed HTML Email templates for Auto-response to customers, created approval page layouts and tested using Sandbox.
* Worked with Lightning App Builder to build custom interfaces and lightning component actions to provide a secure way of building client-side custom functionality.
* Used SOQL and SOSL for data manipulation needs of the application using platform database objects.
* Built and integrated mobile optimized Visual Force Pages of Salesforce1 application and Lightning experience. Used Eclipse based Force.com IDE and Change sets to deploy Apex code.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, custom tabs, reports and dashboards.
* Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Created Roles, Role Hierarchies, sharing rules and implemented Object Level Field Security to manage critical information on the profile users. Managed field tracking and following records through Salesforce Chatter and enabled notifications and publisher actions.
* Extracted data from Salesforce.com application into large databases (Oracle 10g) for generating large data reports. Worked on Service Cloud full lifecycle implementation.
* Implemented web-based case management, automatic - Web to case (on Case Object) to track and solve customer’s issues. Developed estimates for the project and implemented Salesforce.com customizations and drove User Acceptance Testing (UAT).
* Worked closely with sales team and business analysts, trained internal business users to use applications, performed detailed analysis of business and user requirements, and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Created various Reports (summary reports, matrix reports, dashboards, pie charts and graphics) and folders to assist managers to properly utilize Salesforce as a sales tool and configured test scenarios in Sandbox environment to implement QA testing.
* Highly flexible to work in both large and small group settings.

**ENVIRONMENT:** Salesforce.com, Apex Language, Lightning, Visual Force (Pages, Component & Controllers), Custom Objects, Page Layouts, SOQL, SOSL, Sales Cloud, Service Cloud, HTML, JavaScript, jQuery, CSS, Ajax, IDE, API, CTI Tool Kit, Cast Iron, Sandbox data loading, Security Controls, Eclipse IDE Plug-in, Reports, Dashboards, Sandbox.

 **Maritime Corporation, Jacksonville, FL Feb 2017 – Sept 2019**

**Sr. Salesforce Developer/Admin**

**Crowley Maritime Corporation** is a U.S.-owned and operated marine solutions, transportation and logistics company providing services in domestic and international markets through six operating lines of business. The project was to develop an inventory tracking system for hand-held devices to scan in inventories and store the data in the hand-held database. Our team implemented a role-based authentication for individual operators to check detailed information of voyage according to their login access.

**Responsibilities:**

* Designed and deployed the Custom objects, Entity-Relationship data model, Formulas, Validation rules on the objects, Page layouts, Custom tabs, Components, Roles, Profiles, Public Groups, Permission Sets, Custom Settings and Labels to suit to the needs of the application.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Designed Complex logic involving Apex Controllers (Standard and Custom Controllers) and Triggers to support the forecasting application confined to Governor Limits.
* Implemented Time Based Workflow to trigger an Apex Class to run at a specific time in a day/week.
* Designed a Batch Class to handle bulk logic and invoked the batch Class from Trigger Context asynchronously.
* Worked on Account Management involving Integration with External Legacy System using SOAP based Web Service Callouts using TIBCO as the middleware.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.
* Worked on SOAP/REST API web service calls and Migrated data within sandboxes using change sets.
* Performed Asynchronous Callouts using the Future Annotation and executed the future methods from a Trigger.
* Created a complete Case Management System using Lightning Components, Controllers, Helper Methods, CSS, Bootstrap and JavaScript.
* Modifying Visualforce pages to be supported in Lightning Experience and good understanding of lightning mode and its features.
* Used SOQL, SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Implemented the Standard Set Controller and its attributes to paginate the records in Visual Force Pages.
* Implemented the Single and Mass Email Messaging feature to automate the Emails based on business logic.
* Customized the Out of the box Lead Conversion functionality to support business requirement with a combination of Triggers, Classes and Visual Force Pages.
* Created Lightning Component Tabs and Visualforce Tabs.
* Experience in Apttus X-author tool for building the proposal and agreement templates and involved in configuring and customizing the Apttus CPQ and CLM tools.
* Implemented Test classes to support Code Coverage for deployment to production and performed smoke tests before QE Validation.
* Involved in Data Migration Activities to handle bulk loads using APEX Data Loader.
* Designed and deployed Workflows, Validation rules, Formulas and Approval Processes for automating business logic.
* Created Page Layouts, Record Types, and Search Layouts to organize fields, custom links, related lists, and other components on record pages.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Performed IDE, Change Sets and ANT Script deployments as needed and validated the components before deployment to ensure a smooth process.
* Created profiles and implemented Object and field level security to hide critical information.
* Created test scenarios on Sandbox environment and migrated code to deployment upon successful testing.

**ENVIRONMENT:** Salesforce.com platform, Apex Language, Lightning, Scrum, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Custom Objects, data loading, Sales cloud, Eclipse IDE Plug-in, SAP

**New York Department of Financial Services, New York Oct 2016 – Feb 2017**

**Salesforce Developer/Admin**

The New York State Department of Financial Services was created by transferring the functions of the New York State Banking Department and the New York State Insurance Department into a new department. The **Financial Frauds & Consumer Protection Division** (FFCPD) is charged with protecting and educating consumers and fighting financial fraud. The FFCPD pursues civil and criminal investigations of activities that may constitute violations of the Financial Services Law, Banking Law, Insurance Law, or other laws, and brings enforcement proceedings as appropriate. The Division has five units: Consumer Assistance, Criminal Investigations, Consumer Examinations, Civil Investigations, and Consumer Education and Outreach.

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and using other Platform based technologies like Visualforce, Force.com API, and Web Services.
* Involved in building marketing programs which consists of email, trigger and operational campaigns using marketing automation tool called Marketo
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Communicating with executive management on project status and overall project progress against target.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Integration of Sales cloud with external information systems using SOAP API web services.
* Closely worked with SalesForce.com consultants while implementing the solutions for the requirements.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Dashboards.
* Experienced in implementing Triggers, Visual force pages, Apex classes, Web Services to achieve complex business functionalities.
* Used Agile and Scrum methodologies for application development process.
* Involved in building Lightning Components Apps to provide better and more interactive interfaces to end-users, which helps in Sales enhancements.
* Customized the Dashboards to the track usage for productivity and performance of their sales teams.
* Experience working in service cloud, supporting cases, developed workflows and triggers for automated case resolutions.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components.
* Created the workflows for automated lead routing, lead escalation, alerts and custom coaching plans.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.

**ENVIRONMENT:** Windows XP Pro, Windows service 2003, Lightning, Force.com Platform, Salesforce Enterprise Edition, Salesforce.com, Custom/Standard Objects, Custom Tabs, Page Layouts, SOQL/SOSL Queries, Workflow & Approvals, Reports, Force.com Eclipse Plug-in, SalesForce.com sandbox data loader, Sales cloud, Service cloud Email Services, Marketo, Security Controls, WSDL, AJAX**.**

**Cardinal Health care, Phoenix, AZ Oct 2015 – May 2016**

**Salesforce Developer**

Cardinal Health Care is an integrated healthcare services company, providing customized solutions for hospitals, health systems, integrated with providers and pharmacies. I was involved in an application portal that has set of applications used by different clients as service product which connects their system internally. They are used for creating an individual's patient profile, claims, Billing information and Provider's application that has list of clinic, vision and dental provider’s integration application.

**Responsibilities:**

* Actively involved with Business analysts, other developers, involved in enhancement of business modules using Standard and Custom Objects, formula logic, APEX classes, Triggers, Test Methods and writing SOQL queries.
* Created various profiles and configured permissions based on organizational hierarchy requirements.
* Worked on various [salesforce.com](http://salesforce.com/) standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports, and Dashboards.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE.
* Performed Webservice Callout using the RESTful services with the third-party application Broadbean API
* Conducted Requirement analysis and Design Walkthroughs along with the designers, consultants and management staff.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Supported data migration activities for migrating data from various business centers and business center users with the support of Saleforce.com.
* Implemented Web-to-lead to track and solve leads from the website
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application.
* Designed, Implemented and deployed Custom objects, Page layouts, Custom tabs, Components, and S Control to suit to application needs.
* Provided training to internal business users to use application and develop their own custom reports.
* Worked closely with UAT team and SIT team in clarifying and resolving any issues while implementing projects.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.

**ENVIRONMENT:** Salesforce.com, Force.com Explorer, Apex Triggers, Visualforce Pages & Apex Controllers, Salesforce.com Data Loader, Siebel, Eclipse IDE, Custom Objects, Custom Tabs, Force.com Eclipse Plug-in, SalesForce.com sandbox data load, Email Services, Security Controls, Sandbox data loading, HTML, Java Script, CSS, WSDL, SOAP, SSIS, ETL, AJAX, MVC Design Patterns

**HSBC Bank, Hyderabad, India May 2014 – Oct 2015**

**Salesforce Developer/Admin**

HSBC Bank provides high quality banking products and services like Consumer banking, corporate banking, investment banking, mortgage loans, credit cards, asset management and wealth management. Treasury Post Payment system is initiated by Financial Management Service for post-payment processing, handling massive amounts of data to store, analyze, convert and process seven years of Payments and Payee data. The different departments can access the post payments, individual and business data records of HSBC customers. This system also provides different kind of fraud analytics which helps in finding the fraud payments and the suspect list thereby saving lot of money to Deutsche customers.

**Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match functional needs.
* Worked in three different production instances within the organization, involved in various configuration and setup activities and in production support.
* Designed, and deployed Custom objects, Entity-Relationship data model, validation rules, Page layouts, Custom tabs, Components, VisualForce Pages to suit application needs.
* Designed and Developed user interfaces using HTML, CSS, JavaScript, JQuery and AJAX.
* Performed ETL into Oracle Data Warehouse using Informatica Mappings including transformations Aggregator, Joiner, Lookup (Connected & unconnected), Filter, Update Strategy, Stored Procedure, Router, Expression, SQL and Sorter.
* Exposure to various latest features of salesforce like Permission Sets to give user-specific permissions, content management, documents and libraries.
* Designed and implemented the solution by customizing various sales process standard objects like Leads, Contacts, Accounts, Opportunities, Cases and solutions of SalesForce.com (SFDC).
* Created workflows and tested mappings and workflows in development, test and production environment.
* Worked in Single sign-on, SAML settings to enable the user to login to various applications simultaneously.
* In charge of the deployment and complete setup in 3 production instances, used Eclipse and change set for deploying.
* Customized several Formula Fields, Validation Rules, Tasks, Workflow rules, Triggers, Apex classes to achieve the complex business functionality.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation rules and formula fields to the custom objects.

**ENVIRONMENT:** Saleforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, **Cast Iron**, Security Controls, Eclipse IDE Plug-in, Windows XP.