ASHUTOSH ARORA

Senior Salesforce Developer

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📍 India

SUMMARY

4 years of experience working as a Salesforce Developer/Consultant on a variety of complex implementations. Experienced working with Salesforce configurations and customizations which include Lightning Web Components, Apex Controllers, Apex Triggers, Batch Apex, Visualforce, SOQL and Web Services.

Also experience working on Salesforce Marketing Cloud / Exacttarget implementations.

Experience working on client projects for **Amazon, 21st Century Fox, HPE, ZS Associates**, etc.

EXPERIENCE

Nagarro Inc.

📅 **02/2020 – Present**

ZS Associates

- Involved in the entire requirement gathering / analysis phase wherein we conducted a 2-week workshop to understand the existing system and get expectations from the system to be developed. Involved in discussions around data model.
- Developed multiple lightning web components, apex controllers, apex triggers, etc.

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Deloitte India (Offices of the U.S)

📅 **09/2016 – 01/2020**

Amazon L&D
- Developed complex lightning web components and wrote custom apex controllers for back-end logic.
- Implemented inbound integration from HARTFORD to salesforce using REST API.

Global Theatrical System (21st Century Fox)
- Developed custom UI pages using Angular.js and apex controllers.
- POC's for transition from Salesforce Classic to Lightning Web Components.
- Performed configuration setup including custom metadata creation.

Home Entertainment Platform(21CF)
- Wrote multiple apex controllers and built UI using Angular.js.
- Wrote complex custom validations using angular.js for better user experience.
- Did configurations and security setup.

Fox DCG & FOX Data Migration
- Implemented Salesforce marketing cloud as an email marketing solution.
- Created Unsubscribe Pages, Subscription Center, Triggered Emails, Journeys, Automations and Data Extension setup.

CERTIFICATIONS

🏅 **Salesforce Certified Platform Developer I**

🏅 **Salesforce Certified Administrator (ADM 201)**

🏅 **Salesforce Certified Marketing Cloud Email Specialist**

ACHIEVEMENTS

- Received 3 Applause awards and 1 spot award for my performance on client projects.
- Amongst first few people in Deloitte to get Marketing Cloud Certified and help client with salesforce marketing cloud implementation.
- Successfully conducted practice-wide lightning web components training sessions at my current organization.

SKILLS

Salesforce Development | Apex Programming

Lightning Web Components | AngularJS

Salesforce Lightning | JavaScript

Visualforce | HTML/CSS | Web Services

Salesforce Marketing Cloud | SOQL

EDUCATION

Bachelor of Computer Applications
Vivekananda Institute of Technology – GGSIPU
📅 08/2013 - 07/2016
First Division with Distinction

Master of Computer Applications
IGNOU
📅 08/2017 - 10/2020 (tentative)