

S.O.Satish
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Professional Summary:

- Highly motivated, result oriented professional with over 4+ years of IT experience
- Proficient at analyzing business requirements, creating technical designs, development, administration, testing, post-implementation support and maintenance.
- All aspects of Salesforce Application development including, Salesforce CRM, Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce Marketing Cloud, Salesforce Community Cloud and Salesforce Commerce Cloud.
- Expertise in Custom Object Design, Workflows and Approval Processes, APEX Triggers and Classes Development and Deployment, Visualforce Page, Extension and Controller Development.
- Expertise in Lightning Conversion and Component Development, Web Services and API integrations.
- Worked in various industries to design and implement Salesforce.com solutions for all applications.
- Comprehensive knowledge of day-to-day Salesforce management, data processes and security, and the ability to address complex business processes with reliable solutions.
- Maintain and customize the **Salesforce implementation** to ensure cross-functional business requirements are met.
- Experience on various **Salesforce configurations/customizations** as listed but not limited to: **record types, page layouts, workflows, approval processes, process builders, flows, email alerts, validation rules, sharing rules, custom settings, permission sets, picklist values, field level security, profiles, roles, managing users, licenses, login and password regulations.**
- Perform **development, testing, implementation, documentation** and updating as it relates to the Salesforce and system administration.
- Developed, launched and managed in-depth dashboards and reports for all team functions on both management and individual levels.
- Implemented Lead Management (Web-to-Lead, assignment, auto-response rules) and Case Management (assignment, escalation, auto-response rules and Email-to-case).
- Experience in data migration and integration using Apex data loader.
- Development experience with programming languages such as **SQL, JavaScript, HTML, Java, Visual Force** and **Apex**. Strong working experience in Agile Environment with daily Scrum.
- Strong knowledge of **Sales, Service and Marketing clouds.**
- Experience working with Salesforce sandbox and production environments in creating, moving, validating and deploying change sets from one environment to the other.
- Proficient in integrating Salesforce.com with outlook and downstream systems such as data warehouse.
- Extensive experience with various Salesforce deployment methodologies including Change sets, Force.com Plug-in environment, Ant Migration tool kit and Eclipse.
- Provided user support for **1200+ Salesforce users.**
- Trained & supported end users with respect to their use of the Salesforce application.
- Skillful in managing projects ensuring timely completion within deadlines with excellent communication & interpersonal skills.
- Excellent analytical, de-bugging and documentation skills.

EXPERIENCE:

Quantity Business Solutions Pvt Ltd., (Nov 2021- Current)

Client: Nucleus Commercial Finance

Salesforce Developer

Responsibilities:

- **Designed and implemented Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce Marketing Cloud, Salesforce Community Cloud and Salesforce Commerce Cloud application including external integrations.**
- **Customized Salesforce CRM pages. Developed visual force pages and Apex classes using salesforce design patterns to implement business logic using data collections like List, Set and Map.**
- **Writing SOQL queries and DML queries to retrieve data in to visual force pages and then format in the Salesforce tabs and screens. Installed and Configured Appttus CPQ.**
- **Performed Salesforce Marketing Cloud initiatives including: Developing and Maintaining large volumes of deadline-driven email campaigns and assets Management of email channel calendar and Direct Mail. Reporting on email campaigns (status and outcomes) for various stakeholders. Crossdepartmental collaboration on major projects and new initiatives. Effectively communicate between technical, operational and strategy groups.**
- **Created many Data extensions to accommodate custom scenarios. Congured and designed journey's using journey Builder. Automated the import, extract and Query activity using Automation Studio. Used Dynamic content for subject lines.**
- **Daily administration and support of Salesforce applications including user setups, profiles, roles, customization of objects, fields, record types, page layouts and validation rules.**
- **Worked closely with CRM analysts to perform detailed analysis of business requirements and designed the solution by customizing the Salesforce implementation to ensure cross-functional business requirements are met.**
- **Managed functional day-to-day operations of salesforce.com and Served as a point of contact for Marketing and Sales to provide maintenance, configuration, reporting, and training.**
- **Created Workflow rules and defined related tasks, email alerts, field updates to implement business logic.**
- **Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.**
- **Used field level security along with page layouts to manage access to certain fields.**
- **Imported data from excel sheets in to Leads, Accounts and Contacts using Data Loader and Import Wizard. Used Force.com developer toolkit including Apex Classes and Visualforce pages to develop custom business logic.**
- **Created custom Reports based on business need and associated them to Dashboard.**
- **Developed Formulas and Validation rules to maintain the quality of the data.**
- **Created and customized record types, managed role hierarchy and profiles.**
- **Implemented Agile Methodologies, Test Driven Development (TDD) with continuous builds and controlling iterative and incremental projects. Supported ongoing API integrations.**
- **Worked with management and end-users to create and manage complex workflow rules, data validation, triggers, and visualforce pages.**
- **Proactively assess Salesforce releases to prepare for changes and leverage new features being introduced. Provided overall coordination of release activities including configuration and code migrations, issue escalation and resolution.**
- **Involved in release management i.e. manage the software testing process, which includes devising test plans, creating test cases, establishing protocols and appropriate testing environments and coordinating actual software testing.**

- Keeping abreast of new Salesforce features and functionality and providing recommendations for process improvements.
- Created and maintained documentation on processes, policies, application configuration and help create related materials for users as the application evolves.
- Resolved all technical issues experienced by end-users across all levels of the organization with clear communication and demonstrated customer service.

Environment: Salesforce.com 36.0, Apex Data Loader, Visualforce, Reports, Dashboards, Security Controls, SOQL, Sandbox, Eclipse IDE Plug-in, Custom Objects, Apex Classes/Controllers, Lightning UI, Salesforce.com platform, Agile, Workflow Alerts, Approvals, Validation Rules, Sharing rules, Reports, Standard & Custom Objects, Tabs, Email Templates, Roles, Profiles, HTML, Force.com IDE, Selenium tests.

Genpact India Pvt Ltd., (March 2018 – Nov 2021)

Salesforce Administrator

Responsibilities:

- Created data integration rules and duplicate rules for better data management.
- Involved in writing Test Classes to test apex classes developed during the development process.
- Created workflow rules and defined related tasks, Email alerts, and field updates.
- Worked on writing Apex Classes (Schema Programming) to retrieve Salesforce standard object properties which are used to implement additional functionality.
- Worked on Salesforce Lightning framework, App builder and communities.
- Worked on UI/UX of the application by translating design from mockups to HTML/CSS.
- Created Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
- Managed day-to-day demands of resolving production issues, user training, security, user setup, building reports and dashboards.
- Partnered with the business users to solicit business requirements, prototype solutions, lead the implementation team to deliver functionality, assist with testing and training.
- Responsible for administration, configuration, solution design, development, unit testing, training and maintenance of the Salesforce application.
- Supported the Sales Operations team with ongoing maintenance such as setting up new hires with leads and managing lead ownership.
- Collaborate with extended teams to manage and resolve end user inquiries, issues and training needs.
- Keeping application users informed about system functionality and enhancements.
- Assess the potential implications of a custom solution to the downstream systems and collaborate with extended teams to design a comprehensive solution.
- Executed configuration changes and performed mass data imports/updates using Data Loader.
- Researched, installed and supported third-party products from **SFDC AppExchange** as required by the business.
- Assisted with migration from older systems into Salesforce.com and imported data as appropriate.
- Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components to suit the needs of the application.
- Data management and administration of Communities Portal, Accounts, Contacts, Opportunities, Cases, Custom Objects.
- Managed the software testing process, which includes devising test plans, creating test cases, establishing protocols and appropriate testing environments and coordinating actual testing.

- Coordinated release activities for all phases of delivery including but not limited to review of roadmap priorities, release scope, test planning, UAT signoff and production readiness.
- Managed environment refresh schedules, execution of refreshes and post refresh activities.
- Resolved all support requests submitted by users in accordance with agreed upon service level agreements. Supported and trained both new and current end-users in Salesforce.

Environment: Salesforce.com 29.0, Apex Language, Lightning Component , Visualforce (Pages, Component & Controllers), Salesforce.com Data Loader, Workflow, SOSL, SOQL, HTML, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

Educational: Graduate from Acharya Nagarjuna University 68%.

Declaration:

I hereby confirm that the above furnished details/information are true to the best of my knowledge.