**SMITHA**

901 Gatewood Drive, Enfield, CT - 06082

Phone: 630-596-5858

# SUMMARY

Seasoned Software Professional with over 14 years of experience specializing in CRM.

Over 8 years of experience in Salesforce CRM - Sales , Service and Marketing Cloud

Hands on experience in **Salesforce Development/Administrator and Quality Engineering**

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**CERTIFICATIONS**

* Salesforce CertifiedAdministrator
* Salesforce Certified AdvancedAdministrator
* Salesforce Certified Platform App Builder
* Salesforce Certified Platform Developer1

**SKILLS**

* SFDC Platform : Have good understanding of CRM processes in Data Model & Security, VisualForce Pages, Declarative Process Automation - Process Builder/Flows, Approval Process, Escalation Rules, Queues and Assignment Rules, Email Services, Data Import wizard/Data Loader, Apex Classes/Triggers, Lightning Aura Components,
* CRM Products - S**ales/ Service/Marketing Cloud/Pardot, nCino ,CPQ, Siebel Call Center**
* Query languages/ETL Tool: SQL, SOQL/SOSL, Workbench, Teradata, Informatica, Vertica.
* SDLC Model/ Project Management: Waterfall, Agile , DevOps (Azure DevOps), JIRA, Confluence
* Web Components - **HTML, CSS , JavaScript**
* Quality Engineering: Manual / Automation(Selenium/TestNG) Testing, API testing, Data testing
* Experience in SFDC implementation for multiple industries extensively in **Insurance / Banking and Pharmaceutical**

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# EXPERIENCE

**Kforce Inc *Jan 2020 - Current***

Client: Farm Credit, Agawam MA

# Salesforce Developer

* + Analyze and review business requirements and propose/design feasible technical solutions
  + Design and Develop custom functionality using Salesforce declarative automation process and Apex programming in Salesforce lightning and nCino Managed package.
  + Responsible for troubleshooting / fixing production defects and act quickly on critical defects.
  + Manage user accounts, setup profiles & permission sets and user roles
  + Created complex data model, custom fields , data security model , validation rules
  + Build custom views/pages - lightning Flexi pages, VF pages, lightning components and applications
  + Setup automation process for Sales and Loan management features using Flows, Process Builder, Approval process , Email Notification
  + Manage/Configure quotes with Salesforce CPQ
  + Assess the impact of new requirements on Salesforce and all upstream and downstream application.
  + Build Code Deployment package using VSCode ForceCode/SalesforceDX in Azure DevOps CI-CD
  + Work effectively with key business stakeholders to identify / review and evaluate complex business and technical , provide design feasibility and review design and coding best practices.

**COGNIZANT TECHNOLOGY SOLUTIONS,India&US. *Sep 2010- Jan 2020***

Clients: MassMutual Financial Advisors , Voya Financial, Abbive Pharmaceuticals

# Salesforce Developer/Administrator

* Responsible for day-to-day configuration, support, maintaining Salesforce platform
* Worked across various SFDC implementations on Sales / Service / Marketing Cloud
* Automated new user setup/user details update / Inactivating users in salesforce using Salesforce declarative automation tools using Process Builder and Flows
* Created custom Sales and Marketing functionality - Leads generation and assignment, Email notification and lead transfer and conversion using declarative tools, Apex class /Triggers
* Created queues / public groups for leads loaded from multiple channel and configured assignment rules to enable leads routing to the marketing members.
* Configure outbound marketing campaign with direct mail and email programs.
* Develop / Configure Marketing Cloud - automated Journey and Email templates.
* Created complex case assignment/escalation rules for cases loaded through web and emails
* Created new data model using various object relationships / custom fields / validation rules
* Create custom Reports and Dashboards of key metrics for multiple user groups.
* Establish and implement best practices with regards to system maintenance, configuration, development, testing, data integrity
* Deployment experience using Change sets and Copado Release management tools.
* Create new sandbox and refresh sandbox, perform post release activities - Data loads, manual steps - one time update, Data Clean ups
* Train new users, demo new functionality to the business owners and team members
* Create documentation on Design and Development for teams training and knowledge transfer.

# Sr. Consultant CRM

* Led end-to-end testing efforts and Test Management for multiple CRM implementation projects (Siebel, Salesforce) in Insurance, Health Care, and e-Commercedomain.
* Perform different levels of software testing and test management by applying industrystandard QA principals, QA process, Use Cases in Waterfall, Agile Scrum, created program level test strategy and test plan documents
* Setup Automating Testing framework using Selenium WebDriver with TestNG framework.
* Planning, deploying and managing the testing effort for any given engagement.
* Participate in interviews,Induction and training QA teams
* Offshore/Onshore test coordination.

**IBM India Private Limited, IndiaTest Specialist *Aug 2006 to Aug 2010***

* Worked collaboratively with QA,Development and Business Groups for QA efforts
* Perform functional / regression testing of CRM applications - Siebel/ Salesforce
* Develop and maintain overall test methodology and strategy, document test plan, test cases , test results and analyze test requirements

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# EDUCATION

Bachelor of Engineering: Information Science (*2004)* Visvesvaraya Technological University, Karnataka, India