**SUDHA VIJAYAN**

Salesforce Developer

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**PROFILE SUMMARY**

* Having 10 Years of IT experience with strong experience in Salesforce, Development, communities, lightning component development, lightning locker services, classic to lightning migration and deployment of application using Force.com, Apex, Visual force and Cloud Computing based Sales force CRM, customization and development and 4 years in Java/J2EE.
* Proven expertise in Financial Services Cloud, with a deep understanding of core features and functionalities to drive business solutions.
* Adept at designing, developing, and implementing custom Salesforce applications to meet complex business requirements.
* Extensive experience integrating Salesforce with external systems using APIs and middleware technologies for seamless data flow.
* Proven experience in managing SFMC environments, configuring and maintaining marketing campaigns, and utilizing SQL for reporting and data manipulation. Salesforce Marketing Cloud certification is a plus.
* Proficient in translating business requirements into detailed technical specifications for Salesforce development projects.
* Skilled in configuring Salesforce applications to optimize performance and usability.
* Strong ability to create and maintain Apex classes and triggers to automate business processes.
* Experienced in developing responsive Visualforce pages and custom Lightning components to enhance the user experience.
* Expertise in building scalable and secure Salesforce solutions to meet organizational needs.
* Demonstrated success in troubleshooting and resolving technical issues to ensure ongoing support and maintenance of Salesforce applications.
* Strong collaboration skills, working closely with business analysts, architects, and quality assurance teams to ensure project success.
* Hands-on experience leading the technical delivery of Salesforce projects, from initial requirements gathering to final deployment.
* Committed to staying current with the latest Salesforce technologies and incorporating best practices into development projects.
* Extensive experience in designing and implementing complex Salesforce integrations, improving system interoperability and performance.
* Proven ability to work independently on development tasks while contributing to the success of project teams.
* Strong analytical and problem-solving skills, with a focus on delivering high-quality Salesforce solutions.
* Experienced in providing post-implementation support and resolving any user or system issues.
* Adept at ensuring Salesforce applications adhere to industry best practices and security standards.
* Successful track record of delivering Salesforce projects that meet business objectives and improve operational efficiency.
* Effective communicator, capable of translating technical details into business insights and collaborating across departments to achieve project goals.

**EDUCATION**

* Bachelor of Engineering in Computer Science and Engineering from Anna University Chennai, India.

**CERTIFICATIONS**

* Certified Salesforce Platform Developer-1
* Certified Salesforce Administrator

**TECHNICAL SKILLS**

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| **CRM Applications** | SalesForce.com, Force.com, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/ Component, s-Control, Apex Web Services, Partner WSDL & Enterprise WSDL, Work Flow and Approvals, Dashboard, Analytic Snapshots. |
| **Salesforce Tools** | Force.com IDE (Eclipse), AJAX Tool Kit, Force.com API tools (Data Loader), Force.com Explorer, Force.com Platform |
| **Operating Systems** | Windows 7/8/VISTA/ Window Server 2008/Windows Server 2012, UNIX, Linux |
| **Languages Known** | Apex, C/C++, Java, HTML, XML, CSS, AJAX |
| **Web Technologies** | HTML, XML, CSS, JSP, JavaScript, WSDL, SOAP |
| Web Servers | IBM WebSphere 4.x/5.x, Apache Web Server, Tomcat 6.x |
| **Methodology** | Agile, Waterfall |
| **Databases** | Force.com DB MySQL, Oracle 8i/9i/10g/11g, Microsoft SQL Server 2000/2005/ 2008, DB2, Java DB, basic Distributed Database technology-Hadoop, Talent |

**PROFESSIONAL SUMMARY**

**Salesforce Developer**

**eBay, San Jose, CA**

**Oct 2023 to Till Date**

* Analyzed business requirements and translated them into technical specifications for Salesforce development within Financial Services Cloud.
* Designed and developed custom Salesforce applications using Apex classes and triggers, ensuring high performance and scalability.
* Created Visualforce pages and Lightning components to enhance user experience and streamline business workflows.
* Integrated Salesforce with external financial systems using APIs and middleware technologies to improve data consistency and flow.
* Collaborated with project teams, including business analysts, architects, and QA teams, to ensure the timely and successful delivery of Salesforce projects.
* Configured and customized Financial Services Cloud to optimize business operations and meet specific client needs.
* Provided ongoing maintenance and support for the Financial Services Cloud implementation, troubleshooting and resolving any issues.
* Developed custom reports and dashboards for stakeholders, improving visibility into business performance.
* Ensured the security and compliance of Salesforce applications by following industry best practices and Salesforce guidelines.
* Configured and maintained Salesforce Marketing Cloud environments, managing marketing campaigns and utilizing SQL for data manipulation and reporting.
* Developed and deployed Apex Classes and Triggers to enhance Salesforce functionalities.
* Implemented SFMC platform technology for data integration, API manipulation, and frontend development with JavaScript, HTML, and CSS.
* Utilized Copado for deployment processes and SVN/Git for version control.
* Created and managed custom reports and dashboards within Salesforce Sales Cloud and Marketing Cloud.
* Automated complex business processes using Salesforce Flow and Process Builder, reducing manual effort and increasing efficiency.
* Designed and implemented data migration strategies for migrating legacy data into Salesforce, ensuring data accuracy and integrity.
* Integrated Salesforce with third-party services, including accounting, billing, and ERP systems, to enable seamless data synchronization.
* Participated in regular sprint planning, daily stand-ups, and retrospective meetings as part of the Agile project management process.
* Conducted code reviews and peer reviews to maintain high-quality code and adhere to best practices.
* Collaborated with the testing team to ensure all developed features were thoroughly tested and met business requirements.
* Provided training and support to end-users, enhancing their understanding and usage of the Salesforce system.
* Developed unit tests for custom code to ensure robust, bug-free functionality in Salesforce applications.
* Created comprehensive technical documentation for all developed components, ensuring maintainability and knowledge transfer.
* Participated in Salesforce release management, ensuring new features and updates were successfully deployed without disrupting business operations.
* Stayed up-to-date with the latest Salesforce innovations, including new features in Financial Services Cloud, Apex, Visualforce, and Lightning components, and applied them to improve solutions.
* **Environment:** Salesforce.com platform, Workflow and Approvals, Copado, Reports, Custom Objects, Tabs, Reports, Dashboards, Email Services, Apex Language, Visualforce Pages, Components and Controller, Data Loader, Apex classes, Apex triggers, JavaScript.

**Salesforce Developer**

**West Coast University, Irvine, CA**

**Aug 2022 to Sep 2023**

* Analyzed the business requirements of a financial services firm and translated them into technical solutions using Salesforce.
* Designed, developed, and implemented custom Salesforce applications with a focus on Apex classes, triggers, and Visualforce pages.
* Developed custom Lightning components to enhance the client’s user interface and improve user interactions with the system.
* Integrated Salesforce with external financial applications using REST and SOAP APIs to ensure seamless data exchange.
* Provided ongoing maintenance and support for Salesforce applications, troubleshooting performance issues, and resolving bugs.
* Administered Salesforce Marketing Cloud, including setup and configuration of marketing campaigns, and executed SQL scripting for data analysis.
* Customized Salesforce Sales Cloud and Service Cloud to meet business requirements, including creating custom objects, fields, and workflows.
* Developed and maintained Visualforce pages and Lightning components for enhanced user experience.
* Implemented and supported Field Service Lightning (FSL) and integrated various third-party applications.
* Worked with Jitterbit Data Loader and other tools for data migration and integration.
* Customized Financial Services Cloud to streamline client management, account tracking, and service delivery processes.
* Collaborated with cross-functional teams to ensure the smooth execution of Salesforce development projects.
* Developed automation scripts using Process Builder and Flow to automate complex business processes.
* Conducted data analysis and migration, ensuring that all data was accurately moved into Salesforce with minimal disruption.
* Participated in system design sessions to ensure alignment between business requirements and Salesforce capabilities.
* Integrated third-party services with Salesforce to extend functionality, including integration with financial planning tools.
* Developed detailed reports and dashboards for senior management, allowing better decision-making based on real-time data.
* Worked closely with QA teams to define test cases and scenarios for Salesforce applications.
* Ensured compliance with financial regulations by implementing security features and auditing capabilities within Salesforce.
* Developed API integrations for connecting Salesforce to internal databases and third-party services, improving operational efficiency.
* Conducted peer code reviews and maintained coding standards throughout the project lifecycle.
* Supported Salesforce upgrades and managed change requests for new features and functionality.
* Trained end-users on new features and functionality to maximize the usage and benefits of Salesforce.
* Participated in Salesforce knowledge-sharing sessions to stay informed of best practices and new developments within the platform.
* Worked on performance tuning of Salesforce applications to ensure quick response times and improved user experience.

**Environment**: Saleforce.com platform, Lighting, Sales cloud, Service cloud, Field Service Lightning (FSL), Apex Language, Visual force (Pages, Component & Controllers), JavaScript, Apex Data Loader, Sandbox, Eclipse IDE Plug-in, Windows XP, HTML, Jitter bit, Agile.

**Salesforce Lightning Developer**

**Sony, CA**

**July 2020 TO July 2022**

* Development, implementation, and update focusing on Sales cloud and Service cloud.
* Implementation of Apex Triggers, Apex Class for automation of the business process on Account,
* Contact, Opportunity and Custom Objects.
* Performed the role of Salesforce developer, lightning developer and interacted with various business user groups for gathering the requirements for salesforce.com, Lightning and CRM implementation.
* Implementation of Batch Classes, Scheduled Classes as part of the Business Requirement.
* Wrote an Apex Trigger on Contact for cross-object field update for reporting purposes.
* Experience in Force.com Apex Classes, Apex triggers Integration, Visual force and Force.com API. Development using custom lightning web components (Aura and LWC).
* Created Lightning web components (LWC) and apps combining Lightning Design system, Lightning App Builder and Lightning Component features.
* Implemented Salesforce Lightning web components (LWC) for small set of users within the organization, developed Lightning components and server-side controllers to meet the business requirements.
* Migrating existing Aura Components and Visual force page to lightning web components (LWC) to improve
* Enhanced Apex Class and Visual Force Page to create a custom Related List, showing activities for selected contacts or clients.
* Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API.
* Enhanced in Communities by adding new fields, field sets using Salesforce Lightning.
* Gained basic knowledge on Lightning App Builder to develop apps visually, without code using Custom-Built Lightning Components.
* Implemented Apttus CPQ to create quote, quote line items after submitting quote creating Sales orders.
* Implemented custom functionality on Apttus CPQ like uploading charges, charge line items, Offers and offer line items.
* Closely worked with Salesforce.com consultants to implement the business solutions for their client requirements, using APPTUS CPQ within the exclusively developed framework.
* Experience in configuring price quote (CPQ) with Apttus.
* Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
* Customized Marketing Cloud Objects and Scheduled and managed marketing email sends with Salesforce Marketing Cloud.
* Developed Lightning App Builder can help you build responsive apps that display on any device, as well as custom pages for Lightning Experience.
* Used SOQL &amp; SOSL for data manipulation needs of the application using platform database objects.
* Worked on different Sandboxes for development &amp; testing; Involved in migrating the code to production instance in installments using Change Set.
* Involved in Test configuration Apttus within Sandbox environments to ensure that once users are granted access, all the aspects are fully functional.
* Configured Chatter to track emails from Outlook to Salesforce by following a user.
* Responsible for weekly and monthly Data Export, updates, and backup for the organization.
* Used Apex Data Loader to Insert, Update and Import data from Microsoft Excel into Salesforce.com.

**Environment:** Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Tabs, Reports, Dashboards, Email Services, Apex Language, Visualforce Pages, Components and Controller, Data Loader, Apex classes, Apex triggers, JavaScript.

**Salesforce Developer**

**BestBuy, MN.**

**Dec 2018 – June 2020**

* Participated in the design, development, and the deployment of the Custom Apps, Custom objects, Custom Fields, Custom buttons, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes to suit to the needs of the application.
* Attended daily meetings, weekly scrum meetings and sprint review meetings.
* Developed Apex Classes, Apex Triggers, Workflows and Approval Processes for various functional needs in the application.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Strong understanding of Salesforce standard objects and Apttus CPQ application.
* Configure in Salesforce.com CRM to facilitate Apttus implementation.
* Worked on Apttus CPQ, LDAP and Integration with Share point.
* Familiar with Apttus admin settings, Apttus custom settings and DocuSign settings.
* Experience in CPQ Merge Service, Configuration and Pricing APIs (Apttus customization).
* Experience in configure price quote (CPQ) app such as Apttus.
* Involved in end to end testing and configuration enhancements for the CPQ and CLM functionalities.
* Created integration with Apttus CPQ and CLM applications and automating processes on Salesforce platform.
* Involved in data cleanup and mapping in data migration project.
* Worked on Sales and Service Cloud communities sharing business process extend them across offices and departments, and outward to customers and partners.
* Maintained data cleanliness and accuracy by adding various Custom validation rules and Custom formulas.
* Created Profiles, Roles and Permission Sets for all the users in the organization.
* Worked with Data Loader to update, insert and delete records using excel sheets as a part of the data migration.
* Worked on Data cleaning with excel sheets to avoid duplicate records using External ID.
* Used the Sandbox for testing the developed App after migrating some test data from client application.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
* Created reports in various formats (summary, matrix, tabular and joined) and folders to assist managers to better utilize Salesforce platform.
* Used drag and drop dashboard builder for building dashboards from various source types and Visualforce pages created.

**Environment**: Saleforce.com platform, Sales cloud, Service Cloud, Apex Language, Triggers, Apex, CPQ, Chatter, Data loader, Force.com API, Batch Apex Interface, Web Services, Email Services, Security Controls, Process builder

**Church and Dwight, Trenton, NJ.**

**Salesforce Developer**

**Aug 2017 – Nov 2018**

* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.
* Worked on **Salesforce Lightning (Lightning Design Systems, App Design and Lightning Components).**
* Involved for creating the Validation Rules, Workflow rules, Approval Process and Process Builder.
* Used Service Cloud to get the customer information together in an integrated platform that incorporates marketing, lead generation, sales, customer service and provides access to applications through the AppExchange.
* Developed component using **Lightning Aura Framework**.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Customized existing Visualforce to align with Salesforce new Lightning UI experience.
* Build lightning components, lightning apps, record pages, home pages and use events for dynamic use cases.
* Developed Custom objects, customizing tabs, Apex Triggers, Test classes for unit testing and code coverage.
* Managing dependencies, risks and planning for contingencies to ensure minimal effect on deliverables. Creation of Junction Objects, roll-up summary fields, cross object formulas, validation rules, dependent picklists, and complex page layouts.
* Implemented Salesforce Lightning Components for small set of users for customizing reports and dashboards.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Design, styling in lightning component and building custom lightning component using IDS & worked with cloud technology and on premise infrastructure integration for salesforce.com.
* Debugging and analyzing of apex code / generated exceptions using developer console to view debug logs, execute SOQL as well anonymous code and use checkpoints & to prepare documentation covering design, code, errors, and recovery procedures.
* Have managed the queue to provide prompt support to end users to resolve issues with salesforce and related applications & conducted weekly demos of new functionality for business stakeholders.
* Maintained system metrics & logs to track trends in usage & adoption, data quality, integrity, & app failures.
* Worked on migrating components using Force.com Ant migration tool, Change Sets, Flosum and Workbench from DEV to QA, SIT, UAT and production instances.

**Environment**: Salesforce.com, Salesforce Lightning Web Components, Steel Bricks CPQ, Apex Language, Visual Force, Workflow & Approvals, Reports, Lightning, Custom Objects, WSDL, Custom Tabs, Email Services, HTML5, CSS3, Controllers, Data Loader, JavaScript, SOAP, REST API, Eclipse IDE.

**AIG - Farmington, CT**

**Salesforce Administrator**

**June 2016 - July 2017**

* Ensure reporting is created and structured to inform Management on the performance of teams and the businesses
* Ensure reporting is created and structured to provider Management on the health of teams and the business
* Develop effective data management processes and data governance
* Performs routine Salesforce data management/cleanup tasks
* Manage all ongoing projects related to Service Cloud including interfacing with development and/or IT teams
* Create and maintain system documentation for fields, processes and workflows
* Create profiles and permissions documentation, governance framework, data mapping, and reporting and dashboard building
* Set up Time dependent tasks and field updates as actions for the respective workflows as required by the Business process.
* Set up partner portal where partners used Salesforce CRM to submit their deals for registration.
* Experience handling large databases with activities like Data Integration and Data Cleansing using Salesforce Data Loader, Data.com clean and Informatica Cloud.
* Imported data using Import Wizard, Apex Data Loader for obtaining Lead and Contacts information.
* Worked on Apex classes, controllers, controller extensions and developed triggers to make complex validations possible.
* Used sandbox mode for testing and migrated the code to the production instance in installments.
* Optimized the Service Cloud to measure the impact of new product releases, including whether they are increasing or decreasing the number of calls for support.
* Designed and developed User Interfaces for Sales Force users as per requirements.
* Created search layouts to organize fields, custom links, related lists, and other components on record pages.
* Enabled chatter feeds for sharing information within the Sales teams.

**Environment**: Saleforce.com platform, Apex Language, Visual force (Pages, Component & Controllers), JavaScript, Apex Data Loader, Sandbox, Eclipse IDE Plug-in, Windows XP, HTML.

**Java Developer**

**Calvin Technologies, Hyderabad, India**

**Jun 2010 TO Oct 2014**

* Involved in Java and J2EE Technologies includes Core-Java, Multi-threading, JDBC, Servlets, JSP.
* Responsible for Modification of existing applications to add new components and features emphasizing: maintainability, reliability, scalability and performance, Integration of Web Applications.
* Developing popular open source technologies and frameworks like Struts, ORM-Hibernate.
* Implemented Web Services Development using Apache-Axis.
* Good understanding of developing web services application using SOA architecture, Java/J2EE Design Patterns.
* Ability in testing the software with appropriate test cases.
* Analysis and preparation of System Requirement Document and Design documents.
* Discussions with clients on customizing existing product.
* Integration of new modules with existing application.
* Coding and Module Testing and end-to-end Application Testing.
* Developed the Code as per the requirements.
* Involved in developing the JSF / Richfaces pages.
* Handled different types of issues.
* Unit testing and integration testing of owned use cases.
* Tested WSDLs Using SoapUI.
* Development of Business logic using Seam Framework.
* Implementation of UTP Test cases.
* Responsible for writing Server side validation using JSF.
* Functional Testing and Bug fixing.

**Environment:** Java, JSF, Web sphere 5.2, WSAD 5.0, Teradata, JSP, Servlets Jax WS, SoapUI, UTP Test cases.