**Vinitha **

**Sr. Salesforce developer**

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**Professional Summary:**

* Over **7+ years of** IT experience with expertise in **Salesforce.com CRM platform**, including implementation, customization, and maintenance.
* Strong in stakeholder engagement, requirement gathering, and delivering tailored Salesforce solutions.
* Extensive work with **custom objects, fields, workflows, approval processes, validation rules, and Salesforce CPQ.**
* Proficient in **SDLC and Agile methodologies**, from requirement gathering to testing.
* Experience with **Force.com, Sales Cloud, Service Cloud, and Community Cloud.**
* Developed Community Portals and customized Salesforce using **Apex, Visualforce, REST, and SOAP integrations.**
* Skilled in creating **dashboards, custom reports, and handling security** settings like sharing rules and user access.
* Strong experience with Salesforce Lightning, including **Schema Builder, App Builder, and Lightning components.**
* Hands-on with data migration using **AppExchange Data Loader and Apex Data Loader.**
* Expertise in **Salesforce development, including Apex Classes, Triggers, Controllers, and test coverage**.
* Knowledgeable in **SOQL, SOSL, and Salesforce Classic/Lightning components.**
* Proficient in deploying applications using **Force.com IDE and Change Sets.**
* Strong understanding of **CRM customization, sales automation, and customer service processes.**
* Experience with **CI/CD, DevOps,** and security measures **like OAuth and JWT for API** integration.
* Familiar with **Java, HTML, CSS, JavaScript,** and web protocols such as **HTTP, SOAP, REST, and JSON.**
* Excellent team player with strong communication, quick learning abilities, and troubleshooting skills.

**Technical Skill:**

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| **Salesforce Technologies** | Salesforce CRM, Apex Language, Classes/Controllers, Lightning, Apex Triggers, SOQL, SOSL, Visualforce Pages / Components, Apex Web Services, Workflow & Approvals, Analytic Snapshots, WSAD, Web Services and JNDI |
| **Salesforce Tools** | Force.com Explorer, Force.com Data Loader, Cast Iron Systems, Force.com Excel Connector, Force.com Platform (Sandbox, and Production), SOAP API. |
| **Programming Languages** | Apex, C,C++,C#,ASP.Net, ADO.Net, Java, SQL, Java Script, HTML, XML, DOM, CSS, AJAX, Heritix, Apache Lucene |
| **Custom Integration** | Outbound Messages, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy. |
| **Operating Systems** | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003, Linux |
| **Databases** | MySQL, Oracle 11g/12c |
| **Salesforce IDE** | Eclipse, Microsoft Visio, Developer Console |

**Professional Experience:**

**Client: BOK Financial, Tulsa, OK Feb 2022 – Till Date**

**Role: Sr. SFDC Developer**

**Responsibilities:**

* Worked on development of **SFDC B-2-B** solutions using **Service Cloud** Infrastructure.
* Design, develop, and implement secure Salesforce applications with a focus on backend security architecture and design.
* Ensure that all backend code and data are secure and protected against unauthorized access, data leakage, and cyber threats by implementing security controls such as authentication, authorization, encryption, and monitoring.
* Designed, deployed the **Custom Apps, Custom objects, Custom Fields, Custom buttons, Page layouts, Custom tabs, Components** to suit the needs of the application.
* Created, maintained and enhanced workflows, approval processes and configurations within the Salesforce.com environment.
* Developed **APEX classes, Visualforce pages and APEX triggers** to develop the custom functionality as per the requirement. Worked with **Sales cloud, service cloud and marketing cloud**
* Created **Lightning Components** and used Salesforce **SLDS** to convert existing Visualforce pages to lightning components.
* Leveraged Vlocity to develop industry-specific cloud solutions, utilizing Omniscripts, DataRaptors, and Integration Procedures to optimize client workflows and increase operational efficiency.
* Developed reusable **UI** Components with Lightning Component Framework.
* Develop and customize Salesforce solutions using **Apex, Visualforce, and Lightning Web Components** to meet business requirements and enhance the functionality of Salesforce applications
* Configure and customize **Salesforce Omni Studio** to streamline and optimize **Omni channel** customer experiences across various channels, such as phone, email, chat, and social media.
* Executed multiple digital marketing campaigns using **Hub spot CMS** and Hub spot Marketing campaign workflows to drive engagement and conversion.
* Created new Lightning pages and built custom Salesforce1 Lightning apps for different business groups in the organization using Lightning App Builder.
* Worked on the **Marketing Cloud.** Created multiple projects to insert, retrieve and update the data from Marketing Cloud.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Utilize Omni Studio capabilities to design and configure agent scripts, screen pops, routing rules, and integration points, ensuring a seamless and personalized customer journey.
* Involved in migration from Salesforce Classic to Lightning Experience, with reports and dashboards automatically viewable and inheriting all permissions and sharing settings defined in Salesforce Classic.
* Leveraged **APEX** Controller to make a call for external requests to retrieve data from various API's and display them on to the component.
* Developed various Lightning Components, Events and Lightning Applications.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Design and develop custom solutions using the Salesforce platform with a focus on **Sales Cloud, Service Cloud, and Marketing Cloud.**
* Enhanced service cloud support with Email to Case, call center, Web to Case to enter generated cases to Case Object.
* Worked on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.**
* Created record types based on organization requirements and for the ease of business users.
* Maintained data cleanliness and accuracy by adding various custom validation rules and custom formulas.
* Defined lookup and master-detail relationships on the objects, established many to many relationships among objects.
* Led cloud migration projects involving **AWS, Azure, and Google Cloud,** managing data pipelines and ensuring smooth migrations.
* Responsible for setting up web service integrations, worked with Web Services (**REST API's).**
* Used **SOQL and SOSL** statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Used **Visual Studio** to develop the **classes and triggers.**

**Client: Academy Sports + Outdoors, Remote Sep 2020 – Jan 2022**

**Role: SFDC Developer**

**Responsibilities:**

* Managed ongoing enhancements and maintenance of the **Salesforce platform**, including user management, roles, profiles, sharing rules, and permission sets.
* Created custom objects and fields for **Leads, Marketing, Campaigns, Dashboards, Sales, and Accounts**.
* Experienced with data migration and updates using Data Loader and Workbench.
* Implemented custom settings to manage trigger activation/deactivation and track last runtime data.
* Worked on complex integrations and configurations using various protocols.
* Developed advanced workflows and process automation, migrating workflows and Process Builders to Flows without code, and worked on multiple sandbox environments.
* Ensured compliance with Salesforce best practices by writing optimized **Apex Classes and Triggers**, and developed Apex Batch and Schedule classes for bulk data updates.
* Handled integrations with external services like PayPal Pay flow gateway for online payments and VIN Audit using **APIs,** while managing date and time in Apex Batch class queries.
* Developed and optimized **SOQL, SOSL queries**, and designed Apex Classes, Triggers, and Visualforce pages. Built multiple Lightning Components with enhanced **UI using CSS** and design parameters.
* Enabled **Aura Framework** with Attributes and Handlers, focusing on logic and interactions in Lightning applications.
* Leveraged Vlocity to develop industry-specific cloud solutions, utilizing Omniscripts, DataRaptors, and Integration Procedures to optimize client workflows and increase operational efficiency.
* Implemented Salesforce Service Cloud, Sales Cloud, and Vlocity Insurance to drive customer service improvements and streamline business operations.
* Applied Vlocity tools to design guided workflows and industry-specific processes, reducing client interaction times
* Designed and implemented data integration solutions using Informatica IDMC for streamlined workflows.
* Deployed Salesforce code using **GitLab and Jenkins**, handling logic and interactions in Lightning applications.
* Automated the renewal process on opportunities using Flows, gathering client requirements, and working on Lightning Web Components.
* Designed and developed Lightning Community Builder and created custom components using Aura.
* Developed Apex Extensions to customize standard buttons **on Lead, Account, Contact**, and Opportunity objects.
* Integrated **IDMC** with cloud storage solutions for scalable data management.
* Retrieved and displayed third-party API data within Lightning components.
* Debugged Apex scripts using Debug Logs, ensuring adherence to Governor Limits, and deployed code using Change Sets.
* Maintained up-to-date knowledge of Salesforce features, including Process Builder, Flows, and new releases.
* Utilized cloud-native tools for secure data transfer and performed data migration from Classic to Lightning in Service Cloud.
* Implemented Single Sign-On **(SSO**) and Multi-Factor Authentication (**MFA**) using Duo Mobile and resolved related sandbox issues.
* Developed Salesforce1 Mobile Apps using Lightning components and Agile methodologies.
* Conducted cloud re-architecture, refactoring monolithic applications into micro services for cloud compatibility.
* Led Mule Soft integration projects and trained teams on best practices for cloud migrations and integrations.
* Utilized **SOQL and SOSL** for data manipulation, and managed data migration using Apex Data Loader.
* Involved in bulk data updates, field deletions, and general data cleanup using Data Loader and Workbench.

**Client: Shelter Insurance, Columbia, MO April 2019 – Aug 2020**

**Role: SFDC Developer**

**Responsibilities:**

* Implemented the Salesforce Development Cycle for **Sales Cloud, Service Cloud, and AppExchange** apps, upgrading from Classic to Lightning for enhanced UI and functionality.
* Involved in all **SDLC phases**, including requirements gathering, design, and development, focusing on the Lightning Component framework.
* Developed Customer Community Portal and **custom UI** for user registration and login. Configured Salesforce Digital Channel (**Live Agent)** and set up Knowledge/Articles for internal and external users.
* Architected hybrid cloud solutions and ensured connectivity during on-premises to cloud migration.
* Created Lightning Components for proof of concept and integrated Salesforce with Informatica for data management.
* Developed custom **Apex Triggers, Apex Classes, and automated business** processes using Lightning Process Builder.
* Led Mule Soft integration projects, building reusable APIs and micro services for enterprise integration.
* Deployed data catalogs within **IDMC** to enhance data governance, and used **MuleSoft’s Data Weave** to integrate systems.
* Used **Change Sets, Source Tree, ANT, and Data Loader** for deployments and backups.
* Integrated APIs and web services to extract data from **BizTalk** and displayed it in Salesforce using **REST** services. Conducted performance tuning and data governance practices, ensuring compliance with standards like **GDPR and HIPAA.**
* Developed Lightning Web Components **(LWC)** for custom loan processes and used Apex to retrieve external API data.
* Managed Web-to-Lead, Web-to-Case, and case assignment/escalation rules.
* Developed and deployed custom objects, tabs, validation rules, workflows, and Visualforce pages.
* Used GIT and Bit bucket for version control, leveraging JIRA, ALM, and Rally for project management.
* Set up **Service Cloud Console**, Web-to-Case, Email-to-Case, and CTI interfaces, and managed daily code check-ins.
* Handled post-migration tuning, scaling, and cost optimization of cloud resources.
* Created and deployed **Lightning Components**, **CSS enhancements, and Apex classes** from Sandbox to production.
* Designed the Salesforce Service Cloud console for improved productivity, leveraging dashboards and customized layouts.
* Managed Salesforce environments, packages, and final implementation across sandboxes and production.

**Incessant Technologies, India Oct 2017 – May 2018**

**Role: Salesforce Developer / Admin**

**Responsibilities:**

* Created custom objects and fields for Leads, Marketing, Campaigns, Dashboards, Sales, and Accounts.
* Developed templates, approval processes, and role hierarchies, and automated processes with approval actions.
* Implemented Case Management Automation with support processes, record types, assignment, and escalation rules.
* Managed Salesforce user profiles, roles, permission sets, and app exchange package upgrades.
* Developed **Apex Classes, Controllers, and Triggers** for functional needs.
* Used Agile methodologies, including **JIRA,** to manage workflows, Sprint Planning, and develop custom solutions for service console channels like **Live Agent, Omni-Channel, Email-to-Case, and Web-to-Case**.
* Created Lightning Web Components with CSS and design parameters, using Apex Controllers to retrieve and display external data.
* Integrated Qualtrics with Salesforce to trigger customer surveys and collect feedback for performance improvements.
* Implemented Salesforce Survey Force for guest surveys and built related reports and dashboards.
* Built and embedded Lightning Components into Visualforce Pages, working with the Aura framework.
* Generated API stubs from **Swagger specs** using **Node JS** scripts for developer use.
* Optimized JavaScript controllers in the Lightning framework by adding reusable functions and worked with record types for different page layouts.
* Developed both synchronous and asynchronous Apex classes, integrated with external sources, and updated Visualforce and **Aura components**.
* Used **GitLab** and **Salesforce DX** for code management, deployment, and development with **scratch orgs.**
* Created reports and dashboards to track opportunities and campaign performance for management.
* Managed customizations and deployments across environments using **Force.com** IDE.
* Collaborated with Operations Manager and users to define business requirements and provide administrative support in **Salesforce CRM.**

**Sagar soft India Limited, India Jun 2016 – Sep 2017**

**Role: SFDC Admin/Developer**

**Responsibilities:**

* Designed and developed custom objects, validation rules, page layouts, custom tabs, and components.
* Performed data migrations using **Data Loader** and migrated Salesforce from Classic to Lightning.
* Managed login restrictions, password resets, and public access settings for sites.
* Configured restricted login hours and IP ranges for profiles.
* Worked with standard Salesforce objects like **Campaigns, Leads, Accounts, Contacts, Opportunities, Cases, Reports, and Dashboards, and created workflow rules and approvals for lead processes**.
* Developed custom objects, **Apex triggers, Apex classes, and Visualforce pages** for a gated community client.
* Created email templates and inbound emails using Visualforce.
* Ensured data accuracy with custom validation rules, formulas, reports, and dashboards.
* Defined object relationships, including lookup and master-detail, and created junction objects.
* Implemented Email-to-Case for Service Desk mailbox and automated case updates via incoming emails.
* Developed Aura components integrated with **Apex and SOQL** for specialized dashboard graphs.
* Extended standard Salesforce components using Apex, Visualforce, workflows, Process Builder, and Flows.
* Configured record-based sharing using **Org-Wide Defaults, Sharing Rules, and Manual Sharing**.
* Worked on Experience Sites, allowing gated community residents to manage guests and guest lists.
* Provided internal users with access to reports and dashboards for data utilization and visualization.

**Education Details:**

* Bachelor of commerce (Computers) in 2016 from Osmania University