

SFDC-128 - SALESFORCE DEVELOPER

PROFESSIONAL EXPERIENCE

- Working as a Salesforce Administrator & Developer in Dhruvsoft Services Private Limited since 2018.
- 5 years of experience as an Administrator and Developer in Salesforce.com.

PROFESSIONAL SUMMARY

- Skilled in customizing the Standard Objects, developing the Custom Objects, Custom Fields, Validation Rules, and Formulas as per requirement.
- Experience in Record Types, Page Layouts, Mini-Page Layouts, Compact Layouts, Search Layouts, and Tabs.
- Good knowledge of building Reports, Dashboards, and folder sharing for users, and user groups.
- Expertise in user management, OWD, Profiles, Permission Sets, and sharing rules.
- Experienced in Lead management (integrated SF with LinkedIn and ActiveCampaigns and other web-to-lead forms).
- Well-known about Case management and assignment rules.
- Hands-on experience with Email Templates and Email Alerts.
- Hands-on experience in SFDC Workflow rules and Process Builder.
- Used data migration tools such as Data Loader, Apsona, Salesforce Import, and Export Wizard.
- Hands-on experience in SFDC Triggers and Apex classes.
- Have knowledge of VisualForce pages and Aura Components.
- Code optimization by considering the Governor's limits of Salesforce and best practices.
- Experienced in working with test methods for Apex classes and Triggers.
- Worked on Migration tools like Visual Studio Code, Workbench, and Change Sets.
- Installing packages from AppExchange and doing org setup.
- Experienced in building the communities in Salesforce and Data securities as per the requirements.
- Experience in Integrating Chargify and Salesforce with SOAP API.
- Knowledge of integrating Pardot into Salesforce for improving lead information.
- Ability to learn, adapt to new technologies quickly and work independently.
- Ability to develop good relationships across the organization.
- Good communication skills to get the client's requirements and to collaborate with the working team.

CERTIFICATION

- Salesforce Certified Platform Developer – 1

TECHNICAL SKILLS

Salesforce.com CRM	Apex Classes, Triggers, Visualforce Pages, Aura Components, LWC (basic), Batch and Schedule Classes, Process Builder, Workflows, Approval Process, Declarative Customization
Salesforce.com CRM Tools	Visual Studio Code, Apex Data Loader, Workbench, Salesforce Import and Export Wizard, Apsona for Salesforce, DLRS
Web Technologies	HTML, CSS, JavaScript
Version Control	GitHub
Integrations	Chargify, LinkedIn, ActiveCampaign, HubSpot, Calendly
Other Tools	WordPress, WPEngine, FileZilla, Google Search Console, Wincher, Google Analytics, Google Tag Manager, ActiveCampaign, AdRoll, LinkedIn Ads, Google Ads, Calendly

PROJECT EXPERIENCE

Project 1	License Management Application
Period	Oct 2019 to Current
Team Size	2
Role	Admin & Developer
Description	<ul style="list-style-type: none"> • Creating Users, and cross-checking/modifying the OWD, Roles, Profiles, and Permission sets. • Designed and customized the objects, fields, and relationships. • Sharing settings, validation rules, and formula fields creation. • DLRS roll-ups creation and scheduling them. • Automations - Lead assignment rules, Workflow rules, Process builder, email alerts, and email templates. • Managed Campaigns and lead flows • Integration with Pow, Chargify Systems, Calendly, ActiveCampaign, and LinkedIn LeadGen Forms. • Development of Apex classes, Triggers, Batch Classes, and schedule classes. • Implemented REST API to get 'Job Postings' data from POW to SF. • Code coverage and deployment through ChangeSets. • Managed the Sandboxes for other App developers and PartialCopy for internal purposes. • Reports and Dashboards and their sharing settings. • Built the Partner Community Portal and data security efficiency for the external partners. • Apsona to manage the bulk Data. • Migrating FreshDesk Support Articles to SF. • Make the GitHub repository up to date.

Project 2	Sales Application Website
Period	June 2019 to Current
Team Size	2
Role	Admin & Developer
Description	<ul style="list-style-type: none"> • Setting up WordPress and WPEngine • Theme configuration, creating Users and web pages • Maintaining the Media Library, Redirects • Managing the Pages, Post, and Projects based on Categories • Added Google Analytics, GTM, LinkedIn, Google AdWords, and Chat Bots • Updating site maps and regular issue fixing in Search Console • Worked on website SEO

Project 3	HubSpot for Sales and Marketing
Period	Sep 2019 to April 2021
Team Size	3
Role	Digital Marketer/Developer
Description	<ul style="list-style-type: none"> • Build automation Lead flow in HubSpot that comes from the Client website. • Generated UTM params and created custom tracking by using the UTM params. • Integration with Salesforce. • Integrated the LinkedIn PaidAd Campaign account with HubSpot and tracked the Analytics. • Responsible for monitoring the monthly spending for the PaidAd Campaign. • Data accuracy maintenance.

Project 4	O2O (Opportunity to Order)
Company	Dhruvsoft (Internal Project)
Period	Jan 2019 to July 2019
Team Size	2
Role	Developer
Description	<ul style="list-style-type: none"> • Field mapping functionality between Opportunity line items and Order line items in Apex classes. • Field size and Field type changes issues after mapping the fields. • Render mapping issues on the VF page. • Test classes and improved code coverage. • Done security review and its fixes after that released/updated the package on AppExchange. • Provided support for the customers and cleared/fixes their issues.

Project 5	Data Management
Period	Oct 2018 to Feb 2019
Team Size	2
Role	Developer
Description	<ul style="list-style-type: none"> • Data loader to manage bulk data updates. • Service triggers, helper classes, and test classes. • Reports with different report types as per the requirement. • Tried to learn the integration between Google Spreadsheet and Salesforce.