Siva

SUMMARY

Certified Platform Developer-I with 4 years' experience in the Salesforce platform and Marketing Cloud.

PROFESSIONAL SUMMARY

- Adept in Salesforce from requirements gathering, Solution designing, coding, testing, debugging, documentation and implementation.
- Working within project planning constraints, communicating any identified project risks and issues to the delivery/project manager accordingly and providing inputs to the change control process.
- Technologies used included Apex, SOQL, LWC, JavaScript, HTML, CSS, and Github.
- Involved in Package Creation using **1GP**(First Generation Package) and **2GP**(Second Generation package).
- Experience in Marketing cloud (Journey builder, Journey builder custom activity, data extension)
- High proficiency in Salesforce.com administrative skills, such as creating User, Profiles, Roles, Page layouts, Workflow rules, Process builder, Flow builder, Validation rules, Approval Process, Reports, Dashboards, Data Loader, Work Bench.
- Experienced in integration of Salesforce.com with external applications by using Salesforce API and Custom SOAP and REST API's.
- Implementing SSO using Salesforce as Identity provider with external applications.
- Having good experience in Salesforce Lightning development platform and Salesforce Admin process.
- Ability to take independent responsibility as well as ability to contribute, work under pressure and be productive team member.
- Have very good communication and interpersonal skills and is capable of maintaining and working with team.

TECHNICAL SKILLS

- 36+ month's development experience in the Salesforce platform.
- 21+ months' experience in Salesforce lightning Component.
- 13+ months experience in Salesforce marketing cloud development.
- 35+ months experience in Apex Class, Triggers, Dynamic Triggers, Dynamic Class, SOQL, lightning (LWC), jQuery, HTML 5, Bootstrap, and Github.
- Integration with third-party vendors using API, custom SOAP and REST API.
- 12+ months Marketing Cloud: Journey builder, Custom activity, Heroku integration.

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WORK EXPERIENCE

Organization Name: eHash Software Solutions, Chennai

Designation: Salesforce Developer (10/2018 - present)

Project-1:Vimeo(LWC)

- ☐ Team Size: 4 Persons

Environment: Salesforce, Lightning Web Component, Apex Classes & Triggers, Visual Force Pages, JavaScript, Rest API, CSS, HTML, Reports, Dashboards

Responsibilities:

- Designing the UI with a complex structure to support multi-level relationships in a single LWC
- Permission sets for admin and users.
- Created Reports and Dashboards.
- Created apex class for Rest API callout to Vimeo for webinar creation.
- Created a VF page for web app authentication to Vimeo.
- In this LWC component the connecting Anaplan data objects with salesforce standardobjects and custom objects using drag and drop SLDS feature.
- In this project we are using 2GP for package creation.

Description: Vimeo is a hosting and sharing platform that works as SaaS. We help our client to store the data of users who are going to host webinars and live events, Also we help the users to analyze the events from top to bottom. The app we created in Salesforce leads the user to create webinars and update webinar details through simple screens(LWC).

Project-2:Anaplan(LWC)

- ☐ Team Size: 3 Persons

Environment: Salesforce, Lightning Web Component, Apex Classes & Triggers, Aura component, JavaScript, Rest API, CSS, HTML, Reports, Dashboards, GitHub.

Responsibilities:

- Designing the UI with complex structure to support multi-level relationship in a single LWC
- Permission sets for admin and users.
- Created Reports and Dashboards.
- Created apex class for Rest api callout to anaplan and anaplan to sfdc.
- In this LWC component the connecting anaplan data objects with salesforce standard objects and custom objects using drag and drop SLDS feature.
- In this project we've used 2GP for package creation .
- Github we've used to store our new code commit purpose and for 2GP

Description: Anaplan, A SaaS company wants to fulfill their data storage and utilize the features

ofsalesforce for their strategical coordination with client. The focus of the development majorly depends on connecting Anaplan data objects and fields with salesforce's standard object and fields. And the changes made in the Salesforce reflects Anaplan and vice versa. As a developer,

I've contributed to attain the client's needs through LWC(A mapping component that helps to connect Anaplan and Salesforce object and fields), Aura component(Redirecting lwc to lwc) and Dynamic triggers(for updating the changes made in salesforce reflects to the Anaplan).

Project - 3: Orkestra (LWC)
☐ Team Size: 3 Persons

Environment: Marketing Cloud, Heroku Postgres, Force.com platform, lightning Web Component, Apex Classes & Triggers, Batch Class, Post Install Class, VisualForce Pages, JavaScript, Rest API, SOAP API,CSS, HTML, Node.js, Reports, Dashboards.

Responsibilities:

- Designing the UI with complex structure to support multi-level relationship in a single Page
- Leveraged the LWC and shadow DOM feature to load the UI responsively based on the button click..
- Created Reports and Dashboards.
- Created apex class for insert rows from salesforce into the marketing cloud data extension using Rest API.
- Client side plays a major role in this LWC component such as get data extension details and journey details from Heroku based on journey creation and data extension creation into the marketing cloud using Rest API and SOAP API.

Description: This Project is a journey creation process from salesforce to marketing cloud using REST API. That journey creation working based on verticals. In this Project we use SOAP API for data extension creation and Rest API for Journey creation. Heroku Postgres which is used for store journey details and data extension details and creative details. We retrieve Heroku Data using Node.js API from Salesforce Rest API. Batch Class is used for retrieve data extension particular details from marketing cloud insert into the salesforce objects using SOAP API, which is used for reports and dashboards.

Project - 4: Sparkpost Inbox Tracker(Marketing Cloud)
☐ Team Size: 3 Persons

Environment: Marketing Cloud, Journey Builder, REST API, SOAP API, Data Extension, Heroku, Node JS, Typescript, React JS(Class component), Third party API usage.

Responsibilities:

- Designing the UI with complex structure to create a data in data extension that needs for the journey creation using React JS(Class component).
- Created Reports and Email Deliverability(Campaign reports of the customer and their activity of the mail that we sent through the journey).
- Created dynamic journeys with complex criteria operations of the journey with the help of REST API and SOAP API.
- Connected with the client's API to display the type of journey that needs to be created in salesforce marketing cloud and data that needs to created in data extension.

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- Used Heroku as a deployment server and tested the product through penetration testing using Burp scan which makes the product secured. These steps helped us to launch theproduct into the Salesforce App Exchange.

Description: Spark Post Inbox Tracker enables you to access deep deliverability insights right where youcreate emails. Inbox Tracker provides real-time deliverability analytics, helping companies optimize email marketing programs to get more emails to the inbox.

Project - 5: Hearsay(Marketing Cloud)
- Team Size: 2 Persons

Environment: Marketing Cloud, Journey Builder(Custom activity), REST API, SOAP API, Data Extension, Heroku, Node JS, Typescript, React JS(Class component).

Responsibilities:

- User friendly UI to create the data in data extension that leads the client for the one-to-one interaction through Mail or SMS.
- Mapping of attributes of Hearsay and marketing cloud that simplifies the work of journey builder which makes more efficient interaction with customers.
- Created a custom activity that will be added in journey for quality journey of the single customer.
- Used Heroku as deployment server and tested the product through penetration testing using Burp scan which makes the product secured. These steps helped us to launch the product into Salesforce Appexchange.

Description: Hearsay unlocks compliant, 1-to-1 texting with a financial professional to drive personalized, more impactful client experiences. Amplify Marketing Cloud Journeys with automated, scalable touchpoints for deeper engagement.

Project - 6: Implant Pathway(Salesforce)
- Team Size: 4 Persons

Environment: Salesforce Identity Provider, SAML, Single Sign-on, Third party API

Responsibilities:

- Connected with Third-party API when the changes made in Salesforce records reflect back to the Implant's database using Apex Triggers and @future method.
- Responsible for Signing into the Implant Pathway's learning platform through Single Sign-on using Salesforce as an Identity provider and Implant as a Service provider.

Description: The Pathway is a continuing education program for dentists through their learning platform.We as a developer help the Students of Pathway stay connected among themselves through SalesforceCommunity cloud.

ACADEMIC PROFILE

- B.Sc. Computer Science