K. Thahira Shreen, *B.Tech - IT*

Salesforce Developer delivering innovative solutions for   5.2 years.

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PROFILE SUMMARY:

Accomplished Salesforce Developer with 5.2 years of proven expertise in developing, configuring, and optimizing Salesforce solutions. Experienced in driving digital transformation through Salesforce customization, integration, and automation. Strong background in designing and implementing innovative CRM strategies, dedicated to enhancing operational efficiency and delivering exceptional results for organizations independently and as a team.

KEY SKILLS:

Salesforce Development :

- Expertise in development of Apex Classes, **Apex Triggers**, **Test Classes**, Lightning **Aura** Components and **Lightning Web Components** in building custom applications.
- Expertise in implementing **Asynchronous apex** using Batch Apex, Scheduled Jobs, Future Methods and Queueable apex.
- Expertise in performing Bulk updates using **Data Loader,Workbench** and Data Import Wizard.
- Creating and customizing user interfaces using **Visualforce pages**.
- Understanding of Salesforce **governor limits** and best practices to develop scalable solutions using Asynchronous apex.
- Proficiency with **SOQL & SOSL** languages.
- Ability to use salesforce APIs to integrate with third party applications.
- Proficient in creating scalable integrations using **REST and SOAP** APIs in salesforce.
- Expertise in converting custom javascript buttons and visualforce pages to Lightning using **Lightning Experience Configuration Converter**.
- Hands-on Experience in utilizing Managed and Unmanaged Packages in Salesforce.
- Proficient in thorough end-to-end debugging and testing of applications to ensure flawless deliverables.
- Applying **coding best practices**, code reviews and optimizing code to attain best code quality.

Salesforce Development Tools :

- Proficiency with development tools such as Salesforce DX, **VS Code, Git,** and **Gearse**t.
- Experience in using Continuous Integration and Continuous Deployment **(CI/CD)** processes to streamline code deployment.
- Very Good Knowledge in using Change Sets for Deployment.

Salesforce Administrative Structure :

- Expert in configuring **user profiles, roles, and permission sets** to control access to data and features.
- Proficient in setting up **sharing rules** and record-level security to ensure data privacy and compliance.
- Skillful in managing **custom settings**, **email templates**, and **workflow rules** to optimize organizational processes.
- Expert in implementing approval processes, restriction rules, scoping rules and automating business logic using process builder and **flow builder**.
- Good at eliminating duplicates using **Matching rules and duplicate rules**.
- Good working knowledge of Folders, **reports and dashboards** to provide valuable insights to the team and leadership.

Salesforce Platform Expertise:

- Proficient in leveraging **Force.com**, Salesforce's powerful platform, to design and develop custom solutions tailored to business needs.
- Extensive experience in utilizing Salesforce.com's **out-of-the-box** functionalities to streamline processes and enhance user experience.
- Expertise in harnessing the full potential of the Salesforce platform, including both Force.com development and the built-in capabilities of Salesforce.com.

Salesforce Cloud Expertise:

- Very good understanding and hands-on experience with **Sales Cloud**.
- Proficiency in **Service Cloud**, encompassing **Field Service Lightning**.
- Strong understanding of **Experience Cloud(Community Cloud), Marketing Cloud.**
- Familiarity with Financial Services Cloud, **CPQ** functionalities, including: Product Configuration, Quote Generation, Contract Management.

Communication and Project Management:

- Effective communication with Product Owners and Clients to deliver the desired deliverables within a specified time period.
- Plan and oversee releases to production environments, anticipating, identifying, and mitigating deployment risks.

PROFESSIONAL EXPERIENCE:

Cognizant Technology Solutions, Oxford University Press
Senior Salesforce Developer :
📅 05/2023 - 10/2023 📍 Bangalore, INDIA ☁ Sales Cloud/Service Cloud/CPQ/Marketing Cloud

Key Duties :
- Developing Apex classes, Apex triggers, Test classes, Batch classes, Scheduled Classes, Future methods, Lightning Web Components, Aura component and Visualforce pages by applying coding best practices to extend Salesforce in order to support business requirements.
- Implementation of business logic using Flow builder and Approval Process.
- Implementation of SAP Integration with Salesforce.
- Scheduling resources using Field Service Lightning.
- Decommissioning workflows, processes and migrating the functionalities using Flows.
- Installation of apps from AppExchange and configuring user/profile settings.
- Creation of comprehensive documentation, including technical specifications, system design documents, user guides, and release notes.
- Analysis, Requirement Gathering and Assignment of Incidents, Small Changes in the ServiceNow Queue.
- Effective running of scrum every day to gather team member task status, impediments and take necessary action to remove blockers.
- Requirement gathering and effort analysis, during technical refinement and Sprint Planning.
- Deploying to a higher environment using DevOps - Git, VS Code,Gearset.

Achievements :
- Implementation of 'Send List Email' functionality on Opportunity List View.
- Implementation of custom logic to prevent negatives on Warehouses and Stocks.
- Implementation of Javascript buttons and VF pages to Lightning using Lightning Experience Configuration Converter.
- Workaround to create Opportunity Contact Role, when an opportunity is created via custom button.
- Identification and resolution of Content Sniffing.
- Impact Analysis and solutions for the orgs during every Salesforce Release Cycle.
- Effective handling of data for 13 Orgs which is majorly classified to Academics, Research, English Language Teaching(ELT).
- Played a vital role in the migration of ServiceNow to Agile.

Mphasis Ltd, Charles Schwab

Salesforce Developer :

📅 11/2020 - 05/2023 📍 Bangalore, INDIA ☁️ Sales Cloud/Community Cloud/FinancialServices Cloud

Key Duties :

- Develop Apex classes, Apex triggers, Test classes, Batch classes, Scheduled Classes, Lightning Components, and Visualforce to extend Salesforce in order to support business
- Deploying to a higher environment using VS Code, Git and Change sets.
- Identifying and resolving Sandbox and Production issues.
- Installation and working with managed and unmanaged packages.
- Process Automation using Flow Builder, Workflows and Process Builder.
- Effective handling of data, Data Cleansing and Data Migration based on the business requirements with the help of Data Loader, Import Wizard.
- Creating and managing users, assigning them with roles, profiles and permissions.
- Effective handling of data security.
- Meeting with project managers to determine CRM needs.
- Developing customized solutions within the Salesforce platform.
- Designing, coding, and implementing Salesforce applications.
- Creating timelines and development goals.
- Testing the stability and functionality of the application.

Achievements :

- Provided Generic Solution for changing use cases on Mail services.
- PinPointing the impacts on the applications and providing instant solutions/workarounds/enhancement for every new release, thereby updating the documents effectively.

Mphasis Ltd, Alliance Bernstein

Salesforce Developer cum Administrator:

📅 08/2018 - 11/2020 📍 Bangalore, INDIA ☁️ Sales Cloud/Service Cloud

Key Duties :

- Oversee all aspects of user and license management, including new user setup/deactivation, roles, profiles, permissions and public groups.
- Enforcing FLS, object permissions and record permissions using Salesforce security settings.

- Enforcing Merging rules and Duplicate Rules in order to handle duplicate data.
- Effective creation and running of reports and dashboards according to the business requirements.
- Implementation of Salesforce Automation using Workflows, Process builders and flows.
- Enhancement of business logic using Apex Classes, Triggers, Batch Classes and Scheduled Classes.
- Implementation of URL Hack effectively based on business requirements.
- Identify and gather requirements from users and stakeholders, to build solutions according to the product owner and client requirements.

Achievements :

- Workaround to generate and run dynamic reports on Campaign.
- Effective handling of data conversion and removal of unused data.
- Effective Documentation of post deployment steps to drive continuous improvement within the practice.

CERTIFICATIONS:

Salesforce Certification :
- Salesforce.com Certified Administrator, 2019.
- Salesforce.com certified App Builder
- Salesforce.com certified Platform Developer I
- Salesforce.com certified Platform Developer II

Udemy Certification : ServiceNow ITSM Process

NPTEL Certified Course:
- Programming, Data Structures and Algorithms using Python.

Other Courses Certified:
- Programming Languages : C, C++, Core Java,
- Front End   : HTML, CSS
- Back End   : Javascript, PHP, Oracle(sqlplus).

EDUCATION :

B.Tech - Information Technology	PSNA CET Aug/2014 - Apr/2018	**Dindigul, INDIA** **cgpa : 8.3/10**
HSC	St.Joseph's Hr.Sec School Jun/2013 - May/2014	**Dindigul, INDIA** **Score : 91.2%**
SSLC	St.Joseph's Hr.Sec School Jun/2012 - May/2013	**Dindigul, INDIA** **Score : 90.2%**

PERSONAL DETAILS :

Nationality   : Indian
Marital Status   : Married
Visa Status   : Spouse Visa
Languages Known : Tamil, English, Telugu, Hindi