

Shikha Parekh
Certified Salesforce Developer/Admin
858-304-0457

Solansf204@gmail.com

www.linkedin.com/in/s-parekh

<https://www.salesforce.com/trailblazer/sparekh16>



SKILLS SUMMARY:

- 8+ years of experience in Information technology with experience in all the phases of SDLC (Analysis, Design, Development, Administration, Testing, Implementation and Support).
- Having experience with Salesforce.com CRM technology as a Certified administrator and developer.
- Sound knowledge on Salesforce1, Salesforce Lightning, and Lightning App Builder.
- Experience in Lightning process builder to automate the business processes, Lightning components using Aura framework, client-side controller, CSS, Lightning pages with Lightning components, Lightning apps using lightning components and Lightning design system, lightning components for quick actions or better visualization.
- Formatted and migrated the user data into Lightning Experience. Tested the Lightning components for small set of test users.
- Experience in service cloud case management using assignment rules, auto response rules, email to case and web to case functionality.
- Experience in Salesforce.com configuration in creating the Custom Objects, various types of Custom fields, buttons, links, Record types, Page layouts, User Profiles, Workflow's approvals, and Validation Rules.
- Ability to interact effectively with business users, to gather & analyze requirements.
- Strong problem-solving skills, ability to multi-task, create and maintain custom reports and dashboards for sales and business teams.
- Good communication, collaboration & team building skills with deftness in training and supporting End Users.
- Able to develop and deliver Minor, Medium level salesforce enhancements using Salesforce Lightning code.
- Experience in managing Full sandbox, developer sandbox and Configuration-only sandbox.

CERTIFICATIONS:

- Certified Salesforce Administrator (201) (December-2017)
- Certified Salesforce Platform Administrator II (January-2026)
- Certified Salesforce Platform Developer I (401) (August-2019)
- Certified Salesforce Platform App Builder (121) (January-2021)
- Certified Salesforce Sales Cloud Consultant (October-2022)
- Basics of nCinos (March-2023)

TECHNICAL SUMMARY:

Sales Cloud: Accounts, Contacts, Opportunities, Contracts, Price Books, Leads, Web to Lead, Salesforce automation, Products, Sites.

Service Cloud: Cases, Solutions, Ideas, Web to Case, Email to Case, Knowledge base.

Financial services cloud: Designed, deployed, and optimized ad-hoc and automated email campaigns through Salesforce Financial services cloud (ExactTarget) and MailChimp.

Force.com Modules: Apex, Visualforce Pages, Lightning Component, Triggers, Sandbox, Schedule Apex, SOSL, SOQL, Apex Controllers, Batch Apex, Email Services, Future Methods, Deployment Management, Metadata retrieval, Web Services.

Programming Languages and Other Technologies: JAVA, CSS, HTML, Eclipse, MySQL, VS Code

Data Migration Tools: Salesforce.com Data Loader, Salesforce.com Import Wizard, Workbench, Data Analysis.

CRM Applications: Sales Cloud, Service Cloud, AppExchange, Chatter, Financial Services, Analytics, Integration.

Operating System: Microsoft windows 7/8/10, IOS. **Standard Object Management and Configuration:**

Standard Objects: Accounts, Leads, Contracts, Campaigns, Opportunities, Cases, Solutions, Ideas, Products, Price Books, Assets, Contacts.

Configuration Skills: Security, sharing rules, Web to Lead, Web to Case, Validation, Email Services, Case Escalation rules, Custom Objects.

Business Management: Campaign Management, Lead management, Case Management, Forecasts, Proposals, Portals(client and partner), Data Management, User restrictions.

PROFESSIONAL EXPERIENCE:

Client: Sound Income Group.

May'24 - Present

Job Title: Salesforce Lightning Admin/Developer Responsibilities:

- Develop and maintain custom Salesforce applications using Apex, Visualforce, and Lightning Web Components (LWC).
- Integrate third-party applications, such as DocuSign, with Salesforce to enhance user experience and workflow automation.
- Customize Salesforce to align with business processes, including creating custom objects, fields, page layouts, and record types.
- Implement process automation using Flow, Process Builder, and Apex triggers to optimize business operations.
- Manage data integrity, migrations, and perform data imports/exports using tools like Data Loader.
- Collaborate with business analysts, administrators, and other developers to gather requirements and deliver solutions.
- Troubleshoot and resolve issues related to Salesforce development and integration.
- Stay up to date with Salesforce best practices, new features, and releases for continuous improvement.
- Write technical documentation to ensure maintainability and ease of knowledge transfer.

Client: TD Bank.

Nov'22 – April'24

Job Title: Salesforce Lightning Admin/Developer Responsibilities:

- Review profile in classic and make list of components needs to convert into lightning.
- Design and build high-performance, reusable, and reliable Apex code.
- Ensure the best possible quality of the application.
- Verifying the workflows and field updates created in the Salesforce.
- Ability to smoothly deploy changes into production environment with minimal business interruption using CI/CD release management tool which can help to deploy component and version control.
- Created Custom objects, formula fields, and design validation rule page layouts, workflow rules.
- Maintenance of CRM functionality implementing SFDC. Created SFDC reports (functional and technical documents). Create profiles, roles and configure permissions according to organizational hierarchy requirements.
- Developed applications using Agile methodology.
- Created Workflow for automated lead routing and lead escalation.
- Developed Apex classes and Triggers and linked them to manage the workflows.
- Contribute to project plans, estimations, and status updates.
- Identified issues, developed, and maintained processes that addressed and resolved them, (and communicated/alerted stakeholders as needed).
- Primarily focus on day-to-day activities.
- Worked on enhancements and troubleshoot.
- Configured and developed custom components with technology partners (analysts, developers, designers etc.) to meet requirements and goals.
- Ensured applications are free of common coding vulnerabilities and follow standard security practices.
- Complete unit and integration testing per standards and design specs.
- Take part in scope assessment, risk, and cost analysis.

- I Been part of TD and First Horizon merger project where I was involved from salesforce side to ensure while doing data conversion, we will not come across any validation or any technical difficulties. Provided solutions for different scenarios and planned how we can take up objects for loading into TD system.

Client: John Wiley & Sons Inc.

Sep'21 – Oct'22

Job Title: Salesforce Developer/Admin Responsibilities:

- Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder** and **Lightning Component features**.
- Maintained and extended the application's Apex services and user interfaces in Lightning Web Components and Aura Components where necessary.
- Worked with the team to design and implement new capabilities according to enterprise Apex design patterns.
- Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
- Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
- Used refined global search in Lightning by developing Apex classes and Controllers.
- Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
- Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
- Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
- Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
- Worked on Lightning Process builder flows, Connect API, Chatter, and quick Action.
- Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
- Using CI/CD process to deploy from 1 sandbox to another sandbox using copado.

Client: Varian Medical, Palo Alto, CA. (Remote from San Diego)

Feb'21 - Aug'21

Job Title: Salesforce Lightning Developer Responsibilities:

- Involved in creating and customizing Email templates and configuring them to the email alert within the workflow rule for a standard/custom object.
- Had experience working with ticketing systems. Worked on P1, P2, P3, P4 Tickets.
- Created multiple lightning web component (LWC) on service cloud for customer care agents.
- Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
- Created datasets, dashboards, and apps for Opportunities, Accounts, and Cases.
- Developed different Lightning Component to suit the needs of the application using different Lightning Component.
- Develop Salesforce Lightning Web Component to display product records from the custom object and create service cases.
- Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
- Created Custom objects, formula fields, and design validation rule page layouts, workflow rules. Maintenance of CRM functionality implementing SFDC. Created SFDC reports (functional and technical documents).
- Create profiles, roles and configure permissions according to organizational hierarchy requirements.
- Developed applications using Agile methodology.
- Created Workflow for automated lead routing and lead escalation. Developed Apex classes and Triggers and linked them to manage the workflows. Used more than 55% of Apex for development.
- Implemented Email-to-Case, Web-to-Case, and manual case entry for entering customer's cases in Cases Tab.
- Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
- Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API. Integrated applications with salesforce.com using SOAP web services API. Used Informatica Power Exchange for integrating the SFDC with the legacy system. Implemented communities and built external pages.
- Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader. Used ANT tool to migrate from Dev to QA
- Experience of using Data loader and cleansing and de-duplicating Bulk loads.

- Deployed Apex using Force.com IDE, Force.com Migration Tool, and Web services API. Developed Visual Force pages which were rendered based on the salesforce1 app. Developed custom UI using CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
- Designed salesforce service cloud console to enhance productivity with a dashboard-like interface.
- Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
- Used Sandbox for testing. created, managed packages, and migrated them between Sandboxes and Production environments for final implementation.

Client: DexCom, San Diego, CA.

March'19 - Jan'21

Job Title: Salesforce Developer /Admin Responsibilities:

- Involved in the requirement gathering and implementing the new case process redesign and enforcing best practices like refactoring the existing code base and providing inputs.
- Worked on Salesforce Lightning: developing Lightning Components - both within the Salesforce Lightning Design System and by writing custom Lightning Components in Aura and LWC.
- Responsible for coding complex APEX classes, Lightning Web Components and Visualforce pages.
- Responsible for building integrations with other systems (such as Dell Boomi, Oracle Database, custom applications) using REST and Web Services.
- Created Lightning component for Community cloud using lightning flows.
- Setup survey on Community cloud for customers after case is closed.
- Responsible for testing and debugging code to ensure that production systems continue to meet user needs. Support QA in functional and system level testing and fix defects
- Creating Test Cases based on the Business requirement and executing the test cases.
- Build new systems/processes on the salesforce lightning platform to help elevate different departments ranging from Sales, Service, Listing Management and Accounting.
- Implemented out of the box functionality like process builder, workflow, approval process, outbound message, report, dashboard etc. Lead project as profile conversation from classic to lightning. Review profile in classic and make list of components needs to convert into lightning.
- Create stories on JIRA board and assign them to myself as well as to other developers.
- Translate functional requirements into technical requirements. Design and build high-performance, reusable, and reliable Apex code. Ensure the best possible quality of the application.
- Take ownership of the project work and be able to communicate complex information effectively to people who do not have computer knowledge as well as answer questions as they arise, giving clear instruction.
- Verifying the workflows and field updates created in the Salesforce.
- Ability to smoothly deploy changes into production environment with minimal business interruption using AutoRabbit release management tool which can help to deploy component and version control.
- Knowledge and experience using APIs, web hooks, and general data transfer approaches required.
- Collaborate with multiple teams onsite and offshore like database, integration to make connection between salesforce and oracle using Rest and SOAP API.
- Deploy code from one sandbox to another sandbox through Vs code using salesforce DX.
- Experience with healthcare data (HIPAA). Knowledge of HIPAA rules and regulation.
- Support other teams for testing when taxation software updates to make sure that flows working as it is.
- Create change request to deploy changes into production.
- Worked in an agile environment were involved in day-to-day standup meeting and monthly scrum call as well as Retrospective meeting. This has resulted in bringing good solutions to the business requirement.

Client: Wells Fargo, San Diego, CA.

June'18 - Aug'18

Job Title: Salesforce Developer Responsibilities:

- Worked on Project Communications Case center with Knowledge Base for effective case management.

- Experienced in Business Process Modeling, Business Process Improvement, requirement gathering, Salesforce configuration, customization, and Project Coordination across the project lifecycle.
- Worked on service cloud and knowledge base. Implemented Email to Case services for managing inquiries through phone, email, postal and other sources.
- Implemented customized alerts through apex scheduled and batch classes for cases, which require customized alerts for each department.
- Understand and translate the clients' requirements into practical salesforce applications by using multiple and everchanging technologies and programming languages.
- Designed interactive Force.com web pages using Visualforce, Apex classes and Triggers.
- Worked on salesforce.com developer toolkit (force.com IDE), Triggers, Visual Force Pages, data migration and working knowledge of Apex classes, Controllers, SOQL & SOSL.
- Creating Test Cases based on the Business requirement and executing the test cases.
- Identifying defects related to projects in Salesforce sandbox and working with Developers to fix them.
- Verifying the workflows and field updates created in the Salesforce.
- Implemented integration between Java/Dot net apps with salesforce for printing invoice records to get the hard copies from any salesforce environment and for other needs.
- Involved in design and Development of UI using HTML, JavaScript, and CSS.
- Developed Cascading Style Sheets (CSS) for creating effects in Visualforce pages.

Client: Optum Care, Basking Ridge, NJ.

July'17 - May'18

Job Title: Salesforce Admin/Developer (Internship) Responsibilities:

- Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Cases, Campaigns, Reports and Dashboards.
- Built efficient Client Services Ticketing system using Cases object. Implemented Email to case, Web to Case Functionality in the ticketing system.
- Created Record types, roll up Summary, Workflow rules, Approval process, Auto Response rules and Validation rules to ensure data is validated and automate business logic conditionally.
- Configured and maintained Salesforce.com application user Profiles, Roles, Permissions sets.
- Created user Roles and Profiles, Security controls, Sharing Settings, audit trail setup and configured Field level security for different profiles. Created Queues, Public Groups and Email Templates.
- Created and used Email templates in HTML.
- Developed and configured various Reports and Report Folders for different groups based on the need in the organization.
- Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
- Built Reports and Dashboards to continuously monitor data quality and integrity and assist users with report design and management.
- Created Sharing Settings on different objects to reflect the business logic.
- Developed Apex Triggers, Visual Force Pages and Controllers and managed to support the business workflows.
- Developed various Batch Apex classes and scheduled those using Apex Scheduler.
- Closely monitor deduplication process by Integration of IBM Initiate that involved web service API calls and future methods.
- Troubleshoot the issues with custom merge process and integrations with different applications.

Client: Ceinsys Tech Limited, India.

Oct'13 - Nov'14

Role: Java Programmer (Internship) Responsibilities:

- Responsible for analyzing complex system issues and providing solutions.
- Coordinating with clients while resolving production issues and providing break fixes.
- Responsible to Increase operation efficiency by using automated batch jobs and process.
- Application knowledge transition and team mentoring.
- Responsible for critical root cause analysis and providing feasible permanent solutions as part of Incident management.
- Preparing Standard Operating Procedure document for various batch jobs and backend alerts as part of continuous process improvement.

- Coordinating the production changes by Planning, creating deployment documents, and attending review meeting as part of Change management.
 - Involved developing software that manages information about employees, students, Examinations, and accounting information for schools.
 - Been a part of developing the application from scratch using JSP and Servlets for web pages.
 - Created GUI using HTML5, CSS3, JSP, Java Script and jQuery.
 - Involved in connecting database with Servlets and JDBC.
 - Responsible for creating, reading, updating, and deleting tables from the database as per user requirement.
 - Used oops concepts and other core concepts like multi-threading/concurrency, inheritance etc. in development.
 - Involved in developing a web Application for the various maintenance problems of different sectors of the steel plant.
 - Partnered with product management team to create a road map.
 - Developed application that communicates with RESTful services.
 - Conceptualize, develop, and test native web applications, including UI, core functionality.
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EDUCATION:

Master's:

Name of School: University of the Cumberlands, **MSISS**

Degree Conferred: 2022

Name of School: Campbellsville University, **MSITM**

Degree Conferred: 2021

Name of School: Monroe College, **MBA**

Degree Conferred: 2017

Bachelor:

Name of School: The Maharaja Sayajirao University of Baroda, **BSC**

Degree Conferred: 2014