

ROBERT SMITH

Asst. Sfdc Developer

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Over 7+ years of experience in all phases of Software Development Life Cycle (SDLC) and 5+ on Salesforce.com development and administration, which involves requirement gathering, requirement analysis, design, development, implementation & enhancement of projects. Pervasive experience in performing the administrative and development related tasks like consigning Roles, creating Profiles, Visual Force pages, Validation Rules, Users, Custom Reports, Workflows, Email Alerts and Page Layouts.

EXPERIENCE

Asst. Sfdc Developer

GMAC Financial Services - FEBRUARY 2015 - 2020

- Optimized the use of Marketo, serving as Marketo Administrator.
- Setup smart campaigns in Marketo to adjust data, setup alerts from forms filled Setup Webhooks API with Marketo vendors data As SFDC administrator interacted with various business areas to gather requirements and develop data model to suit complex business needs.
- Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
- Created workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates.
- Developed Apex Classes, Visual force pages and Apex Triggers to develop the custom functionality as per the requirements.
- Implemented the requirements on Salesforce.com platform and IDE Plug-in using Eclipse.
- Developed on-demand customer relationship management solution for supplier discount program of vehicles sold/leased by GM to improve sales processes Responsible for Application Setup activities and customizing the apps to match the functional needs of the business.

Sfdc Developer

Delta Corporation - 2011 - 2015

- Responsibilities Developing custom code for processes of new marketing, servicing campaign process for kitchen and appliances products category Salesforce.com Application Setup activities and customized the Job-science to match the functional needs of the organization.
- Worked on Rotating and expiring the ads for different products in marketing cloud.
- Implemented Marketing and Sales processes covering Campaign,

Leads, Accounts, Contacts, Opportunities, Forecasting, Quotes, Pipeline management etc.

- Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
- Implemented Web-to-Lead and Web-to-Case automation.
- Written Test Classes to meet Unit testing before migrating from Sandbox to Production environment.
- Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.

EDUCATION

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SKILLS

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