

# **BHAVDEEP SINGH**



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## **Summary:**

- ✓ **13 years of Progressively Responsible IT Experience with 5 years of Active Salesforce Development and Admin Experience**
- ✓ **Extensive experience in Informatica, Teradata and Unix Development, Testing and Support.**
- ✓ **Salesforce Certified Administrator**
- ✓ **Salesforce Certified Advanced Administrator**
- ✓ **Salesforce Certified Platform Developer 1**
- ✓ **Informatica Certified in Architecture and Administration PowerCenter 7**
- ✓ **Informatica Certified in Mapping Design PowerCenter 7**
- ✓ **Informatica Certified in Advanced Mapping Design PowerCenter 7**
- ✓ **Oracle Certified Professional: SQL.**
- ✓ Experience with Apex Triggers, SOQL and Classes.
- ✓ Experience with Visual Force Development.
- ✓ Experience in Lightning and third party integrations with Salesforce
- ✓ Experience with SOAP, REST and BULK API
- ✓ Experience in Migration from Salesforce Classic to Lightning.
- ✓ Experience in both Sales and Service Cloud, along with Custom developed application using salesforce as a platform.
- ✓ Thorough Understanding and Experience with Salesforce Security model, permission sets, record types, and configuration of page layouts.
- ✓ Experience working in **Sales, Service and Marketing Cloud**
- ✓ Strong Knowledge of Data warehousing concepts and Dimensional modeling (Star schema).
- ✓ Strong in Performance Tuning of Informatica Mappings and Database Procedures.
- ✓ Worked on UNIX scripts for scheduling sessions, pre and post session scripts.
- ✓ Expertise in End-User training, Designing documentation and Application/Product Demos.
- ✓ Team Player with excellent interpersonal and communication skills.

## **Technical Skills:**

**Cloud Technologies:** Salesforce, TFS, nCino  
**ETL Tools:** Boomi, Informatica Power Center 9.x,8.x,7.1.2/6.2/5.1/1.7, BO-Data Integrator.  
**RDBMS:** Teradata V2R5, BTEQ, TPUMP, MLOAD, Netezza, Sql Server, Oracle (9i/10g),  
**Languages:** UNIX shell scripts, PL/SQL, SQL, C, C++  
**Deployment Tools** **AutoRabbit, ANT, Workbench, ChangeSets**

## **Education/Certifications:**

- ✓ MS in Computer Science, California State University (Northridge) – CA, USA (August-2006)
- ✓ BS in Computer Science & Engineering, Punjab Technical University, India (June-2001)
- ✓ **Salesforce Certifications**
  - Salesforce Certified Administrator
  - Salesforce Certified Advanced Administrator
  - Salesforce Certified Platform Developer 1
- ✓ **Informatica Certified Designer**
  - Informatica Certified in Mapping Design PowerCenter
  - Informatica Certified in Advanced Mapping Design PowerCenter
  - Informatica Certified in Architecture and Administration PowerCenter

## **Professional Experience:**

**Regions Bank – Atlanta - GA**  
**Sr. Salesforce Developer/Administrator/Dev-Ops**

**August'17– Till Date**

Regions Bank implemented Salesforce to consolidate different systems for managing administration, and sales etc. By implementing salesforce CRM, it streamlined its business processes, improved collaboration within departments, which resulted in more visibility to the customer's data and hence dramatically improved the quality of customer service.

### ***Responsibilities:***

- ✓ Created and managed **custom objects, fields and formulas, workflow rules**, actions and validation rules.
- ✓ Created and **managed roles, profiles, security settings** and permissions.
- ✓ Used **Data Loader** to insert, update, and bulk import or export of data from Salesforce Standard and Custom Objects
- ✓ Defined **Lookup and Master-Detail Relationships** on the objects and created Junction Objects to establish connectivity among objects
- ✓ Managed nCino instance for the Loan Origination Application within the bank.
- ✓ Developed **Salesforce Reports** in excel and/or other formats.
- ✓ Single handedly done **Deployments from Dev org to QA org to Production using ANT, Workbench, changesets, AutoRABIT and TFS.**
- ✓ Designed the whole **Branching Strategy in TFS** for Regions bank CI/CD Process Designed, developed and deployed **Apex Classes**, Controller Classes and Apex Triggers for various functional needs in the application.
- ✓ **Integration with LDS System** for Letter Generation (**Document Manager**) for Customer Communication using **JSON** and REST API.
- ✓ Implemented user security using **Permission Sets and Sharing Rules.**
- ✓ Experienced using Salesforce **Lightning UI.** Created Lightning Apps with **Lightning Design System**, Lightning App Builder and Lightning Component features.
- ✓ **Integration with ETL Tools** using **BULK API** for the purpose of Salesforce **Data Cleansing.**
- ✓ Extensive experience in analyzing organization processes and **converting business workflows into exact Salesforce.com workflows** and configuring Salesforce.com to meet business requirements.
- ✓ Designed, Implemented and deployed the **Custom objects**, Page layouts, Custom tabs, and Components, to suit to the needs of the application.
- ✓ Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
- ✓ Defined lookup and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
- ✓ Developed and configured various **Reports and Dashboards** for different user profiles based on the need in the organization.
- ✓ Experience with Service Cloud and Custom applications using Salesforce as a platform.
- ✓ Designed and developed SFA based Application on Force.com Platform in salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
- ✓ Implemented the requirements on salesforce.com platform and Force.com IDE Plug-in using Eclipse.
- ✓ Worked with various salesforce objects like Accounts, Contacts, Leads, Campaigns, Reports and Dashboards.

***Environment:*** Salesforce.com platform, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, Workbench, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, SQL Developer, SQL Plus, Microsoft SQL Server management Studio, Windows.

**AT&T – Atlanta – GA**  
**Salesforce Administrator/Developer**

**June'14 – August'17**

AT&T is a Telecommunications services company. Working in a group called Digital Experience where we bring in data from ATT.COM via click-stream and store it a dimensional data mart and use the data for sales, marketing and study overall customer satisfaction trends. My specific role is to maintain and enhance an application called Cross-Channel, where we pull Online data from the above mentioned Dimensional DataMart, Calls data from Wireline(IVR) Call centers, Calls data from Wireless(Clarify) Call Centers and Data from Store Visits. We pair all this data based on Account Numbers or Telephone Numbers to get a holistic view of Customer Activity from

different Channels of customer contact with AT&T, and prepare scheduled and ad-hoc reports for management.

**Responsibilities:**

- ✓ Customized Salesforce CRM beyond native functionality with Visualforce and Apex code as per the requirements
- ✓ Used Force.com IDE toolkit including **Apex Classes, Apex Triggers and Visualforce pages** to develop custom business logic.
- ✓ Involved with Creating Roles, Profiles, Email Templates, Page Layouts, Workflows, Workflow Actions and Approval Process.
- ✓ Created Workflow Rules, Approval Process and Created Validation Rules on Standard and Custom objects.
- ✓ Deployed application from Sandbox to different other Sandbox as well as into Production environments using Change Set, Eclipse and Force.com Migration tool.
- ✓ Developed functionality in **Salesforce Service Cloud** to be used for Cases Management and Knowledge base to Replace JIRA Application.
- ✓ Designed, Implemented and deployed the Visualforce Pages, Visualforce Custom Controllers Components, Advanced Search Functionality, Custom Objects, Reports, Analytic Snapshots, Page Layouts, Dashboards, Tabs, Tags, and Components.
- ✓ Experience with integration with 3<sup>rd</sup> Party Applications using **SOAP, REST and BULK API**
- ✓ Develop and Maintain Unix Scripts. Enhance the Scripts as and when requirements are updated.
- ✓ Extensively used the SQL in Netezza and Teradata Environments.
- ✓ Create and Update AID (Application Interface Documents) as and when needed.
- ✓ Use JIRA for bug tracking and communicating with clients on status of open tickets.
- ✓ Use Erwin to study Data Models to see Data Flow and update the Models with necessary Changes.

**Environment:** **Salesforce, JavaScript, Netezza, Teradata – BTEQ, MLoad, Nexus, Toad, Business Objects, JIRA, Connect Direct, Erwin, Control-M**

**IHG – Atlanta – GA**  
**Enterprise Architect**

**Nov'10 – June'14**

IHG (InterContinental Hotels Group) is one of the world's largest hotel groups by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, almost 4,000 hotels and more than 590,000 guest rooms in nearly 100 countries and territories around the world. I worked as a Teradata Administrator/Developer to support the marketing group of IHG.

**Responsibilities:**

- ✓ Created, optimized, reviewed, and executed Teradata SQL test queries to validate transformation rules used in source to target mappings/source views, and to verify data in target tables.
- ✓ Automated related tasks by developing UNIX shell scripts used to maintain the core EDW
- ✓ Did error handling and **performance tuning in Teradata queries and utilities.**
- ✓ **Developed Complex Informatica ETL mappings/workflows** and SQL that populates EDW and data mart Dimension and Fact tables to ensure accuracy of business requirements.
- ✓ Created/Enhanced Teradata Stored Procedures to generate automated testing SQLs Scheduled Informatica workflows using **Informatica scheduler and external scheduler Maestro.**
- ✓ Heavy scripting experience in Unix and Stored Procedure Development in Oracle.
- ✓ Developed and maintained simple and complex end-user reports and reports from Informatica repository for internal use in Business Objects.
- ✓ Performed data quality and integrity testing within EDW and Star Dimensional Model Data Mart
- ✓ Developed server TPUMP and MLOAD Scripts for loading BID tables.
- ✓ Extensively used the **SQL for Oracle and Teradata and developed PL/SQL scripts.**

**Environment:** **Informatica PowerCenter 9.5, Teradata SQL Assistant/Administrator, AIX UNIX, BTEQ, MultiLoad, FastLoad, Tivoli, Oracle 9i, PL/SQL, Toad.**

**AT&T – Alpharetta – GA**  
**ETL Informatica Developer**

**June'09 – Oct'10**

AT&T is a communications services company, serving nearly 50 million local, long distance, Internet and wireless customers in the United States and 12 other countries. Worked on several BID projects which involved ETL Testing of Informatica and Unix Scripts.

**Responsibilities:**

- ✓ Developed and Tuned Informatica Mappings for high volume data.
- ✓ Migrated Reusable transformations and Maplets using transformation developer and Maplet Designer.
- ✓ Worked on troubleshooting the Mappings and Improving Performance.

- ✓ Scheduled Informatica workflows using Informatica scheduler and external scheduler Control M.
- ✓ Tested and maintained simple and complex end-user reports and reports from Informatica repository for internal use in Business Objects.
- ✓ Tested several TPUMP and MLOAD Scripts for loading BID tables.
- ✓ Extensively used the SQL for Oracle and Teradata and developed PL/SQL scripts.

**Environment: Informatica PowerCenter 8, Oracle 9i, PL/SQL, Toad, Flat Files, Teradata, TPump, MLoad, SQL Navigator, Maestro.**

**Turner Broadcasting Systems(CNN) Atlanta GA**

**Jan'09 – June'09**

**Sr. ETL Developer**

Turner Broadcasting System, Inc. (TBS, Inc.), a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world. I worked as an Sr. ETL Developer for the Consumer Data Ware House (Subscription based model for Nascar, GameTap, Playon, NBA) for the financial data of the online games.

**Responsibilities:** -

- ✓ Create Workflows and Jobs in Informatica and BO Data Integrator.
- ✓ Transformation logic was pulled from PL/SQL code and converted to Informatica Maps.
- ✓ Analyze Emeta Erights table and implement Subscription based Data warehouse.
- ✓ Defined User's subscription life cycle, tenure of user.
- ✓ Extract Audit counts from repository tables.
- ✓ Analyze subscription metadata and moved users to different stages of subscriptions life cycle starting from account creation, trial, subscriber, termination states.
- ✓ Analyze Hierarchies tables in Ecommerce Data Warehouse.
- ✓ Design Hierarchy table flattening logic and implement it with hierarchy versioning.
- ✓ Implement slowly changing Dimensions of Type 2 and Type 1.
- ✓ Design and update Data Model in Erwin for Data Audits for the Subscriber DataMart
- ✓ Unit test the product and validate end result of Data Mart.
- ✓ Implement batch processing logic.

**Environment: - Informatica PowerCenter 8.6, Data Integrator, Erwin, Business Objects, Teradata, Oracle 10g, PL/SQL**

**AT&T – Atlanta – GA**

**Jan'06 – Dec'08**

**Sr. ETL Administrator/Architect/Analyst**

AT&T is a telecommunications services company, serving nearly 50 million local, long distance, Internet and wireless customers in the United States and 12 other countries. I worked on several projects and in most of them served as an Informatica developer/administrator and maintained five informatica environments, two of which (production and pre-prod) were clustered Enviroments. The dataware house was built on Teradata and the reporting was being done using Bussiness Objects 6.5 and Hyperion 6.6.4. Also assisted in setting up and maintaining Connect Direct connections between servers for secure data transfer.

**Responsibilities:**

- ✓ Designing ETL architecture and putting in place ETL standards for Informatica.
- ✓ Involved in Business Requirement gathering which meant talking to users on regular bases.
- ✓ Administrator of several Informatica environments including production environments.
- ✓ Created Reusable transformations and Mapplets using transformation developer and Mapplet Designer.
- ✓ Worked on troubleshooting the Mappings and Improving Performance.
- ✓ Scheduled Informatica workflows using Informatica scheduler and external scheduler Control M.
- ✓ Developed and maintained simple and complex end-user reports and reports from Informatica repository for internal use in Business Objects.
- ✓ Did testing for Informatica Jobs on Pre Prod Server before moving them into Production servers.
- ✓ Installed and configured Informatica Server and Client for Pre-Prod and Prod environment.
- ✓ Installed and configured the transformation server for a Data Replication tool called Data Mirror.
- ✓ Configured several oracle production servers for replication with the help of Data Mirror.
- ✓ Supported Production environment for BI tools like Business Objects and Brio Hyperion 6.6.4
- ✓ Created and maintained Connect Direct Connections for secure data transfer between production servers and other environments.
- ✓ Extensively used the SQL for Oracle and Teradata and developed PL/SQL scripts.

**Environment: Windows XP, 2000 Informatica PowerCenter 7.1,8, Oracle 9i, PL/SQL Toad, Teradata, TPump**