

Padmavathi Borra

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Summary:

- Having 4 years of experience as an Administrator and Developer in Salesforce CRM with expertise handling the project across several SDLC phases (Analysis, Design, Development, Testing, Implementation, and Maintenance).
- Experience in implementing Sales cloud and Service cloud.
- Hands-on experience in Salesforce Components Integration, Development and Deployment of Custom Integration Solutions.
- SFDC development using Apex classes, Triggers, Apex Test Classes for SFDC testing and Batch Apex for complex data processing.
- Experience across various implementations covering Sales cloud, Service cloud, Chatter and AppExchange applications.
- Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
- Knowledge in developing Salesforce Lightning Apps, Components, Controllers and Events.
- Created user interface in Lightning using LWC components, CSS to enter case details and submit.
- Extensive Business Knowledge and Objects Customization experience objects such as Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns and Forecasting.
- Experienced in developing custom Lightning components, Global actions, Process Builders, Object specific actions and server - side controllers to meet business requirements.
- Developed SFDC Customized Reports, Dashboards and Processes to continuously monitor Data Quality and Integrity.
- Proficiency in SFDC Administrative tasks such as Creation of Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Tasks and Actions.
- Detailed experience working on Eclipse IDE with Force.com Plug-in for writing Business Logic in Apex Experience in Web Technologies like HTML, XML, CSS, SQL, JavaScript, REST and Bulk API's.
- Experience in Salesforce Lightning framework that includes Aura, Lightning Web Components (LWC).
- Strong Technical, Analytical, Verbal and Written Communication Skills.
- Experience in developing Apex classes and Triggers, Visual Force pages.
- Expertise in database querying with SOQL and SOSL using Force.com Explorer.
- Experience in Data Migration using Import Wizard and other integration tools such as Apex Data Loader.
- Strong knowledge on Agile, Waterfall Project Execution Methodologies.
- Ability to learn and work on new technologies quickly.
- Strong Technical, Analytical, Verbal and Written Communication Skills
- Flexible, Enthusiastic and project-oriented team player with excellent analytical skills to develop creative solutions for challenging client needs.

Technical skills:

Salesforce Technologies	Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components, Controls, Salesforce Outlook, Apex Web Services, Workflow and Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader, Lightning Process Builder, Force.com IDE, Aura, LWC
Databases	MS SQL Server, MS Access and MySQL
Languages	Apex, Visual Force, SQL, Java, Java Script, HTML
Documentation	MS Office
Operating Systems	Windows Variants, Unix/Linux

Professional Experience:

Company: Certiview IT & Management Solutions Private Limited

Client: Wipro

Jan 2021 – Till date

Role: Salesforce Developer

Responsibilities:

- Salesforce point and click configuration using workflows, validation rules, sales process setup.
- Working in the Salesforce.com areas, Sales Cloud, Service Cloud, Salesforce Integration and Data.com.
- Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
- Create a user interface in Lightning using LWC components, CSS for a user to enter case details and submit in to Salesforce.
- Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
- Used Salesforce Lightning Inspector to debug the lightning components during the development process.
- Created Apex methods for the lightning controller and helper methods to perform DML operations on the case records.
- Use Apex, Visualforce, Lightning component frameworks, triggers, batch apex and Salesforce APIs and schedule the apex classes to send email alerts on daily/weekly basis.
- Worked on writing the workflow rules and validation rules for email templates.
- Experience in Salesforce Lightning framework that includes Aura, Lightning Web Components (LWC).
- Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
- Built customized Lightning components replacing the existing ones, using JavaScript on the client side and Apex on the other side to provide better and more interactive interfaces to the end users, which helps in sales enhancements.
- Created custom Visual Force page as well as few extensions to standard page, Apex classes in accordance with the requirements that the standard page would not suffice.
- Responsible for Data load operations using Force.com Apex Data Loader.

Environment: Salesforce.com Platform, Lightning Component, LWC, Apex Language, Classes, Triggers, Visualforce, Scheduled Apex jobs, AppExchange, SOQL, SOSL, HTML5, CSS3, XML, Triggers, Security controls, JavaScript, REST API, Sales cloud, Service cloud, Salesforce Lightning.

Company: Certiview IT& Management Solutions Private Limited

Client: Wipro

Sep 2018 - Jan 2021

Role: Salesforce Administrator

Responsibilities:

- Developing and Customizing salesforce.com application based on the user needs.
- Migration of data from Microsoft Excel to Salesforce using Import Wizard.
- Worked with import tools such as Apex Data Loader and Import wizards.
- Developed field & page layout customization for the standard objects like Account, contact, Leads.
- Maintained and gave permissions to communication templates based on Profiles.
- Created Reports and Dashboards as per the customer requirements.
- Worked on Record Types, Validation Rules, Triggers and Page Layouts.
- Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
- Created new custom objects, assigned fields, custom tabs, components, custom reports.
- Created custom Reports based on business need and associated them to Dashboard.
- Administrated and monitored the company's Salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert
- Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
- Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
- Created and maintained the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
- Worked on Sales cloud and Service cloud functionalities like web to lead, Creating and Updating accounts, contacts, opportunities, sales orders, submitting the sales orders, web to case, call center as well as service automation
- Used Force.com IDE for development environment
- Developed Apex Triggers, Apex Classes and Test Methods and other queries
- Integrated Salesforce.com with External Applications like using REST API based web services.
- Involved in migrating data into Salesforce application using apex data loader through CSV files. Installed and configured Apex Data loader.

Environment: Salesforce.com, Visualforce, Triggers, Workflows, APEX Data Loader, Leads, Accounts, Reports, Validation Rules, Pick Lists, Eclipse, Microsoft Excel and Wind.

Education Details:

- Postgraduation from Andhra University
- Graduation from Acharya Nagarjuna University

Certifications:

- Salesforce Certified Administrator