ROHITH GUPTA THATIPALLY
Salesforce Business Analyst/Scrum Master/Admin/Consultant
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Objective:

9 + Years of IT Experience in Development, Admin, Business Analysis, Quality Analysis with strong comprehension of Business Requirements Gathering, Application Design, creating lightning components using lightning design system, Salesforce Lightning, developing Cloud applications on Force.com, ETL, Java and Release administration with careful learning of System, Functional, Regression, Automation testing and AGILE philosophies.

Summary:

- Experience in Development, Administration, Configuration, Implementation, Lightning, and support experience with Salesforce (Force.com) cloud platform.
- Good Knowledge of Salesforce end to end implementation cycle in Sales Cloud, Service Cloud, Community Cloud, Knowledge Base and Custom Force.com Platform Application.
- Experience in SFDC Administration of creating Custom Objects & Fields, Object Relationship, Tabs, Profiles, Permission Sets, Roles, Users, Page Layouts, Email Service, Org-Wide default, Workflows, Process Builders, Approval Process, Testing of SOAP Services, Rest and SOAP API management, Reports and Dashboards.
- Hands on experience on Salesforce Lightning development with complex business logic implementation.
- Expertise in Apex Class, Apex Trigger, Test Class, Visualforce Page, Canvas, Single-Sign-On, Live Agent, Email-to-Case, SOQL, SOSL ,database concepts, data modelling capabilities and also with Java and J2EE related technologies
- Configuring campaign member statuses within Salesforce to accurately represent the campaign's progress and the actions taken by leads or contacts.
- Responsible for the Lightning Data Service identifies and eliminates requests that involve the same record data, sending a single shared data request that updates all relevant components.
- Strong experience in CTI (Computer-Telephony Integration) Integration and also in Salesforce Call Center Configuration.
- Involved in data migration using Import Wizard and Apex Data Loader and involved in migrating the data from Oracle database to Salesforce application using Apex Data Loader.
- Responsible for connecting the Sales and Service clouds with marketing cloud using marketing cloud connect and for testing the connecting use cases to see the connection is built right between the Sales, Service and marketing clouds.
- Worked on functional, technical and system design documentation and talking to stakeholders to identify how business requirements can be delivered to ensure improved user experiences and reduced cost and time impacts.
- Creating Flows and Process Builder processes that involve multiple related objects to enable seamless data updates and related record actions.
- Development, Admin, Quality Assurance and Business Analysis for Salesforce.com, force.com, APTTUS-CPQ and QA Automation Tools.
- Worked with Apttus CPQ Quoting for analysing the pricing of the products using the workflows
- Good with Product configuration, Price Rules, Constraint Rules, Categories, Price list, Quote Creation.
- Performed Validation Rules, Workflow, E-mail services and approval processes using customization & Apex.
- Implementing data security measures within Tableau to restrict access to sensitive Salesforce data based on user roles and permissions.
- Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, APTTUS CLM, APTTUS CPQ and Dashboards.
- Expertise in Salesforce Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Dashboards, Tasks Managing Reports, Data Migration, Testing and Support.
- Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
- Involved in database designing by creating database objects such as Tables, Views, Indexes and developed code in the mid-tier server integrating Service Now with other IT systems.
- Ability to work on different operating systems.

- Around 2 years of experience as a QA Automation Tester in Analysis, Design, Testing, Execution and Implementation of various applications such as Web-based, Client/Server and Mobile Services.
- Extensive knowledge in automated and manual software testing techniques, tools and Software Development Life Cycle methodologies such as Waterfall and Agile (Scrum).
- Excellent knowledge of Software Development Life Cycle (SDLC) and Software Testing Life Cycle (STLC).
- Expertise in analysing Business Requirements (BRD), Functional Requirement Document (FRD), Use Cases, UML Diagrams for Web and / Mobile based applications.
- Designed and executed Oracle queries to validate UI and Database details with (SSIS) techniques.

Technical Skills:

Details	Skills/Tools
OPERATING SYSTEMS	Windows 9x/NT/XP/2008/2003/2000 and Unix.
LANGUAGE/SKILLS	Java, Javascript, Shell script, PL-SQL, XML, SQL, Microsoft .NET, C# and Linux
VCS/CMS/DEFECT TRACKING/Deployment TOOLs	GITHUB, VSS, SVN, CMS, Maven, Changeset, Selenium, Maven, Jenkins, Eclipse, JIRA, TDD, Selenium and ANT.
Tools	Introscope,SharePoint,MSOffice,Eclipse,Datastage8.1,Toad,Fileaid,Panagon,Vantive, FTP,C:D(NDM),Citrix,SSO,ESP,DataLoader,Force.com
Salesforce Technologies	Salesforce-CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, REST, SOAP, Lightning, Sales Cloud, Service Cloud, Community Cloud, Knowledge Base, Visual force Pages/Components, Apex Web Services, AJAX, Workflows, Case Approvals, Dashboards, App-Exchange, Custom Objects, Chatter, API, Chatter, Sandbox, data loading, Sales, Service cloud, SOQL queries, Web Service Integration. Single Sign On, APTTUS-CPQ/CLM.
TOOLS	HP Quality Centre, AOTS BMC Remedy7.5, Data stage/Informatica, FTP, HLAD Tool and C:D, Citrix, Toad 9.x, Share Point and Cloud System.
DOMAIN	CRM, Retail, Telecom Health, and Insurance.
Others/Methodologies	Waterfall, Agile, Scrum and ITIL

Educational Qualification:
Master of Science in Computer Information Systems from California University of Management and Science.
Bachelor of Engineering in Electronics and Communication Engineering from Satyabhama University.

Certifications:
1. Salesforce Certified Administrator
2. Salesforce Certified Platform Developer I
3. Salesforce Certified Community Cloud Consultant
4. Salesforce Certified Advanced Administrator

Professional Summary:

Stacknexus Pvt.Ltd., Hyderabad   Oct 2023- Present
Role: Salesforce Business Analyst/Scrum Master/Admin
Responsibilities:
- Demonstrated expertise in managing leads and opportunities, effectively tracking the sales pipeline, and maximizing conversion rates.
- Authored and managed comprehensive Business Requirements Documents (BRDs), Functional Requirement Documents (FRDs), Technical Requirement Documents (TRDs), and Business Functional Requirement Documents (BFRDs), leading to a 40% improvement in requirement understanding.
- Providing training sessions to end-users, ensuring they effectively use Salesforce features and promoting user adoption. Providing ongoing support and troubleshooting assistance.
- Leveraged industry-standard testing methodologies, such as Agile or Waterfall, to efficiently coordinate, plan, and execute user acceptance testing (UAT) activities.

- Practiced traceability matrix techniques to ensure comprehensive test coverage, linking requirements to test cases and validating all functional aspects of the application.
- Staying updated with the latest Salesforce updates and features related to Flows and Process Builder, and continuously improving existing processes.
- Led the analysis, design, and implementation of Salesforce solutions, aligning business processes with platform capabilities along with functional, technical and system design documentation.
- Developed complex reports, dashboards, and analytical insights using Salesforce reporting tools, empowering stakeholders with actionable insights.
- Propose and implement changes to enhance operational efficiency and overall business performance and analyze and consolidate information to develop solutions to ensure business requirements are achieved.

Gensler Pvt.Ltd., Bangalore   Nov 2021- Oct 2023
Role: Salesforce Sr. Admin/Functional Consultant/BA
Responsibilities:

- Demonstrated expertise in managing leads and opportunities, effectively tracking the sales pipeline, and maximizing conversion rates.
- Proficient in customizing Salesforce Sales Cloud according to business requirements, including creating custom objects, fields, and validation rules.
- Providing training sessions to end-users, ensuring they effectively use Salesforce features and promoting user adoption. Providing ongoing support and troubleshooting assistance.
- Leading data migration efforts from legacy systems to Salesforce while ensuring data integrity, quality, and security. Establishing data governance practices to maintain data hygiene.
- Managing and optimizing Sales Cloud instances, including lead and opportunity management, sales process automation, forecasting, and reporting.
- Creating and configuring campaigns within Salesforce, including defining campaign hierarchies, setting up campaign members, and associating campaigns with relevant products or services.
- Providing training and support to marketing teams on Salesforce campaign management best practices and tools.
- Configuring campaign member statuses within Salesforce to accurately represent the campaign's progress and the actions taken by leads or contacts.
- Staying updated with the latest Salesforce updates and features related to Flows and Process Builder, and continuously improving existing processes.
- Providing training to end-users on how to use Flows and Process Builder effectively and offering ongoing support for process-related queries and implementing Flows and Process Builder solutions to automate these processes, improving overall efficiency.
- Creating change sets to bundle and package customizations, configurations, and metadata changes that need to be moved between environments and conducting thorough testing in non-production environments to validate changes and ensure that they work as intended before promoting them to production.
- Collaborating with other teams, such as Salesforce administrators, data engineers, and business analysts, to understand data requirements and ensure seamless data integration.

Stack Nexus Pvt.Ltd., Hyderabad, TG   Sept 2020- Nov 2021
Role: Salesforce Lead
Responsibilities:
- Participate in the identifying of client's sales, marketing, and customer service requirements through discovery meetings.
- Participated in the full life cycle implementation of salesforce.com from technical design to development, configuration, and administration to testing and deployment of high-quality business solutions.
- Worked closely and effectively with other team members to resolve defects and functional issues.
- Good Knowledge of Salesforce implementation cycle in Sales Cloud, Service Cloud, Financial services cloud

Community Cloud, Knowledge Base and Custom Force.com Platform Application.
- Design and lead the design process in key modules and work in partnership with the Development Team, to create, define specifications for and implement customizations for any custom code or data migration requirements using SQL Server Reporting Services
- Performed Validation Rules, Workflow, E-mail services and approval processes using customization & Apex.
- Configuring Products (Standalone & Bundle) with complex price rules, Categories, Price Matrix, PL, PLI, Attributes.

Environment: Saleforce.com platform, Force.com ide, Apex, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, inside sales telephonic plug-in, Java Script, Workflow & Approvals, REST.

TEK LEADERS Inc., Suite 500 Plano, TX   Mar 2019- Sept 2020
Palo Alto Networks, Santa Clara, CA
Role: Salesforce Developer (Service Cloud)
Project Description: Extensive involvement in the full life cycle implementation of Service Console development, Service / Community Cloud CRM domain expertise with knowledgebase, Service console, Cases Management, Milestone, Entitlement, community cloud, omnichannel routing, macros, web-to-case, Live Agent, Chatter, etc.
Responsibilities:
- Develop/write object-oriented, reusable, scalable, and high-quality code to meet the design specification using Apex, Visual Force, lightning components, and JavaScript and further minimize defects through disciplined unit testing.
- Clearly understand and analyze business requirements including specifications of the user interface, custom application/solution, integration, and interaction with various salesforce instances.
- Maintain clean repositories in bitbucket and lead the team in resolving code conflicts.
- Configure and customize Salesforce platform as per business requirements and SFDC best practices.
- Strong front-end development experience in visual force pages, components, Html, CSS, and front-end validation using JavaScript, jQuery and CSS for rich look and feel.
- Hands-on experience in writing code for consuming and exposing SOAP and REST API -based web services.
- Hands-on experience in CI and CD tools like GitHub, bitbucket, Jenkins, ANT for continuous deployments.
- Make recommendations to use innovative, creative solution approaches as appropriate to meet the business needs.
- Build custom CUSTOMER PORTAL COMMUNITIES and Web portal applications on the Force.com platform.
- Design and develop data models, user interfaces, business logic for custom SERVICE CLOUD CUSTOMER COMMUNITIES or NEW Partner Portals using LIGHTENING COMPONENTS
- Advanced Salesforce development background with Sales and Service Cloud, Partner Community Portal

Environment: Saleforce.com platform, Apttus (CPQ, CLM), Apex, Visualforce, Data Loader, SOQL, Apex Triggers, HTML, Java Script, Eclipse IDE.

TEK LEADERS Inc., Suite 500 Plano, TX   Oct 2018- Mar 2019
Gilead Sciences, Foster City, CA
Role: Salesforce Developer/CRM (Marketing Cloud)
Project Description: Extensive involvement in the full life cycle implementation of Service Console development, configuration, testing and deployment of high-quality business solutions.
Responsibilities:
- Participate and help to drive Dynamics CRM implementations through all project phases including discovery, definition, build, test and deploy.
- Testing: SFDC CRM - Testing; SAP CRM - Testing, Hybris - Testing, Mobile Testing, Web Application Testing.
- Demonstrated Strong Salesforce Design, Implementation and configuration knowledge including - APEX, Force.com, Java, JavaScript, etc.

- Participate in the identifying of client's sales, marketing and customer service requirements through discovery meetings
- Design and lead the design process in key modules and work in partnership with the Development Team, to create, define specifications for and implement customizations for any custom code or data migration requirements using SQL Server Reporting Services.
- Working on Lightning component, Apex Development, test classes to deploy the apex codes into production and also in end-to-end support after deploying into production.
- Conduct end-user training and create and maintain knowledge transfer documentation.

Environment: Saleforce.com platform, Apttus (CPQ, CLM), Apex, Visualforce, Data Loader, SOQL, Apex Triggers, HTML, Java Script, Eclipse IDE.

TEK LEADERS Inc., Suite 500 Plano, TX   Feb 2018- Oct 2018
Infoblox, Santa Clara, CA
Role: Salesforce Lightning Developer
Project Description: Implemented SFDC Service Cloud and Community Cloud, Custom Application development in Lightning framework to automate business and Knowledge Base with Lightning framework for partner User.
Responsibilities:

- Identified business requirements and translated them to technical specifications.
- Participated in the full life cycle implementation of salesforce.com from technical design to development, configuration and administration to testing and deployment of high quality business solutions.
- Worked closely and effectively with other team members to resolve defects and functional issues.
- Good Knowledge of Salesforce implementation cycle in Sales Cloud, Service Cloud, Financial services cloud Community Cloud, Knowledge Base and Custom Force.com Platform Application.
- Built Lightning Data Service (LDS) to serve as the data layer for Lightning. LDS is the Lightning Components counterpart to the Visualforce standard controller, providing access to the data displayed on a page.
- Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
- Excellent understanding of Eclipse and other Integrated Development Environments.
- Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
- Strong experience in integration of SFDC with external applications by using Rest and SOAP Web Services.
- Developed Lightning apps using lightning Components and made them compatible with salesforce1 mobile app.
- Have experience is Sales Cloud and Service Cloud implementations.

Environment: SaleForce.com platform, Lightning, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, Custom Objects, Custom Tabs, Email Services, Sales cloud, Security Controls, Sandbox data loading, HTML, Java Script, APPTUS, Eclipse IDE, Subversion Email Services, Security Controls, Sandbox data loading.

TEK LEADERS Inc., Suite 500 Plano, TX   Jul 2017- Feb 2018
Infoblox, Santa Clara, USA
Role: APTTUS-CPQ Business Analyst/Administrator
Project Description: Design, implementation, administration and troubleshooting Apttus CLM system, managing security profiles and providing technical support for users.
Responsibilities:

- Design, implementation, administration and troubleshooting Apttus CPQ system, managing security profiles and providing technical support for Sales users.
- Designed, developed, and deployed Custom objects consisting of validation rules with effective formula fields, Workflow Rules if the necessary criteria are met to suit the needs of the application.
- Configured and bulk data load of Products, Price Lists and Price List Items by using workbench and also Validating the security products from Apttus CPQ to CSP application.

- Worked extensively on managing Products, Price Lists, Categories, Price rules, Constraint rules and defining Product Visibility for Apttus CPQ package.
- Extensive experience supporting with Salesforce CRM to CSP, RNOW, REVSYM, Marketo, DocuSign.
- Used Developer console's debug Log to catch Exceptions, debug apex classes, execute Governor Limits and verified test coverage before deployment.

Environment: Saleforce.com platform, Apttus (CPQ, CLM), Apex, Visualforce, Data Loader, SOQL, Apex Triggers, HTML, Java Script, Eclipse IDE.

TEK LEADERS Inc., Suite 500 Plano, TX   Aug 2016 – Jun 2017
Ritter, MO, USA
Role: APTTUS Developer (APTTUS-CPQ/SFDC)/Administrator
Project Description: It is telecom-based company which provides data, internet and voice service to the customer. This project is in sales cloud platform which handles the products, order management and   also it handles case management.
Responsibilities:

- Involved into APTTUS Product Configuration and Pricing Configuration with some advanced functionality of SALESFORCE.
- Good with Product configuration, Price Rules, Constraint Rules, Categories, Price list, Quote Creation and few more complex pricings functionality using Workflow, APTTUS Approval Process, APEX, Visual Force and APTTUS Pricing Callback Class.
- Developed Quote Documents using X-AUTHOR for Word, also developed Customized login screen for community user and functionality to redirect user from Salesforce to APTTUS CPQ Quote creation using APTTUS API's, APEX, Visual Force and Trigger.
- Configure salesforce and marketing cloud integration user along with configuration in salesforce.
- Quote to Cash: configuring Bundles, Attributes, Price Matrix, Price Rules, Summary Variables, Discount Schedules, and Approval Process Management.
- Implemented Data Loader through the Command Line Interface to extract the data from database.
- Created email-to-cases, automated-responses, assignment rules, email alerts and templates for Case Management.

Environment: Saleforce.com platform, Force.com ide, Apex, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, inside sales telephonic plug-in, Java Script, Workflow & Approvals, REST.

TESCO HSC, Karnataka   Jul 2014 – Oct 2015
Enterprise Management, Karnataka
Role: QA Automation Tester
Project description: The project involved an application for the client's Global Supply Chain Management initiative which was an effort to eliminate many of the impediments to efficiencies in the current global supply chain environment (including the areas of Planning, Inbound Fulfilment, Product Creation and Sourcing, testing).
Responsibilities:

- Involved in Manual and Automation Testing to develop POS Retail stores test cases, scripts and record bugs.
- Developed and maintained release acceptance tests using Selenium IDE, JUnit, Java and Eclipse.
- Performed Coded UI, Protractor automated testing for regression and Mainframe Testing
- Performed backend testing to validate the data by using SQL queries to the required test cases.
- Wrote complex SQL queries using MS-SQL to validate backend functionality of the application.
- Developed and executed manual and automated tests for Core Payments Processing Book/CHIPS in different platforms using Java and Selenium library.
- Handle all foreign currency transactions and all transactions including reloading and balancing machines.
- Responsible for identifying test cases for manual and Automation with Appium, java, Selenium WebDriver for Smoke Test, Functional and Regression Tests.

Environment: WebDriver, IDE, UFT, Jenkins, Cucumber, HTML, Jenkins (TFS), Angular JS 2, SQL, postman, UNIX, Quality Center/ALM, SharePoint, Maven, TestNG, Mainframe, Java, Python, White/Black box testing.