



Professional Experience Outline

- An Engineer with Around 6 years of IT experience with over 5 years of relevant experience of Salesforce CRM including Salesforce.com administration, customization & configurations.
- Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
- In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
- Capable of writing and debugging efficient SOQL queries of standard and custom objects, and able to understand and develop for complex data models.
- Developed Lightning Component Framework and also built Lightning component using aura framework.
- Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
- Worked on Salesforce.com based development enhancements and implemented lightning applications from the scratch.
- Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
- Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
- Experience in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
- Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management.
- Good experience in running UNIX batches, and monitor the Application server logs.
- In depth technical knowledge and understanding of Data Warehousing, Data Validations, Expertise in querying and testing RDBMS such as Oracle, DB2, MS SQL Server for data integrity.
- Experience working in Agile methodology, Scrum methodology, Waterfall model and Test-driven development
- Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
- Experience with Apttus, Big machines CPQ and built AppExchange applications with AngularJS and Bootstrap.
- Created customized UI as per the client and application requirements using Visualforce.
- Review/Adjust/Write Apex and Visual Force page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
- Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
- Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
- Working experience on JIRA – Requirements Management tool, HP ALM-Quality Center 11.0 – Test management tool, in MS SharePoint, Microsoft Power Point, Microsoft Excel, Microsoft Word, Microsoft Project, Microsoft Access, Rational ClearCase, Rational ClearQuest, Test Director.
- Designed and documented REST/HTTP, SOAP APIs, including JSON data formats and API.
- Writing UNIX scripts to perform certain tasks and assisting developers with problems and SQL optimization

Certifications

Salesforce Certified Administrator
 Salesforce Certified Platform Developer I
 Salesforce Certified Platform App Builder
 Salesforce Certified Community Cloud Consultant

Education Background

University of Dayton Master's in Computer Engineering. Dayton, OH.
 Osmania University Bachelors of Engineering Hyderabad, Telangana

Technical Skills

CRM Tools	Salesforce.com
Salesforce Technologies	Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages,

	Component & Controllers), ETL, S-Controls, triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing
Salesforce API Tools	Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader
Web Technologies	Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, jQuery, OOD
Web Services	SOAP, Cast Iron, WSDL, XML, JSON, RESTFUL
Operating Systems	Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Linux, Unix

Work Experience Summary

Salesforce Developer/Administrator – Project: Moody’s Analytics, Omaha, NE

Feb 2020 – Till Date

Related work:

- Participated in the identification, understanding, and documentation of business requirements, keeping in mind the need for the application based on the project scope and SDLC methodology.
- Worked on various salesforce.com standard objects like Accounts, Contacts and Leads. Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs and Components.
- Implemented and maintained Salesforce Service Cloud, Sales Cloud and Community Cloud. Built custom solutions with Apex and Visualforce, which support most critical processes and workflows.
- Implemented Security and Sharing rules at object, field, and record level for different users at different levels of organization. Configured the Contract management and revenue management with using of Apttus CPQ.
- Setup, maintain, optimize, and Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
- Migrated data from Traditional Applications to Salesforce using Import Wizard and Data Loader Utility.
- Experience build and release management, build and migration tools like Eclipse, Ant, Jenkins, GitHub, and other relevant tools for continuous Integration.
- Developed and provided training of the dashboards to various business units(users) through Einstein Analytics.
- Developed Visualforce Pages, Apex Classes, Apex Triggers, Apex Controllers (standard, custom and extension), schedulable Apex classes, and Batch Apex to meet various functional needs in the application and schema builder for development.
- Created various Reports and Dashboards to assist managers to better utilize Salesforce Classic as a sales tool and configured various Reports for different users based on the needs of the organization.
- Expertise in data warehouse QA process and different levels of testing like Functional, Regression, and Integration testing with business scenarios.
- Created a Pardot app to work on Sales and Marketing in same space. Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
- Experience in testing REST and SOAP APIs/Web services using SOAP UI and Postman tools, gained good understanding of XML and JSON structures.
- Created and developed Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
- Worked on the Salesforce implementations on Sales and Service clouds.
- Analyzed large volumes of data using various tools like Salesforce Einstein Analytics, R, Python.
- Experienced in transitioning from Salesforce Classic to Salesforce Lightning Experience
- Integrated the application within house legacy systems using REST API Web services.
- Involved in creating Salesforce 1 mobile apps using Apex and Visualforce.
- Worked on customization of Visualforce to have Classic experience for desktop and mobile applications.
- Developed/Created Apex Classes, Controller Classes, Lightning component, Aura Component and Apex Triggers for various functional needs in the application Through Salesforce.com APEX Development
- Technical Knowledge about Salesforce.com Classic/lightning schema builder, Flows, process builder, app builder, components and lightning connect.
- Worked with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics
- Experience in salesforce Lightning features like activities, contextual Hovers, Opportunity board, Customizable dashboard and Reachme.
- Good experience in developing salesforce Lightning Apps, Components, Controllers and Events.
- Experience in working with Apttus core objects.
- Customized existing Visualforce to align with salesforce new Lightning UI experience.
- Experienced in Data Loading Activities using Salesforce.com Import Wizard, Force.com Data Loader, Informatica Cloud, and Workbench & Dataloader.io.
- Interacted with the Salesforce.com and Apttus premium tech support team on a regular basis.
- Utilizing Java, Java EE, Enterprise Java Bean, and Apache Struts Web applications to create fully-integrated client management systems.

Related work:

- Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
- Designed, developed, test and deployed custom salesforce applications using APEX Classes, Controller Classes, Batch APEX and APEX Triggers for various functional needs in the application.
- Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Profiles, Roles, Users, Page Layouts, Email Services, Approval Processes, Workflows, Tasks, and Events, Leads, Campaigns, Reports and Dashboards.
- Worked with Service Cloud including Service Console, Case Feed, Knowledge Base and Entitlements.
- Worked on custom objects that make it easy to model financial accounts, roll up financial information for clients and groups and track customer goals.
- Used Rest Web services to flow the Data from salesforce to Connected App.
- Worked on continuous delivery and build cloud with open stack and AWS.
- Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
- Responsible for email deployment, including campaign set-up, segmentation, targeting, QA and A/B testing, optimization.
- Good with Configure Price Quote (APTTUS-CPQ) Product and Pricing, also understand configuration settings as they relate to business requirements, also good with standard Quote/Proposal creation process.
- Experience on all CM tools (JIRA, Confluence, Artifactory, SVN, Maven, Jenkins, ANT, Git, GitHub, Visual Studio) and their usage ensuring traceability, repeatability, quality, and support.
- Developed salesforce Lightning applications using Lightning Components, Controllers and Events and used custom CSS in the components.
- Built reusable UI components and pages with Lightning component framework.
- Involved in querying sales force tables using SOQL & SOSL queries using Force.com Explorer
- Embedded Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
- Involved in working with Wave analytics cloud, and an in-depth knowledge of its features and applications.
- Extensively used Agile Scrum methodology to reach our business team goal by gathering day-to-day requirements and building them using Force.com platform.
- Used salesforce Marketing Cloud (Lead Pardot) and Marketta for marketing automation and analytics software for email, mobile, social and online marketing.
- Used Omni-channel for creating cases, chats, SOS video calls, social posts and custom objects.
- Developed and implemented the Salesforce solution from end-to-end and responsible for architecting the CRM technical solution based on project requirements and industry best practices.
- Worked on Data Loading Activities using salesforce.com Import Wizard, Force.com Data Loader, Informatica Cloud, and Workbench & Data Loader.
- Worked on data warehouse QA process and different levels of testing like Functional, Regression, and Integration testing with business scenarios.
- Used Force.com Web services API for implementing web services to integrate with legacy systems.
- Involved in the Data Transformation and Data Cleansing activities while transferring the data from the external system into Salesforce.com using Apex Data Loader 20.0.
- Used Community Cloud in order to perform computing types of applications, massive data simulations with data rich, real-time visualizations.

Related work:

- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Worked on customization, implementation and update focusing on Marketing, Sales and Service Cloud.
- Implemented Service Cloud including Service Console, Customer Portal Communities, Case Feed, Knowledge Base & Entitlements.
- 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 customization of Sales Cloud Schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products.

- Worked on Data cleanliness & accuracy by adding custom validation rules, custom formulas, reports, and dashboards.
- Created Visual Force Pages using Standard Controllers, Custom Controllers, Extension Controllers & Web Services API. Created new User Interface using JavaScript, HTML, and CSS in Visual Force Pages.
- Used SAML to give SSO authentication to user for the access of enterprise authentication server and client applications.
- Performed data cleansing for imports, data integrity and data manipulation.
- Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles and groups.
- Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules. And, also monitor standard analysis and reporting for marketing campaigns.
- Worked closely with the SOA integration team to define and map system objects, data elements and transformation logic between systems.
- Implemented various Batch Apex, Queueable, Schedulable classes and the Future method for handling huge data transactions.
- Worked on CPQ solution using Apttus CPQ and Contract Lifecycle Management (CLM) for various customers in industries. Managed configuration of pricing, quoting, discounts, incentives, & proposals by using Apttus.
- Good experience in APTTUS Product Configuration and Pricing Configuration with some advanced functionality of SFDC. Quote/Proposal and Agreement document generation using Apttus.
- Worked on developing Apex Classes, Triggers, Visual Force pages, writing Workflows, Integration, Force.com API, Custom Tabs, Custom Objects, Controllers, App Exchange Package & Custom Application, Analytic Snapshots, and Dashboards
- Migrated data using Data-loader to centralize data and processes across different divisions that were previously using decentralized systems/databases.
- Integrated external applications with Salesforce.com both Inbound and Outbound by writing Apex SOAP and REST Web Services and Apex Callouts.
- Developed various Aura components in the process of migrating Application from Classic to Lightning.
- Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors Limits.
- Oversaw release management activities including deployment between multiple sandbox orgs using Force.com IDE and managing version control using GitHub.
- Involved in Testing and debugging to check the functionality and for documenting the module.

Salesforce Administrator – Project: dotSolved India Private Limited

Aug 2016 – April 2017

Related work:

- Interacted with Business users for requirements gathering, analysis and preparing documentation.
- Configuration and administration of Salesforce.com enterprise editions
- Configured and customized sales cloud, service cloud, marketing cloud Standard objects like Accounts, Contacts, Opportunities, Products, Opportunity Line Items, Leads, Campaign, Events, Tasks, Cases.
- Created Custom Objects, Tabs, validation rules, Components with respect to business requirements.
- Created and maintained users list, groups, sharing rules, multiple Profiles, Roles, Page Layouts, Record Types and configured the Permissions/Permission sets based on the Organization hierarchy requirements.
- Developed Approval Processes, Case Management, Email-To-Case, Web-To-Case and Auto-Response emails for automating business logic.
- Created workflow rules and defined associated Tasks, time triggered tasks, Email alerts, Field Updates to implement business logic.
- Developed several Custom Reports & Dashboards which are used by Business user and Management for reporting and setup analytic snapshot to dump data on regular basis.
- Developed Email templates in Text, HTML and Visualforce for setting up email alerts for auto response and data updates.
- Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, Custom App, Field-level Security, Permission Sets for client services and marketing.
- Worked in different sandboxes for development and testing, and involved in migrating the code to production instance in instalments using Change Set.
- Completed work in timely manner.
- Administrator for over 600 users
- Successfully participated in group projects and team meetings.
- Designed Sales Process to be used by all team members in each service line and division based on sales requirements

- Troubleshoot common user access and visibility issues on a regular basis.
- Installed multiple app exchange apps like assignment groups for round robin case assignment, Fieldtrip etc.
- As an Administrator, implemented various advanced fields like Picklist Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom picklist fields.

Programmer Analyst – Project: TerraCIS Technologies Limited, India

May 2015 – July 2016

Related work:

- Being involved in the project life cycle including Study, Analysis, Design, Development, Testing, Debugging, Implementation and Production Support.
- Coordinated with the BA group for better understanding of functional requirements analysed and designed the business requirements to documented and implemented.
- Designed class diagrams, sequence diagrams and data flow for this project.
- Development of change requests using Java, J2EE, Spring, Web services.
- Experience in using the Collections in java like Array List, Hash Map etc.
- Used Agile methodologies to ensure the new features meet the customer requirements and acceptable quality assurance standards.
- Responsible for Design and development of Webpages using HTML, CSS and JavaScript and Oracle backend.
- Developed Spring Controllers, Service Components, DAOs to interact with the Oracle database, Web Services and UI Integration.
- Responsible for Design and development of Webpages using HTML, CSS and JavaScript.
- Participated in the meetings, prepared reports and other supportive documentation to contribute to establishment of standards and procedures for software development.
- Worked on several production support issues that required immediate attention and gave solutions to help the customer save time and effort.
- Developed Spring Controllers, Service Components, DAOs, Web Services and UI Integration.
- Use of Eclipse Integrated Development Environment (IDE) in entire project development.
- Developed and designed website using HTML 5, CSS, jQuery, JSF and JavaScript
- Used JSF for navigation handling and duplicate button press problem.
- Managed and implemented all codes changes via SVN. Deploying builds across development staging and production instances and maintained code integrity.
- Test Activities included Functional testing, Integration testing, System and User Acceptance Testing.
- Actively participated in scrum meetings, Sprint/iteration planning meeting, Retrospective meeting, reviews and developed test scenarios.
- Developed as per the business requirement documentation (BRD).