

# PONNEGANTI NAVEEN



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India



Targeting roles as **Salesforce Admin and CRM Development, Software Development** functions with an organization of high repute in **IT** industry preferably in **Bengaluru, Hyderabad & Chennai**

## Profile Summary

- Result-Oriented Professional offering **nearly 4 of years of total experience** in **Database Support, Salesforce Admin Support & Development, Software Development Lifecycle, CRM Development, Product Enhancements and IT Support**
- Certified Salesforce Developer Professional** having **2 year of experience** as **Salesforce Admin and Developer**; administering and customizing Salesforce implementation and deployment including design, documentation, analytics, training, deployment and support
- Expertise in Development, Administration, Configuration, Implementation and Support of Salesforce CRM based on **Apex language** and leveraged **Salesforce.com Platform**
- Proficient in use of Standard and Custom controllers of Visualforce in development of custom Salesforce pages as per business requirements; exposure of field & page layout customization for the standard objects like Account, Contact, and Leads
- Participated in all stages of **Software Development Life Cycle (SDFC)** including **System Analysis, Design, Development** and **Testing** expertise respectively
- Exposure of design, setup and maintenance of Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rules
- Created and updated users, reports and dashboards to track pipeline/stages for management visibility, while integrating **Apex (applications) to Salesforce accounts**
- Hands-on experience in working with Standard Salesforce features like Objects, Workflows, Record Types, Page layouts, Workflow Rules, Case Assignment Rules, and Escalation rules, Validation rules, Profiles, Roles, Reports and Dashboards; skilled in security levels and privileges by customizing Salesforce.com Profiles and Roles
- Developed various Custom Objects, Tabs, Entity-Relationship Data Model, Validation rules and Components
- Played a pivotal role as being a part of Data Transformation and Data Cleaning activities while transferring the data to the external system using Informatics on Demand
- Working experience in using **Data Loader** for **insert, update and bulk import / export** of data from Salesforce.com Objects
- Excellence in using declarative features like **validation rules, approval process, dynamic approval process, sharing rules** automation for satisfying complex business process automations

## Core Competencies

Salesforce Admin Support & Development

Requirement Gathering

Salesforce design, setup & maintenance

Product Customization / Enhancement

Incident Management/  
Change Management

Cross-functional coordination

Salesforce Email Integration

Software Development

Leadership & Team Management

## Technical Skills

- SFDC Technologies:** Standard objects, Workflow & Approvals, Apex Classes/Controllers, Apex, Trigger Visualforce Pages, Data Loader, Reports, Dashboards, Force.com IDE
- Languages:** APEX, Visualforce and Triggers.
- Tools/ Technologies:** Data Loader, Force.com Platform (Sandbox and Production)
- Operating Systems:** Windows 98/NT/XP/Vista/7/8, Windows CE & Linux

## Work Experience

Since Jul'17: **Kapil IT Solutions, Hyderabad as Software Engineer (Database Support, Software Development, Salesforce Admin & Development, CRM Development & Support)**

### Key Result Areas:

#### Salesforce Admin

- Working as a Salesforce Admin; developing reports, dashboards, and processes to continuously monitor data quality and integrity
- Supporting in governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile and Network access setup respectively

- Administering overall setup, configuration and maintenance of the Salesforce.com platform for the various divisions
- Performing
  - system administration functions including user management (profiles and roles), field and validation rule configuration, record types, picklists, page layout management, mobile setup, data management (uploads), email templates, folder management, and public groups, as well as other configuration items
  - data integrity (rules and merging records) functions establishing proper ownership and record type maintenance in accordance with sales territories
- Integrating Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates;
- Developing
  - reports and dashboards for various teams and departments throughout the organization; Guiding them with self-service report writing and dashboard maintenance
  - workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic
  - reports, dashboards, and processes to continuously monitor data quality and integrity and assisting users with report design and management
- Participating in cross-functional agile team that address strategic business issues involving CRM
- Maintaining multiple user profiles, role hierarchy, security, and sharing rules and other Salesforce.com out-of-the-box access features
- Conducting QA Tests on changes to Salesforce.com deployment including managing multiple sandbox instances
- Attending user requirement sessions to identify user requirements to address changing business needs and review design approach with Product Manager
- Keeping updated with new SFDC features and functionality and providing recommendations for process improvements
- Implementing Pick lists, Dependent Pick List, Lookup, Junction Objects, Master Detail Relationships, Validation Rules and Formula Fields to the Custom Objects
- Creating various reports (summary reports, matrix reports, pie-charts and dashboards) and Report Folders to assist managers in utilizing the salesforce better
- Customizing page layouts for Opportunity, Contacts, and Accounts depending upon user profiles and creating permission sets

#### **Development / SDFC/ SDLC/ IT Support**

- Participating in gathering and analysis of business requirements and assisted in sprint planning to achieve the requirement
- Creating custom application, objects, tabs, fields with the custom functionality to meet the business requirement
- Defining lookup and master-detail relationships on the objects and creating junction objects to establish connectivity among objects
- Following SDLC functions including development of software products from requirement analysis to system study, designing, coding, testing, debugging, documentation, implementation and maintenance

#### **Education**

- **B.Tech.(ECE)** from PRRM Engineering College, Hyderabad in 2016
- **12<sup>th</sup>** from Narayana Junior College, Hyderabad, AP (State Board) in 2012
- **10<sup>th</sup>** from Trivi High School, Warangal, AP (State Board) in 2010

#### **Personal Details**

**Date of Birth:** 18<sup>th</sup> January 1994

**Languages Known:** English & Telugu

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