**Shruthi Reddy**

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**609-817-0012**

PROFESSIONAL SUMMARY

* Over 7+ years of IT experience with salesforce.com CRM platform.
* Experienced in all phases of Software Development Life Cycle (SDLC) and project life cycle processes.
* Highly skilled in salesforce.com (SFDC) development and implementation.
* Experience in creating applications in salesforce Classic/Lightning.
* Highly skilled in building salesforce custom Lightning application using both aura components and Lightning web components (LWC).
* Expertise in building lightning applications using components Flows, Process builders, page layouts, Lightning Record pages (Flexi pages), quick actions and Search layouts.
* Expertise in creating Lightning record pages with component visibility using Custom permissions.
* Expertise in creating Custom permissions and using them in conditional visibility in apex class, lightning record pages, Lwc components, Validation rules.
* Expertise in creating permission sets and adding it to permission set for conditional visibility.
* Expertise in creating Autolaunched flow and Screen flow as per the business requirement.
* Expertise in creating Named credentials to specify a callout endpoint and its required authentication parameters.
* Expertise in creating Custom metadata and managing the metadata records as per the requirement.
* Strong understanding on sharing settings and creating sharing rules for sharing the records automatically as per the requirement.
* Highly skilled in Setting up configuration and customization for Integrations.
* Implemented a solution for Address look up and Address standardizer using Informatica Integration.
* Implemented solution for sending inbound and outbound SMS from salesforce through 360 SMS app exchange.
* Analyzed sales, marketing, customer service and customer support business processes used by salesforce.com customers and recommended ways to improve their processes using salesforce.com.
* Hands on experience in Salesforce.com CRM integration, developing and deploying custom integration solutions.
* Excellent skills in creating/troubleshooting/modifying Apex Controllers, triggers and visual force pages.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.
* Experience in SFDC development using Visual Force Pages, Components, Force.com IDE, SOQL, and SOSL, MVC architecture, DML statements.
* Experience in understanding the business requirements to design on salesforce.com platform by designing the required entities like custom objects, custom tabs , custom fields, creating the relationships/ junction objects like Master-Child, lookups, Role based Page Layouts, visual force Pages, Apex Classes, Interfaces, Workflows, Visual flows , Approval process & Workflow rules, triggers, Email alerts and business logic .
* Execution knowledge of custom formula fields, pick lists, field dependencies, validation rules, work flows, and approval processes for outbound API messages, field updates, assignments and Email notifications according to application requirements.
* Understanding of Custom Labels, Custom Settings, Custom Metadata and currency management for keeping track of language translations and exchange rates.
* Experience in Developing Applications in Sales cloud and Service cloud environment.
* Experience in working on salesforce sites, Customer Portal/Partner Portal.
* Experience in Integration through Web services (SOAP/REST APIs) with other platform systems.
* Knowledge of WSDL, web services SOAP API, BULK API, and REST API, force.com callouts, Batch apex, Schedule Apex Programs and queueable apex.
* Expertise in developing applications in Salesforce Classic/Salesforce lightning.
* Experience in creating lightning components, lightning applications, Process Builder, Flows, Lightning Email Templates, Aura enabled apex class, Lightening Record pages, Lightning Tabs.
* Proficient in Data Migration from Traditional Apps to Salesforce using Data Loader and salesforce import wizard.
* Extensive experience in creating dashboards, custom reports and analytic snapshots based on user and organizational requirement.
* Understanding of campaigns, opportunity, territory and lead management, Case Management, person account and contacts.
* Experience in setting up and managing Salesforce Communities.
* Strong Debugging Skills in Production.
* Experience in effectively handling multiple projects.
* Expertise in deploying components through change sets, Flosum and Ant Migration.
* Expert in creating snapshots through Flosum ,creating branch and deploying components to various org’s using Flosum.
* Expert in creating Test classes with 90% Code Coverage.
* Experience in working in Agile Methodology.
* Familiarity with partner relationship management, and customer portal, debug logs, documents tab, forecasting.
* Experience working with Force.com IDE and Salesforce.com Sandbox environments.

TECHNICAL PROFICIENCIES

Salesforce.com: Apex, Lightning Application, LWC Components, Aura Components, Rest/SOAP integrations, Visualforce, SOQL, SOSL, Apex Classes, Apex Triggers, Workflows and Approvals, Email Templates, Formulas, Validation Rules, AppExchange, Eclipse, Salesforce.com, force.com IDE, Apex Data loader, Process Builder, Visual Flows, Flosum, App Exchange, Visual studio code, Bitbucket Repository, Source Tree, Workbench, postman, SOAPUI, Ownbackuptool.

Web Technologies: JavaScript, Jquery, XML, XSL, HTML, XHTML, CSS, AJAX, ASP, ASP.NET

Databases: Oracle 10g/9i, SQL Server 2008/05/2000, MYSQL, DB2

Operating Systems: Windows 2003/XP/2000/NT/98/95, MS-DOS, UNIX, Solaris

Programming Languages: C, C++, JAVA, PL/SQL

RELEVANT EXPERIENCE

AMERICAN RED CROSS Feb’20 – Present

Role: Sr. Salesforce Developer

Project: RC Care

*In December 2020, ARC launched from scratch a new application called RC Care that supports over 60,000 house and multi-family fires plus larger regional disasters like tornados, wildfires, earthquakes, and COVID-19 response*. *Within the RC Care program, the American Red Cross provides response and recovery for people affected by these disasters all over the United States and territories. Services provided to clients include immediate financial assistance to provide shelter, food, and clothing for those displaced from their homes due to disasters. In addition, the American Red Cross Disaster Cycle Services provides follow-up services to clients for health, mental, and spiritual services.*

* Created lightning Application using Lightning web components, Apex class, Process Builders, Flows, Custom permissions, Lightning Record Pages, Custom Actions/Buttons, Custom Tabs, profiles, permission sets, Email Template, Public Groups and Queues.
* Developed LWC Components, Apex class and triggers as per business requirements.
* Involved in creating SOAP services to integrate salesforce and Informatica for Address auto populate and Address standardization.
* Worked on Implementing Informatics Api in LWC Components for Address auto complete and batch apex for address standardization.
* Solid Understanding in trouble shooting Integration issues.
* Involved in creating REST API services to integrate salesforce for Identity verification, Address verification and payment gateways.
* Worked on implementing solution for integration from salesforce to various payment gateways for providing financial assistance to client.
* Worked on creating Batch apex and scheduling them as per business requirement.
* Worked on Invoking apex class from process builder and developed Flows as per business requirement.
* Involved in research of different SMS app exchange tools and developed POC with trial license available in various app exchange tools to make a decision on best suited tool for business.
* Involved in installing app exchange tools and enhanced the features to meet the business requirement.
* Involved in Creating Sharing rules for Security.
* Worked on Developing test classes to meet the code coverage.
* Involved in Deploying the components through Flosum by creating snapshots, branch and deployment record.
* Involved in UAT Bug fixes and post production support in given SLA.
* Worked on Agile methodology in defined sprint.
* Worked on Data seed of more than 50000 records for each scenario in training org.

**Environment:** Force.com / Salesforce, Lightning, Salesforce APIs, SOQL, Visual Force, APEX, Java script, CSS, Flosum, Bit bucket, visual studio code.

SONY November’17 –March ‘19

Role: Sr. Salesforce Developer

Project: Consumer Service Workflow

*Legacy System of Consumer Service workflow is complex and leads to agent inefficiency and poor customer experience. An application developed in salesforce to meet customer expectations of a premium brand and to reduce ongoing Cost.*

*CSW is a case management system which allows customers of Sony to create case through various channels like web2case, email2case, Omni channel, etc. Which gets stored in salesforce CRM. An Agent works on assigned case and follows the workflow designed to resolve the case. Various systems have been integrated with salesforce like SAP, Informatica, Cast Iron for Inventory check and other business needs.*

* Involved in configuring Email to case, Web2case and Omnichannel to create cases in salesforce.com Platform (Case Management)
* Developed Application using Lightning Components, Process Builders, Flows, Lightning Record Pages, Custom Actions/Buttons, and Custom Tabs.
* Developed Lightning Component to auto launch FLOW in Case Page layout.
* Developed Lightning Components, controllers and displayed the component using Custom Tab in Lightning Record Page.
* Developed custom CSS styles in lightning component to display the UI as per business needs.
* Involved in creating Rest API services to integrate salesforce and SAP system through Informatica to check Inventory.
* Developed triggers, Apex Classes, batch apex and schedule apex as per the business requirement.
* Developed Queueable apex to perform callout from Process builder.
* Developed and deployed test classes with 90% code coverage.
* Developed and deployed Process builder and Flows from sandbox to productions.
* Created Custom Validation rules to validate the data on Account Object.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, validation Rule, upgrade installation.
* Used **SOQL** & **SOSL** for data manipulation needs of the application using platform database objects.
* Worked on Account, contact, Case, Work Order, Asset and Product object.
* Involved in creating Lightning email templates for email alerts and Case Assignment rules.
* Supporting application after Project Go live in defined SLA’s.
* Involved in Code Review before the code is deployed to Production.
* Worked on Agile Methodology.

**Environment:** Force.com / Salesforce, Lightning, Salesforce APIs, SOQL, Visual Force, APEX, Javascript, and CSS.

**DELL Jun 2017-Oct 2017**

**Role: Sr. Salesforce Developer**

**Project: Dell Financial Services- Service Cloud**

Description: DFS (Dell Financial Services) is implementing service cloud application for the customers of Dell. Portal where customers of Dell can raise their cases and search for solutions using knowledge base. Application has been implemented for US/EMEA/CANADA Region.

* Understanding requirements in Sprint grooming and providing solution for the User Story.
* Created/Troubleshooting/Modifying apex code as per the business requirement.
* Created and Deployed workflow rules and approval process.
* Created Custom Validations using Java script and J Query for front end validations.
* Deploying the user story through ANT Component.
* Develop triggers, VF pages and associated Apex classes as per the business requirement.
* Manage the overall enhancement strategy through effectively evaluating and implementing functionality to meet and exceed end-user requirements.
* Create Custom objects, fields, Page layouts, Record types according to the requirements of business.
* Create custom Profiles, Roles, and Public groups to restrict the data access to the unwanted internal users depending on their job responsibilities.
* Extensive implementation in customization/configuration tasks like creating Profiles, Roles, Users, Page Layouts, Search layouts, Validation rules, Email Templates, Workflows, Approvals, Reports, Dashboards, SSO and Network settings.
* Implement Formula fields, Validation Rules, Workflow Rules, and Workflow Approvals.

**Environment:** Configuration, Workflows, Visual Force, Apex, Triggers, Validations, Data Loader.

Progress Software

Sr. Salesforce.com Developer Nov 2015 – Apr ‘17

Project: PANS/Customer Portal/ Telerik-OCPQ Order Asset Creation

Description: PANS is for Customers of Progress. Whenever a new article is created in salesforce, an email must be triggered as a notification to all the subscribed customers of article. PSCI layer pulls all the email ID’s Using Rest API of salesforce along the content and sends email to respective customers. Over 7000 emails are been sent every day from PSCI layer. Also implemented formula fields, validation rules and integrated sales force with external master data using SOAP and REST API.

* Involved in complete design and implementation of Order Asset Creation.
* Involved in gathering requirements from Business and providing relevant solution.
* Involved in discussions from end to end project and providing solution in most efficient and robust way.
* Created Visualforce pages and apex controllers for complex business logic.
* Created batch apex, apex controllers and visual force pages for creating order asset.
* Created SOQL and SOSL Queries to retrieve records from staging object (which stores data from admin).
* Created batch apex and scheduling batch job.
* Created ‘Triggers’ to stale record, if any of the field is updated.
* Involved in exposing salesforce Rest API to Admin system to send events to salesforce.
* Created SOAP API webservice to integrate salesforce and OCPQ system and create quote automatically.
* Troubleshooting apex code to analyze the events from admin to creating opportunity and quote in salesforce.
* Involved in creating ‘Error Logs’ in salesforce, while calling web services from salesforce to OCPQ.
* Involved in configuring ‘Remote site settings’ for calling OCPQ system.
* Created Apex code for Accounts and contacts creation based on the events from admin, if contact doesn’t exist in salesforce.
* Created objects, fields, formula fields, page layouts for Telerik Users.
* Creating/Managing users, profile and permission sets, generating reports and dashboards for sales-rep.
* Involved in writing a Batch class that is scheduled to run every day to check newly created articles.
* Involved in working with SOQL, SOSL queries to perform DML operations like insert, update, upsert, delete and query data from Salesforce.com
* Written Apex Test classes and to that minimum 75% of the code coverage across the application to move to Production.
* Deployed application from Sandbox to Production using Eclipse.

**Environment:** Saleforce.com platform, Apex Language, Visual Force, Data Loader, Apex Triggers, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in

Deloitte Oct 2014 - Nov ‘15

Salesforce Consultant

Project: EXIT MANAGEMENT TOOL/ Mail Consolidation/ LILLY – Select 55

Exit management tool is for internal employees of Deloitte. Tool enables employees to submit their resignation in force.com sites. After submitting the resignation Record gets saved in salesforce object.

ELE Separation team starts the clearance initiation for the record. Clearance includes both primary and secondary stakeholders. After both the stakeholders closes the case, service letter is released to employee. This project is mainly developed to reduce email communication and also for tracking. It helps to generate reports weekly, monthly and quarterly also.

* Worked in agile environment, as of solving the issues within deadlines.
* Designed, Developed and Customized – Custom Tabs, Objects, Picklists, Dependent Picklists, lookups, master detail relationships, Record types, workflow flows, validation and formula fields.
* Designed and deployed, Workflow rules, Email Templates, Reports and Triggers for automating business logic.
* Worked on process builder for updating a field in all child records based on the value in parent record.
* Created and modified different page layouts in the application.
* Worked in Workflow rules and created actions like Email alert, Field Update.
* Written Apex classes using Standard, Custom and Extension controllers.
* Written Apex triggers and tuned code so that classes and triggers are within governor limits.
* Developed User-friendly visual force pages with usage of CSS, JavaScript, jQuery and Html.
* Implemented AJAX functionality for better performance.
* Implemented Batch class and scheduled for sending remainder emails to stakeholders.
* Created and customized Reports as requested by the business users.
* Worked with SOQL, SOSL queries to perform DML operations like insert, update, upsert, delete and query data from Salesforce.com.
* Used Data Loader to Insert, Update, Delete, and bulk Import or Export of data from Salesforce.com Objects. Used it to read, extract, and load data from CSV files.
* Performed administration tasks like creating/customizing Profiles and Permission Sets.
* Involved in Creation of Public Groups and assigning users to Public Groups which helped in visibility of reports and list views to specific public group users.
* Involved in Creation of Public Groups and assigning users to Public Groups which helped in visibility of reports and list views to specific public group users.
* Designed, Developed and Customized – Custom Tabs, Objects, Picklists, Dependent Picklists, lookups, master detail relationships, validation and formula fields.
* Extensively worked on customizing case management by creating Assignment rules, and Auto responses.
* Written Apex triggers and tuned code so that classes and triggers are within governor limits.
* Written Apex classes using Standard, Custom and Extension controllers.
* Worked in Workflow rules and Workflow approvals, created actions like Email alert, Field Update.

Global nest Inc September’13 – September14

Role - Salesforce Developer

Project – Match Leads/Booth Leads

Description: Match Leads is a unique mobile and web based one-on-one match making and meeting scheduled for buyers and sellers. It runs on iOS, Android and Windows devices.

* Developed various Custom Objects, Tabs, Custom Fields, Visual Force Pages and Controllers
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule.
* Created and deployed Several Reports using salesforce.com platform.
* Developed APEX Classes, Controller Classes, Visualforce pages for various functional needs in the application.
* Written SOQL queries against force.com API.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Involved in Technical design, design document, Test results, and Implementation documentation.
* Created and used Email templates in HTML and Visualforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Implemented using Customer Portal Mechanism (Created Portal Users.) and Force.com Sites.
* Implemented JavaScript and jQuery for front-end validations in Visualforce pages.

**Environment:** SalesForce.com CRM Application Platform, Apex Language, Visual Force, HTML, JavaScript, Custom Objects, Tabs, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse, Sandbox, Production environment, SSO, Sfd2sfdc

CERTIFICATIONS

Salesforce.com Certified Platform App Builder.

EDUCATION

* Bachelor of Technology -2012, India.

Rewards & Recognition:

Got recognized by SONY by Spot Award for successful completion of Project.

Got outstanding Performance by Altimetrik.