

 **VEMPATI SANKARA SRINIVASA RAO**

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**Professional Summary:**

* **Over 5 years** of comprehensive IT experience, specializing in the development and administration of applications within **Salesforce.com CRM, Service Cloud, Force.com Platform, and Lightning.**
* Extensive hands-on experience in **customizing Apex Triggers, Apex classes, Interfaces, Standard controllers, Custom controllers,** and **Flows**. Proficient in coding, SOQL, and SOSL scripts.
* Skilled in developing Business Logic Services using **Custom Objects, Controllers, Flows, Lightning Aura/Web Components, Lightning record pages, Related records, Visualforce, and APEX Classes.**
* In-depth understanding of Customer-relationship management processes, including General Sales processes, Lead Management, Account & Opportunity Management, and Case Management.
* Proficient in administrative tasks such as **creating Profiles, Roles, Users, Email services, Approval processes, Workflow rules, Formula fields, and Validation rules.**
* Knowledgeable about **SaaS, PaaS, IaaS cloud computing terminologies**.
* UI expertise in **Visualforce pages** and **Aura Lightning Components**.
* Specialized in creating **Report types, Reports**, and **Dashboards for analytics**.
* Hands-on experience with Data management tools like **Salesforce Dataloader, Workbench**, and **Import Wizard**.
* Strong knowledge of SFDC standard data structures, Object relationships (Master-detail, Lookup), and familiarity with designing Custom Objects on the Force.com platform and Force.com Sites.
* Experience in **Java J2EE** and **SQL queries.**
* Self-motivated, enthusiastic, and quick to learn new technologies, processes, and successfully apply them in business operations.
* Adaptable to challenges and changing environments.
* Excellent communication and interpersonal skills, with the ability to work effectively as a team member and individual contributor.

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| Type  | Technologies  |
| Server side Programming Language | Apex, Apex Triggers, Java |
| UI  | VisualForce pages, HTML, CSS, Bootstrap 4  |
| Database  | Oracle Database |
| Client side Programming Language | Lightning Aura Components, Jquery, Javascript |
| Operating Systems | Windows 10/8.1/7/Xp |
| Productivity Tools | Microsoft Office 365, Word, Excel |
| Development tools | Visual studio code, Eclipse IDE, Workbench, Data Loader |

**Professional experience:**

Currently working with **TECH FORT Software Services Pvt Ltd.** as a “Salesforce Consultant” from 2019 January to till date.

**Project #1:** Service Cloud Implementation & Internal Automation Support

**Client Name:** PeekLogic

**Team Size:** 4 members

**Role:** Salesforce Developer/Admin

**Project Overview:** Implemented Salesforce Service Cloud for Internal Sales operations, focusing on enhancing business modules.

**Roles/Responsibilities:**

* Collaborated with Business analysts and developers to enhance business modules, utilizing Standard and Custom Objects, formula logic, APEX classes, Triggers, and writing SOQL queries.
* Developed module requirements using Lightning components and the Aura framework.
* Configured OWD, Profiles, Roles, Role hierarchy, Sharing settings, Sharing rules, object-level, and field-level security.
* Utilized Salesforce Declarative tools such as Workflow Rules, Process Builder, Flows, and Approval Processes for Org customization.
* Deployed new features using change sets.
* Demonstrated hands-on expertise in the Org with the System Administrator Profile.
* Implemented the Case Management module as an alternative solution for Service Cloud.
* Customized Opportunity, Opportunity Line Item, and Revenue Term custom objects using Apex Triggers, Page layouts, Record types, and Visualforce tabs.
* Created complex reports and dashboards for Business executives using matrix and summary reports with charts.
* Conducted Unit Testing using Apex Test classes, ensuring maximum code coverage, and contributed to a few Manual Test cases.
* Participated in the Quota/Target setting module for Sales reps, incorporating Visualforce pages and controllers for Financial Year and Quarters.

**Specific Modules Contributed to:**

**Archival Process Implementation:** Executed the archival process to store Opportunity data along with its child objects, Opportunity Line Item, and Revenue Splits. This facilitated the analysis of sales trends and pipeline using Batch Apex.

**Trigger Framework Setup:** Played a key role in configuring the trigger framework to adhere to best practices in Apex triggers. Implemented bulkified Apex triggers, employed custom settings for Trigger Switching operations, and refactored code to prevent hitting Governor limits on the platform.

**Incentive Compensation Implementation:** Successfully implemented an incentive compensation system aimed at motivating and rewarding key employees for achieving individual performance goals. The computation was based on Sales Rep achievements and respective incentive multipliers, implemented through Batch Apex.

**Project #2:** Homeserve USA

**Client:** Homeserve USA

**Team Size:** 7 members

**Role:** Salesforce Developer/Consultant

**Project Overview:** Collaborated on projects and enhancements supporting Homeserve US Geo for HomeServe, a British multinational specializing in home emergency repairs and improvements.

**Responsibilities:**

* Engaged with the user group for requirement gathering throughout the Agile planning and implementation phases.
* Provided consultation support for production issues.
* Configured Price Entry and Pricebooks using Aura Lightning components.
* Executed deployments using Change Sets and managed component deletions using destructiveChanges.xml.
* Participated in the creation of processes, flows, and escalation rules.
* Developed intricate Visualforce pages and custom controllers, resolving view state errors in Visualforce pages effectively.

**Education:**

* B.sc from Nalgonda Degree College, Vijayawada with 55% - 2018
* Intermediate from PRSMN National Junior College, Vuyyuru with 62% - 2014
* SSC from Vuyyuru Public School, Vuyyuru, Krishna district with 6.0 CGPA - 2012

**Personal Details:**

Name : Vempati Sankara Srinivas Rao

Father Name : Subba Rao

Mother Name : Shiva Parvathi

Siblings : Uma Maheshwar Rao

Gender : Male

DOB : 28-12-1996

Marital Status : Single

Nationality : Indian

**Declaration:**

I hereby declare that all the information given below is true to the best of my knowledge and belief.

**Place:** Hyderabad V. Srinivasa Rao