Unmesha Punyamurthula

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***Professional Summary:***

* Around 8 years of strong working experience in the software industry with solid knowledge on **CRM**, **Salesforce Sales Cloud, Service Cloud, Commerce Cloud, Marketing Cloud, Social Studio and Salesforce MVC architecture.**
* Well acquainted with all phases of **Software Development Life Cycle (SDLC)** and **Software Testing Life Cycle (STLC)** with expertise in Requirement gathering, Analysis, Designing, Development and Testing.
* Work experiences and knowledge of Agile methodologies with a focus on developer enablement & collaborations using **Scrum** and scaled **agile** approaches for enterprise.
* Instrumental in **creating pitches** for new **approaches** and implementing new initiatives pioneering changes in organization and innovative solutions adding to the bottom line.
* Expertise in **Salesforce.com CRM Application (SaaS**), **Force.com (PaaS), Lightning Component framework**
* Experience in **designing** UI components using Lightning Design System
* Expert in Salesforce.com Administrative skills like **creating Profiles, Roles, Users, Relationships, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks** and **Events**.
* Extensive experience of using declarative features like **Validation rules, Assignment rules, Auto-Response rules, Escalation Rules** for satisfying complex business process automations.
* In-depth understanding of **CRM Business process** like **Campaign Management, Lead Management, Account Management, Case Management** and **Call Center Management.**
* Experience of **Web-to-lead, Web-to-case**, **Email-to-case** functionality.
* Installed and configured Salesforce **AppExchange** Apps, configured and maintained user security permissions in compliance with organizational needs
* Configured user security permission in compliance with organizational need
* Expert level understanding of **Enterprise Data Management Procedures/policies**, **identification of KBE, KPI** with value add for stakeholders.
* Proven Result oriented and **Data Driven**, Strategic partner known for **Informed Decision** making for senior management and constantly aligning with organization’s business objectives.
* Developed and worked on different Salesforce.com environments such as **Sandbox** and **Production** environments.
* Experienced in working **Agile** **Developmen**t environments.
* Installed Salesforce **AppExchange** Apps, configured and maintained user security permissions in compliance with organizational needs
* Expertise in Customization, **Security Access, Case Management, Data management** (conversion/loading).
* Expertise in **strategic Analytics** and **Software Testing Life Cycle (STLC)** contributing to the Org goals and growth always.

***Technical Skills:***

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| **Salesforce.com Technologies** | Salesforce Dot com(SFDC),Salesforce Object Query Language (SOQL), Salesforce Object Search Language (SOSL) Apex Language, Lightning Component framework, Apex Classes /Controllers, SOQL, SOSL, Visual Force Pages, Case Management Automation, Apex Data Loader, Triggers, OWD, /Workflows, Oubound Messages, Approvals, Field updates, Reports, Dashboards, Sites, Custom Objects, Custom Settings, Custom labels and Tabs, Email services, Role Hirerachy, Lightning, Pardot, Omnichannel, B2B Storefront, Salesforce Communities, Security Controls, App Exchange, Sandbox, Salesforce 1, Einstein, Lightning Web Components (LWC), Model View Controller (MVC). |
| **ETL Tools/ Integration/ Data Migration Tools/Force.com Tools** | Apex Data Loader, Force.com Data Loader, Force.com Platform, Force.com IDE, Lightning inspector, Salesforce DX, Workbench  |
| **Salesforce.com Clouds** | Sales, Service, Marketing, Analytics, Commerce, Community |
| **Version Control** | Gitlab |
| **Web Technologies** | HTML5, HTML, CSS, JavaScript, Lightning Design System. |
| **Programming Language** | Java, C, C++, APEX |
| **SDLC Methodologies** | Agile, Waterfall, Software Testing Life Cycle (STLC) |
| **Database Systems** | SQL, Data Modeling Language (DML), and Data Definition Language (DDL), MySQL Workbench, Oracle DB,  |
| **Design Modeling** | Unified Modeling Language (UML), including Entity-Relationship Diagrams (ERD), Sequence Diagrams, and Data Flow Diagrams (DFD), Business Requirements Document (BRD), Functional Requirement Document (FRD), Technical Solution Document (TECHDOC) |
| **Reporting Tools** | SSIS, SSRS, Tableau and Microsoft Excel |

***Education Certifications:***

* Master of Science in Information Assurance| **Saint Cloud State University, MN**
* Bachelor of Technology – Computer Science and Engineering | **Jawaharlal Technological University, Hyderabad**
* Salesforce Certified Administrator

***Professional Experience:***

***U.S. LawShield - Remote February 2020 – Current***

***Role:* Salesforce Analyst**

***Responsibilities:***

* Interface directly with client stakeholders to gather functional and technical requirements, analyzing client requirements, and translating requirements into project designs to deliver solutions that fully meet client needs.
* Interacted with various Business User Groups on the client side to gather the document requirements.
* Evaluated **user stori**es and analyze metrics to continually improve performance of current system.
* Design, function and build of the platform using the Sales, Service, Commerce, marketing clouds and social studio in order to set a vision of how to create, transform or improve it.
* Evaluate user stories and analyze metrics to continually improve performance of current system.
* Create Custom Objects and fields for transactional and contractual information.
* Create users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* **Design and deploy Custom tabs,** validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Identify and create workflow rules and defined related tasks, email alerts, field updates, page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Identify and create pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Maintain Pardot, omnichannel, Einstein Chatbot, Live Agent, SMS Channel for routing webchats, email cases, web- to -cases for the Internal Support & for the Support Agents works for Customers.
* Use field level security along with page layouts to manage access to certain fields.
* Analyze the components of the cloud applications for org migration to new instance.
* Design and develop User Interfaces for Salesforce users as per requirements.
* Design and implement various Email templates for Auto-Response to customers.
* Provide the training to the internal business users to use the application
* Work with teams and business partners to identify practical solutions through existing and/or new business systems technology, responsible for the administration and ongoing support of the application in cooperation with the business and areas of IT
* Work with cross-functional teams. Provide updates throughout the development cycle. Develop a training curriculum and deliver training sessions to the solutions end-users.
* Use change-sets to deploy the changes into different environment (Testing, UAT and production)
* Drive detailed technical requirements and analysis on new salesforce.com configuration projects of varying complexity to ensure the smooth operation of our day-to-day functions.
* Analyzed Visual force pages and Visual force custom components to monitor and change the behavior and appearance of Visual force components on the events registration page on the website.
1. Created inbound and outbound change sets for migrating from Sandbox to Production environment.
2. Deployed the changes from Sandbox to Production.
3. Involved in end-to-end QA, configuration testing, UAT testing and End to end testing of all components on Salesforce Org
4. Worked on activities during the lightning migration that included getting the code coverage of the org, Preparing and review Merge Requests, Uploading and Validating Changes to Full Sandbox, Deploying Components to Full Sandbox, Converting the components to lightning via tool.
5. Use data migration tools to perform thorough data assessment, cleansing and exceptions handling to ensure high data consistency

**Feuji Inc, Irving, TX March 2017 – February 2020**

***Role:* Salesforce Administrator**

***Responsibilities:***

* Participated in analyzing the Requirements, preparing the Design documents based on the specifications and Developing and Maintaining the application.
* Developed Use Cases, mapped Business Process Flows, and produced the Functional Design Document
* Set-up the company profile, users, and customers, defined the role hierarchy, created user profiles, queues, public groups and defined territory management.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Created detailed Data Mapping, Schema Diagrams and documented the results for integrating various systems with Salesforce.com.
* Created the workflows for automated lead routing, Case Management, lead escalation, alerts and custom coaching plans
* Configured and customized standard objects: Leads, Opportunities, Accounts, Reports, Dashboards, Claims, Solutions, and Chatter.
* Implemented Territory Management and created various account management rules.
* Set organization wide default settings, implemented object level Sharing Rules, created Permission Sets, and defined field level accessibility.
* Configured Salesforce 1 mobile app for the ease of use for sales and events team
* Managed data analysis, clean-up, testing, and import activities using APEX data loader.
* Customized various Formula fields, Master-Detail, Lookup relationships.
* Developed custom user interface using Visualforce pages.
* Developed various Custom Reports and deployed them for different business user levels.
* Maintained technical documentation for the functionality implemented

**Extranet Software Solutions, India January 2013 – July 2015**

***Role:* Business Analyst (Salesforce)**

***Responsibilities:***

* Created artifacts to address like Business Proposal, Business Case, Business Requirement Document (BRD), System Requirement Specification (SRS) and Functional Requirement Document (FRD).
* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards
* Identified data scenarios and business cases. Created test case development.
* Performed data analysis to determine the completeness and accuracy of the data or checked if new data needs to be pulled up/ requested.
* Experienced in Release Management and Change Management
* Monitor new Salesforce released features and functionality to provide recommendations for process.
* Responsible for successfully designing, implementing and integrating various internal business needs into Salesforce.com (SFDC), through effectively leveraging data and resources from various existing external and internal platforms.
* Implemented best practices for analysis, design, and development on the Salesforce platform. Develop a training curriculum and deliver training sessions to the solutions end-users

***Volunteer Experience:***

* + **Vice President**, Graduate Student Organization (GSO), St. Cloud State University
	+ **Organizer**, 1 Million Cups
	+ **Business Mentor,** Young Entrepreneurs Academy