**Deva Raju**

**Mobile: +91-7780371801 E-Mail:** devarajun515@gmail.com

**PROFILE SUMMARY**

* Over **6.2 years** of experience and relevant **5.1 years** in Salesforce.com CRM platform as an Administrator and Developer.
* Have good working knowledge on salesforce CRM platform.
* Experience in **Requirement Capturing** from client, **Designing, Development, Testing and Deploying Sales force** applications and performance tuning.
* Expertise in Development, Configuration, Customization, Administration and support on Salesforce.com Platform.
* Highly proficient in developing **Custom Components, Test Classes, Controllers**, **Triggers, Custom Objects**, **Big Objects**, **External Objects**, **Schema** Builder**.**
* Proficiency in Configurations like **Setting up Security model**, **Creating Profiles**, **Roles**, **Users**, **Permission Sets**, **Permission Set Licenses, Email Services, Approval processes, automated workflows, and Activities etc.**
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities like **custom objects,** creating **relationships/junction objects** like **Master-Child, Lookup**, **Workflows**, **Debugging**, **Process Builder** and **Custom settings.**
* Good working knowledge on **Data Migration plans** and **Data Backup plans.**
* Experienced in creating and deploying **Meta Data** using **Meta Data API** through standard **Change Sets.**
* Good experience in interacting with **Business Clients, Business Analysts** for requirements capturing, analyzing, and documenting and letting business users know constraints with salesforce **Governor limits**.
* Hands on experience creating **Apex Web Service** and **Apex Callouts** with both **REST API and SOAP API.**
* Involved in code reviews and Bug Fixing.
* Hands On Experience in **LWC and AURA Components.**
* Worked on Data Cleansing for various standard objects and custom objects to have better and clean data in the company.
* Experience in working with global teams (onsite, onshore and offshore) in Agile and water fall development environments.
* Experience in Creating user Stories and issues, Plan sprints, and distribute tasks across our team.
* Good communication and presentation skills, self-motivated and goal-oriented with a high degree of flexibility, creativity, commitment and optimism.

 **ACADEMIC DETAILS:**

* **MBA** in Acharya Nagarjuna University in 2014 with 68%
* **Certifications::**Platform Developer 1 Certified(2021).

 **EXPERIENCE DETAILS**:

* **TOTAL EXPERIENCE:** 6 YEARS
* **RELEVANT EXPERIENCE**: 5.1 Years of Salesforce

Technical Skills:

* **Languages**: Apex, JavaScript
* **Tools:** Force.com Eclipse IDE, Data loader, Command Line Data Loader, Migration Tools, ANT Tool, Work Bench.
* **GUI:** Visualforce pages, Lightning Components, HTML, CSS, Bootstrap, SLDS (Salesforce Lightning Designing System).
* **Salesforce.com**: Salesforce CRM, workflows, Approval processes, reports dashboards, Apex coding, Object Relationships, Sharing Settings, Page layouts, Record Types, Schema Builder, Formula Validations.

# Projects Profile:

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| **Project #1:CSS Service Technician** **Client: KOEL** |

**Synopsis:** KOEL is a world leader in the design and manufacture of power generation equipment, including Power Command standby and prime power systems. They need a cloud system to provide single-source warranty, planned maintenance and round-the-clock emergency services to their customers through different channels including Dealers, Distributors, Technicians, Marketing and Sales Team. So, the Salesforce application is built to provide client needs which includes customizations configurations and development both in classic and lightning Version.

**Responsibilities:**

* Participated in requirements grooming sessions with business users, developers and created technical design documents with coding standards and pseudo code by following Agile Scrum methodology.
* Written Apex **web services** to for inbound calls to salesforce and developed Apex **callouts** to consume data from external services by consuming Partner WSDL.
* Implemented **Email-to- Case,** Case **Escalation rules**, Case **Assignment rules** for service request automation.
* Developed custom **visual force** pages and associated Apex **extension controllers** and standard page layouts based on record type.
* Worked on **SOQL** and **SOSL** for querying required data sets from different custom objects and performed DML operations with consideration of **Governor Limits.**
* Worked on Eclipse IDE with **Force.com Plugin** for development and customizing components.
* Developed **Apex classes** and **Apex Triggers** for implementing customizations requested by business users.
* Provided ongoing Salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflows.
* Worked with **Data Loader** for data migration and performed Insert, Update, Import and Export operations.
* Developed various **Custom Reports**, Report Types, **Dashboards** and Analytic snapshot for different line of business on **Standard** and **Custom Objects.**
* Created Test classes for **Unit Testing** to check custom business functionality implemented.
* Participated in solving day to day **production issues** and training sessions provided by Team.
* Used **JIRA** for project management.

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| **Project #2: Sony CRM.** **Client: Sony Music Entertainment, USA.**  |

**Synopsis:** Sony Music Entertainment is an American music company owned by Sony that is incorporated as a general partnership of Sony Music Holdings Inc. through Sony Entertainment Inc., a subsidiary of Sony Corporation of America. A completely new module to be designed and developed which includes creating of Custom Objects and to maintain fans records for each artist being under a certain Territory and Label. TLA stands for Territory Label and Artist. Fans get subscribed to different artists through different mediums. Fans data for a particular artist comes from different data warehouses and need to combine data in Salesforce by applying business logics, complex data validation, cleaning is done on Salesforce and on a schedule basis data will be sent to Marketing Cloud. Data sent to Marketing cloud is used to campaign whenever a new concert, event or new albums releases for a particular artist under certain territory. Based on the responses from campaigns again data will be sent to Salesforce on schedule basis and from Salesforce to Wave analytics for marketing performance analysis. The project mainly included development of Visual force pages, writing Apex Classes, Triggers and integrations extremely.

**Responsibilities:**

* Hands on experience in implementing **security and sharing rules** at object, field, and record level for different users at different levels of organization. Also, created various profiles and configured the permissions based on the organizational hierarchy.
* Public groups, Queues, Case Teams, Sharing Settings Deployment using **change sets**.
* Created Dashboards and **Dashboard Components** and implemented multiple levels of Dashboards and Scheduled Dashboard refresh.
* Created **Many-to-Many** relationships and created Junction objects to implement **Roll-up Summary fields** to aggregate data from child records on the parent.
* Performed analysis, **troubleshooting**, data testing and environmental refreshes as needed.
* Used it to read, extract and load data from CSV files.
* Worked with **Dynamic Apex** to access Objects and Field values based on user inputs, execute **dynamic SOQL, SOSL** and **DML** queries.
* Used **Tabular**, **Summary** and **Matrix reports** to create Standard reports and Custom reports.
* Used Force.com developer toolkit including **Apex Classes, Apex Triggers and Visualforce pages** to Develop custom business logic.
* Created several workflows/validation rules/assignment rules on Leads/Accounts/Cases as per the Business requirements.
* Set up **Marketing Campaigns**, Campaign Hierarchies, Assignment rules, Web-to-Lead and Auto-Response rules.
* Experience in integrating Salesforce **Marketing Cloud** with web analytics tools like Web trends, Google Analytics.
* Worked on various salesforce.com standard, Custom objects like Accounts, Contacts, Leads, Campaigns, Reports and Dashboards, and responsible for the customizing the same as per the business requirements.
* Involved in integrations from legacy applications to Salesforce and from one Salesforce to another Salesforce org.
* Integrated Salesforce with Spotify.
* Created Datasets and lenses in Wave Analytics.
* Created Data Extractions in Marketing Cloud
* Wrote 19 Triggers.
* Worked on Support issues, Bug fixing and performance issues.
* Used **JIRA** for project management.

**PERSONAL DETAILS:**

**FULLNAME**: Deva Raju Nadakuduru

**DOB**: 10TH June 1989