# ABHILASH REDDY PEDDIREDDY

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## Professional Summary

- Over 5 years of IT experience and 4 years as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well.
- Extensive experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
- Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
- Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
- In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
- Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
- Worked with Pardot Functionality, PardotA/B Testing, Auto responder emails and PardotEmail Rendering.
- Proficient in dealing with functionalities related to sales cloud service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
- Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
- Good insight in to the Health and Financial Domain.
- Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
- Extensive exposure to Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing and User Acceptance testing (UAT).
- Created customized UI as per the client and application requirements using Visualforce.
- Review/Adjust/Write Apex and Visual Force page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
- Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.

- Competent in analyzing and creating narrative Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram using UML Tools like MS Visio.
- Expertise in Business Analysis methodologies and iterative Software Development Life Cycle(SDLC) in relation with all the phases of Rational Unified Process(RUP).
- Experience in data migration from ACT, Excel, MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica.
- Experience in Creating page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail.
- Working with different aspects of Web Services (XML, WSDL, SOAP, REST).
- Expertise in customizing standard Objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts) and Dashboards and Report folders for different user profiles as per the requirements.
- Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like Picklist, Field Dependencies, Custom Formula, Approval Process, Sharing rules for automated alerts, field updates and Email generation.
- Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization
- Exposure to Apptus and Steel Brick, developed POC's in Apptus CPQ and steel Brick CPQ.
- Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
- Excellent communication and inter- personal skills, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources
- Worked on Salesforce.combased development enhancements and implemented lightning applications from the scratch.
- Setting up Service Cloud Console, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
- Expertise in Lightning app builder (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions
- Developed Lightning Component Framework and also built Lightning component using aura framework.
- Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
- Built reusable UI/UX components with lightning component framework.
- Strong experience with source control tools Git, Bit bucket, Source tree, built salesforce code from the repository.
- Knowledge to work on Salesforce Wave Analytics product.

Skills

- CRM TOOLS: Salesforce.com
- SALESFORCE TECHNOLOGIES: Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers), ETL, S-Controls, Triggers, Custom Objects, Web services, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing
- SALESFORCE API TOOLS: Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader
- WEB TECHNOLOGIES: Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, JQuery, OOD
- Version Control Tools: CVS, Clear Case, Subversion, VSS
- Web services: SOAP, Cast Iron, WSDL, XML, JSON, REST
- Databases: MS SQL Server 7.0, Oracle 10g/9i/8i, MS Access

## Work History

**Techmahindra**                                                                **Feb 2018 - Current**

**Salesforce Developer**

- Performed the role of Salesforce Developer in the Organization.
- Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
- Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
- Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
- Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
- Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
- Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
- Familiar with Salesforce latest product launches including Wave Analytic.
- Developed wave dashboards using Salesforce platform as the backend.
- Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
- Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
- Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
- Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
- Created Custom objects, formula fields and design validation rules page layouts, workflow rules.

- Maintenance of CRM functionality implementing SFDC.
- Creating SFDC reports (functional and technical documents).
- Create profiles, roles and configure permissions according to organizational hierarchy requirement.
- Developed applications using Agile methodology.
- Created Workflows for automated lead routing and lead escalation.
- Developed Apex classes and Triggers and linked them to manage the workflows.
- Experience in configuring price quote(CPQ) with Apptus.
- Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
- Used more than 55% of Apex for development.
- Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer's cases in Cases Tab.
- Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
- Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API.
- Integrated applications with salesforce.com using SOAP web services API.
- Used Informatica Power Exchange for integrating the SFDC with legacy system.
- Very good experience of using Data loader and cleansing and de-duplicating Bulk loads.
- Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
- Developed Visual Force pages which rendered based on salesforce1 app.
- Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
- Designed salesforce service cloud console to enhance productivity with dashboard like interface.
- Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
- Responsible for writing SOQL and SOSL queries.
- Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final implementation

**Environment:** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**Salesforce Admin & Developer**                                                              **Jan 2016 - Feb 2018**
**Wipro**
- Extensively worked on Agile methodology and attended Daily status/standup meetings.
- Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.

- Reviews and streamlined existing CRM to endure accurate adoption metrics reporting. Deactivating users to release licenses.
- Created user Roles and Profiles and given them Security controls and shared settings.
- Maintaining profiles roles and Standard Objects like user Accounts, Contacts, Leads, Campaigns, Dashboards, Reports.
- Also created Reports for custom financial data of current and potential portfolio.
- Authorized access to data, financial data and overall better customer security facilities.
- Developed various Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visual force pages, Validation rules, Approval Processes and Auto-Response rules for automating business logic and Report folders for different users and profiles based on the requirement.
- Also created Reports for custom financial data of current and potential portfolio.
- Authorized access to data, financial data and overall better customer security facilities.
- Involved in Steel Brick CPQ implementation and customizations around the app exchange.
- Developed customer management app for the customer services team to track client databases and financial transactions by collecting requirement for the application of the Salesforce CRM with the Customer Portal.
- Worked at the client site with the customer and manager the project from end-to-end.
- Involved in Developing, Testing and Deploying the application in UAT and QA servers.
- Written Triggers an order to process incoming service e-mail requests from customers to automatically create new case records.
- Created various Reports (Summary reports, Matrix reports, Pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as sales tool and configured various reports and door different user profiles based on the need in the organization.
- Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
- Performed administrative tasks like Data management, User management (Creating and managing roles, profiles and users).
- Migrated financial transactions using Data loader tools that enabled ease of account reconciliation of various journal accounts.
- Migrating Components to different environments using ANT Eclipse and Change Sets.
- Integrated Salesforce.com with an external application using SOAP, REST based web services.
- Implemented multi-channel service desk including email to case, web to case, CTI integration using Ingenious open CTI, live agent setup, case escalation and assignment rules.
- Worked on Customizing service console.
- Used REST API for implementing Web Service Definition Language (WSDL) in the application for access to data from external systems and web sites.
- Used SOQL and SOSL for data manipulation.
- Designed web pages in Visualforce for capturing various customer's data.

- Developed User Interface using Apex controllers, Visual Force and Force.com IDE
- Created the Reports and Dashboards as per the business requirements.
- Migrated data from Excel and CSV files to SFDC using Data Loader and Data Import Wizard.
- Maintained Sandbox Environment for QA Activities.
- Worked on Process Builder based on the requirements.
- Migrated the code/components from Sandbox to other Sandbox using Change set.
- Experience with Salesforce Service cloud implementation and Sales cloud.
- Co-ordinate with the test team and provide the application flow demo before the test team starts Testing.

Environment: Salesforce.com platform, Force.com IDE, Apex classes, Triggers, Visualforce (Pages, Components & Controllers), UAT Server, QA Server, SOSL and SOQL, HTML, CSS, JSON service module, sales cloud, Apex data loader, Workflows & Approvals, Sandbox, Production, CTI, Java Script, Eclipse, Apex Triggers, Workbench, Steel Brick, REST API, SOAP, WSDL, Windows.

## Education

BTech-ECE
Jawaharlal Nehru Technological University