*** (510)-770-4950***

***MADHU YELAVERTHI***

**PROFESSIONAL SUMMARY**:

A **Certified Administrator, Advanced Administrator, Sales Cloud and Service Cloud Consultant** with hands on working experience in the Salesforce **CRM** application and custom Application Development using Force.com platform. About **6 plus years** of IT experience as **Salesforce Developer/ Salesforce Admin/Consultant.**

* Excellent knowledge in **cross functional domains** with over 2 End to End Salesforce.com Implementations.
* Developed and recommended CRM roadmap for customers in the **FinancialDomain**
* Experience in**transition from Classic to Lightning** using the **Lightning Readiness Report.**
* Experience in workingwith **Lightning Components, Lightning Applications, Lightning Events, SLDS, Lightning Data Service, Lightning App Builder.**
* Experience in moving **Notes and Attachments to Files and Enhanced Notes.**
* Expertise in **design, develop, test, document**, and deployment of high-quality business solutions on the Force.com platform.
* Expertise in **Analyzing, creating & reviewing** technical requirements of Salesforce applications.
* Experience in developing Salesforce cloud applications by writing code in **APEX Classes, Visualforce Pages & Customization.**
* Experience working with web technologies that are supported in Salesforce including: **HTML, XML, CSS, JSP, jQuery JavaScript**.
* Experience in **end to end SFDC project deliveries** including requirement gathering using **JIRA** and understanding, solution designing, development, data migration, deployment as well as user training..
* Having very good collaboration ability, interpersonal, communicational and **Team player** skills and being able to work independently as well as in teams and having excellent troubleshooting skills to help users, find root cause and fix bugs and supporting a production implementation to client.
* Excellent **analytical skills in problem solving** and be able to work in a demanding and fast paced environment and have experience in a production release environment.
* Experience in SFDC Development in implementing **Apex classes, Triggers, VisualForce, Force.com IDE, SOQL and SOSL.**
* Extensive experience of **automating complex business processes** using declarative features such as **workflows**, **approval process** and dynamic **approval process**.
* Implemented **security** and **sharing rules** at **object**, **field** and **record level** for different users at different levels of organization.
* Created various **profiles and configured the permissions** based on the organizational hierarchy.
* Experience in **Administration, Configuration**, **Implementation** and **Support** of salesforce **CRM** and Salesforce**SFA applications.**
* Extensive experience in creating **Workflows,Approval processes**, **Validation rules, Sharing Sets** and **Sharing Rules.**
* Experience in using data tools like **Apex Data Loader**, **Import Wizard.**
* Working knowledge on **Custom Reports**, **Reports**, **Dashboards**, and **Analytic Snapshots.**
* Experience in Salesforce Configuration using **Roles**, **Profiles**, **User Creation**, **Email Services**, **Record Types, Public Groups, Queues** and **Page Layouts.**
* Ability to develop practical solutions and methodologies, **develop point-of-view**, **delivery methodologies** related to SFDC and understanding of project life cycle and development methodologies.
* Customized standard objects like **Accounts**, **Opportunities**, **Contacts.**
* Experience evaluating and integrating **Salesforce AppExchange solutions within overall implementation.**
* Good Knowledge on **Remedy & Lotus Notes** and integrating Lotus Notes with Salesforce.
* Experience in **SFDC Integration** using **Web Service and Apex Programming**, Salesforce Service Cloud expertise.
* Ability to **interact with technical and functional staff** at all levels and **excellent oral, written communication and presentation skills**.

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force Connect for Outlook, SVN, Flosum, Visual Studio Code, Workbench, Bit Bucket, Source Tree, Jitter bit data loader, Git, Magic Mover, Lightning Configuration Convertor |
| **Salesforce Technologies** | Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, VisualForce (Pages, Components & Controllers), Apex Web Services, Apex Data Loader, Dashboards, Reports, Analytic Snapshots, Custom Objects, Workflow rule, Approvals, Case Management Automation, Apex Batch, Communities, Flows, Process Builders, Lightning Component, Lightning Event, Lightning App, Lightning App Builder, Lightning Builder |
| **Documentations Tools** | MS Office product: Word, PowerPoint, Access, Excel, Outlook, Visio |
| **Languages** | C, C#, HTML, XML, JAVA, CSS,JSP, jQuery, JavaScript |

Genesys® Software  **April 2020 – Till Date**

**Role: Salesforce Developer**

Genesys deliver’s personalised experiences on the channel of your customers’ choice and provides the tools to make every moment count, which combines intelligent routing of channels and work with advanced outbound and self-service capabilities.

**RESPONSIBILITIES:**

* Played a key role in Lightning migrating of major functionalities of Case Management, including Lightning Knowledge object article creation, multiple Lightning Pages(Home,App Pages).
* Sales cloud has also been revamped with Lightning experiences.
* Used my best knowledge to follow the best practices suggested by salesforce in Apex Programming, Automation, Release Management.
* Winter’21 Salesforce Release has been considered for the enhancement of Case Management(Service cloud), which includes access limitation for guest user profiles, customer profiles.
* Winter’21 release, mainly focused on using standard sharing for Knowledge with Guest Users and High-Volume Community Users, change ownership of multiple articles at once, and track article ownership. Use Linked Articles with Voice and Related Lists with Voice, Chat, Messaging, and Social Post.
* Worked on Lightning application with Lighting components, Lightning events, Lightning Data Service, Apex classes, Triggers, Batch class, Scheduler Apex, Deployments, Changesets.
* Built many Lightning Builder Pages and assigned accordingly to home pages, record pages and app pages based on different Profiles.
* Before moving to Lightning from classic during transition, the Lightning application over the VF page to the newly ongoing built functionalities.
* Worked with Quick Actions and Lightning quick Actions in transition from custom buttons using javascript and hardcoded URLs.
* Worked with Flows and Process Builders in achieving complex business scenarios using Invocable Methods.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, VisualForce Pages, Apex classes & Triggers to suit the needs of the application.
* Converted Notes and Attachments to Files and Enhanced Notes using Magic Mover
* CPQ (Commerce Cloud) major issues which are intermittently occurring, helped to reduce the manual fixtures by finding RCA and giving a permanent fix rather than quick workaround.
* Used Copado for continuous integration of release management, syncing across sandboxes path dev to production.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and always executed code using best practices following salesforce recommended standards and Governor Limits.

**Save Mart April 2018 – March 2020**

**Role: Salesforce Developer**

Save Mart is an American grocery store operator who owns and operates various stores in Northern California.

**RESPONSIBILITIES:**

* Worked with functional leads to transform and develop new requirements into design, implementation.
* Worked on Lightning application with Lighting components, Lightning events, Lightning Data Service, Apex classes, Triggers, Batch class, Scheduler Apex, Deployments, Changesets.
* Built many Lightning Builder Pages and assigned accordingly to home pages, record pages and app pages based on different Profiles.
* Worked with Quick Actions and Lightning quick Actions in transition from custom buttons using javascript and hardcoded URLs.
* Worked with Lightning Partner Central Community and built many community pages based on the requirement and had built several custom themes and overridden standard CSS to implement the style as per the business.
* Before moving to Lightning from classic during transition, embedded the Lightning application over the VF page to the newly ongoing built functionalities.
* Involved in performing the GAP analysis during the transition in getting to know what features are ready and what features are ready but required some review and what features require our attention using the Lightning Readiness report.
* Designed a document to identify solutions for the GAP analysis items for those features which require some review or our attention.
* Enabled Transaction Security Policies and created some policies to ensure not much data is downloaded in one transaction, limiting the login into systems via I.P addresses etc.
* Scanned the organization code via Checkmarx and then worked on fixing those issues based on priority starting with High.
* Worked with Dell Boomi in integrating our salesforce system for the Invoices with an external system (Bill.com).
* Worked with Visual Studio Code and Integrated it with Bitbucket and SourceTree.
* Worked with Flosum in pushing code from lower (individual Developer) sandbox to Production.
* Experience working with Salesforce.com sandbox and production environments.
* Worked with Visual force Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Batches, Apex Web Services, App Exchange deployment, Apex Classes and Apex Triggers.
* Batch and Schedule Apex jobs for processing large records.
* Worked with App Exchange Packages like Foundation Connect, Conga, D&B Hoovers, Know Who, Conga Grid, Cazoomi, Config Workbook etc.
* Worked with Flows and Process Builders in achieving complex business scenarios using Invocable Methods.
* Converted Notes and Attachments to Files and Enhanced Notes using Magic Mover

**Folio Financial,Inc November 2016 – March 2018**

**Role: Salesforce Developer**

Folio Financial is an investment brokerage service provider who has enabled to build customers build a leading platform for low-cost diversification, suitable for clients and investors of any size

**RESPONSIBILITIES:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, VisualForce Pages, Apex classes & Triggers to suit the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Define the lookup relationship and master-detail relationship on the objects that help in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com
* Effectively created the pick lists, dependent picklists and junction objects to establish the connectivity among objects.
* Perform detailed analysis of business and technical requirements and design the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services. Developed various custom Objects, Tabs, Components and VisualForce pages and Controllers.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Used Sales Wave analytics app with salesforce to perform other integrations and customizations.
* Created Wave datasets from using internal Salesforce data and external data sources
* Created a CPQ process using Apttus CPQ and CL AppExchange tool in Quote.
* Integrated Apttus CPQ and CLM applications and automating processes on Salesforce platform.
* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Responsible for setting up web service integrations.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System(SLDS).
* Created Aura based Components, Attributes, Controllers which can be compatible to access through Lightning App builder.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Salesforce with recursive AWS IDE Instances for Clients utilizing GitHub and Amazon for stability
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Created custom buttons and links on Account and Relationship Group objects for generating auto Reports.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot

**CirroLogix April 2013 - May 2015**

**Role: Salesforce Administrator / Salesforce Developer**

CirroLogix is a consulting company with Salesforce.com services like Development, Migration, and Integration. They are focused on mobile application development which can consume salesforce. Cirrologix also provides training and education of Salesforce technology.

**RESPONSIBILITIES:**

* Extensively worked on Agile methodology and attended Daily status/standup meetings.
* Analyze business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.
* Performed the roles of Salesforce.com Administrator and Developer in the organization.
* Developed various Custom Objects, Tabs, Visualforce Pages and Controllers.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, Validation Rule, upgrade installation.
* Created and deployed Several Reports using salesforce.com platform.
* Serve as the point of contact for all Salesforce related issues, updates, enhancements and questions for the organization.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts, to suit the needs of the application.
* Maintain consistency between territory management application and SFDC accounts and leads, assuring all salespeople are assigned the correct accounts and leads.
* Built and managed custom reports for sales managers and executives.
* Created Field mapping document for various objects like Accounts, Contacts, Tasks, Opportunity, and Lead.
* Maintained data cleanliness and accuracy by adding custom validation rules, duplication rules and matching rules.
* Implemented Chatter and created public and private groups.
* Created Workflows, Approval processes, Validation rules and sharing rules.
* Set up Marketing Campaigns, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules.
* Developed Apex Classes, Apex Triggers, Components, Visual force Pages and Controller classes for various functional needs in the application.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and always executed code using best practices following salesforce recommended standards and Governor Limits.
* Developed product capabilities using Force.com, APEX, and Visualforce.
* Deployed Apex using Force.com IDE, Change sets, Force.com Migration Tool and Web Services API (SOAP, REST)
* Developed Apex Triggers, Apex Classes and Test Methods ensuring we have an average organization code coverage of 85-93%.
* Implemented many batch classes to handle multiple data records and different business scenarios.
* Created unit test plans, integration test plans and executed them.

**EDUCATION & CERTIFICATION**

* Master of Science in Information Technology, Kentucky, USA
* B. TECH in Electronics & Communications Department, JNTU, Hyderabad, India
* Salesforce Certified Administrator
* Salesforce Certified Advanced Administrator
* Salesforce Certified Sales Cloud Consultant
* Salesforce Certified Service Cloud Consultant

***References provided upon request***