**Sruthi Pelleti**

**Salesforce Developer/Administrator**

Ph: 630 605 8068

Email: sruthi.piduru@gmail.com

**PROFESSIONAL SUMMARY**

* 3 years of experience in Information Technology and expertise in Salesforce.com CRM (**SFDC)** platform using **Visual force, Apex**  as Administrator and Developer.
* Experience developing **Lightning Based Applications** and **Lightning Based Components**, Expertise in
* administrator tasks in **Lightning based User interface** and applying Styling To the **Lightning Components Using CSS**
* Extensive experience in creating campaigns using **Salesforce Pardot** a Salesforce Marketing Automation Tool , Based
* On the lead interest on the Account Hierarchy App, we would **score the Lead** according to his interest in the App .
* Extensive experience in **Nurturing Lead** who shows interest in the product by emailing him the deals and discounts that would Interest him
* Experience customizing standard processes like **Account Management**, **Contact Management, opportunity Management**, **Order Management, Case Management, Lead Management and Campaign Management.**
* Experience customizing standard processes like **Account Management**, **Contact Management, opportunity Management**, **Order Management, Case Management, Lead Management and Campaign Management.**
* Extensive experience in designing and implementing various advanced fields like **Picklists, Multi-Select Picklists, Custom Formula Fields, Field Dependencies, Many to Many Relationships, Lookup Relationships, and Master-Detail Relationships**.
* Good experience in working on Developer Console and Eclipse IDE with Force.com plugin for developing **Apex classes, Triggers, Visual force pages, and deployment.**
* Proficient in SFDC Administrative tasks like creating **Profiles, Roles, Users, Page Layouts, Search Layouts Email Services, Approvals, Workflows, Reports, Dashboards, Tasks** and **Events.**
* Experience in working modules like **Customer Portal, Partner Portal, sales and Service Cloud implementation**.
* Proficient in the utilization of **Salesforce Data Migration** and **Manipulation tools** like **Apex Data Loader,Force.com Migration Tool, Jitterbit Data Loader** and **Custom Import Wizards**.
* Highly experienced in creating Analytical snapshots and developing **business specific Reports**, and **Dashboards.**
* Implemented **security** and **sharing** rules at object, field and record level for different users at different levels of organization.
* Experienced with **Agile methodology** to manage short release cycle enhancements.
* Mastered in integration of Salesforce.com (SFDC) Applications with Other applications with an emphasis of the Web Services and other Integration Tools.
* Proficiency in installing **AppExchange applications**.
* Experience in Administration setup like **manage Users, Security Controls** and **Data Management**
* Expertise in Implementation, Development, Configuration, Administration, Research and Support of Salesforce applications based on Apex Language and leveraging Force.com Platform.
* Provide customers with best practice solutions on Salesforce.com and CRM.
* Expertise in **Force.com Apex Classes, Apex Triggers, Visual force, Force.com API, SOQL, SOSL, Web services** from Sales force.
* Extensive experience over creating Workflow Rules and Approval Process.
* Implemented Applications in **App Exchange** such as Account View Hierarchy functionality through APEX.
* Expertise on creating **Formula Fields, Validation Rules, Roles, Profiles, Users, Security** and **Sharing Setting**.
* Experience in **Report/Dashboard creation** & **customization**, **user/role/profile management** and **Custom Reports** through Apex.
* Experience on **Salesforce.com Configurations/Customizations** such as creating **Object/Tab/Field**, **Record Types, Page Layout**, **Folder Management, Activity Management, Security Controls, Queues** and **Groups**.
* Experience on **Managed, Unmanaged Packages** and **Handling Quality** and **Security Reviews**.
* Experience in Deploying using Change Sets and **Force.com IDE, Force.Com Migration Tool**.
* Experience in Sandbox Management such as **Refreshing Sandbox**, **Creating New Sandbox**, Migrating code from one sandbox to the other.
* Expertise in **Developing, Deploying and Integrating Salesforce.com** CRM solutions.
* Exposure towards all phases of Software Development Life Cycle (**SDLC**) and Quality Management Systems.

**TECHNICAL SKILLS**

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| --- | --- |
| **Business Processes** | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Contract Management, Pricing, Approval, Partner Deal Registration, Data Cleansing, and De-duplication, Agreements and Entitlements. |
| **CRM Applications** | Salesforce.com: Sales Cloud, Service Cloud, Marketing Cloud, Reporting and Analytics of Sales, Service and Custom CloudForce.com: Custom CloudSalesforce AppExchange: Application for code backup and sub versioning. |
| **Salesforce.com Platform** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation, Territory Management, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management, Overall User Management, Security and Sharing Model, Translation WorkbenchEmail and Document Templates, Chatter |
| **Programming Languages** | APEX, C, C++, Java, VB Script |
| **Web Technologies** | HTML, XML, JSON, CSS, JSP, JavaScript, WSDL, SOAP and JQUERY |
| **Force.com** | APEX, Apex Triggers, Visual force, SOQL, SOSL, Sites, Ajax Toolkit, Packaging and migrations, Force.com IDE (Eclipse), Force.com Migration tool, Jitterbit Data Loader, Change Sets, Developer Console, Workbench, Force.com Explorer, Force.com Content. |
| **Tools and Utilities** | GitHub, Bugzilla, Rally, VersionOne, Soap UI, Firebug, Advanced REST Client, MS Office, Ms Excel, MS Outlook, Manual Testing |
|  **ETL Tools** | Apex, Jitterbit Data Loaders. |

**PROFESSIONAL EXPERIENCE**

**Client:** Vendorin

**Role:** Salesforce Developer/Administrator

**Duration:** Nov 13 - Dec 14

Custom Roll Up Summary Field: We have created object which has lookup relation to it we were asked to create a custom fields to calculate the max value in their child records and their minimum value from their child records and sum of their records

Created custom visual force pages to display all the functional requirements of the providing the required fields in the page layouts and some edit functionality features and designed some triggers for validations to create child records

Responsibilities:

* Interacted with various business team members to gather and document the requirements for Sales force Interface development and documented them.
* Worked extensively with various Salesforce objects such as Accounts, Contacts, Cases, Campaigns, Reports, and Tasks.
* Worked on the Apex code and Visualforce, which covers the component based user interface for the force.com platform.
* Created Batch Apex classes and test Classes ,
* Created Web Services to meet business needs and Integrated for extracting the data from external systems.
* Created home page components.
* Maintained and updated systems for daily operations and functionality.
* Managed user accounts, access and roles
* Collaborated with users to analyze current operational procedures, identify problems, and learn user requirements
* Analyzed user requirements and procedures to automate processing or to improve existing systems
* Reviewed system capabilities and limitations to determine if requested changes/improvements are possible
* Was responsible for troubleshooting system errors and serve as liaison with Business Analysts, external consultants and vendors as needed.
* Integrated Five 9 AppExchange with Salesforce to deliver better customer service.
* Created a Salesforce console app for lists to display.
* Worked on demand email to cases within a service cloud system
* Created error reports and resolution procedures to ensure system data integrity
* Main focus was on the maintenance, design, development, testing and deployment of enhancements to the Salesforce applications including app exchange applications
* Developed code and conducted system testing to ensure accuracy of processes and associated data elements.
* Assisted the Business Systems Architect, Business Analysts and the IT Director in conducting studies pertaining to development of new information systems to meet current and projected needs of the College.
* Created standardized queries and reports to assist users with operations, as well as provided senior leadership with data for strategic planning and analysis.
* Designed and implemented Custom Objects, Page Layouts, and Custom Tabs to suit application needs.
* Created Profiles and Roles based on organizational role hierarchy, implemented Record-Level and Field-Level security and configured their sharing settings.
* Performed Data Analysis and migrated data from SQL Server database to Force.com platform using the Data Loader.
* Designed various Communication Templates.
* Created Workflow Rules and defined related tasks, email alerts, and field updates to automate processes.

**Client: AppShark**

**AppExchange:** Account Hierarchy

**Role:** Salesforce Developer/Administrator

**Duration:** June 13 – Nov 13

Appshark AppExchange Product - Account Hierarchy is a managed package allows customizing Account view Hierarchy page in Salesforce with specific requirements to open the Account in Edit mode with a single click and customize columns to be displayed in Account Hierarchy page.

**Responsibilities:**

* Requirement analysis and estimations.
* Involved in preparing Design Approach.
* Involved in developing Apex Programming, Visual force Development, jQuery and CSS.
* Involved in creating Custom Settings.
* Involved in Unit Testing and Packaging the application.
* Submitting the package code for security review and fix all the issues reported in the scanner report.
* Customized standard objects like Accounts, Contacts.
* Created Custom Fields, Field help, and Custom Formulas.
* Business processes streamlining and processes re-engineering.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Participated in JAD sessions for requirement gathering, analysis, and design.
* Generated weekly status reports and Ad-hoc reports to monitor the progress and identify critical points to reallocate resources and Decision support for Software Development Life Cycle.
* Produced detailed documentation, plan and prepare instructional manuals and/or training for users.
* Extensive knowledge on Salesforce controllers and built Visualforce pages using standard controllers from the scratch.
* Involved in building a Visualforce page where we have used a controlling navigation and controlling actions to navigate the user to any specific view to that particular action and redirected to subsequent views based on specific outcome of various actions including data operations.
* Used the metadata driven user interface on force.com platform.

**Appshark** Jun12 – Nov 12

**Client -** Sky River

Software Developer

Sky River is a business broadband Internet service provider. For Support Sky River Implements a Salesforce CRM Application that supports customers’ accounts, contacts, cases, email templates and survey. These Email Templates would be designed to automatically generate based on Cases Open, Closure and Escalation to Customers and would automatically generate alerts and notifications tasks to Customer Care Executives.

**Responsibilities**

* Performed the roles of Salesforce.com Developer in the organization.
* Acted as a Business Analyst and worked with clients for requirements gathering throughout the planning and implementation.
* Designed Communication Templates.
* Integrated Survey management app with Salesforce.
* Migrating Components to different environments using Eclipse and Change sets.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and using Visual Force, Force.com API.
* Worked with Dynamic Apex to access sObjects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Customized standard objects like Accounts, Opportunities, Contacts, Leads, Campaigns, Reports and Cases.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages, Public Sites embedding CSS, HTML, and Java Script.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Designed Complex logic involving Apex Controllers (Standard and Custom Controllers) and Triggers to support the forecasting application confined to Governor Limits.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboard.
* Used the sandbox for testing and migrated the code to the deployment instance after testing using ANT.
* Implemented SOAP based web service call outs using Tibco Middleware to extract from and transmit data to external legacy systems.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Performed Asynchronous Callouts using the Future Annotation and executed the future methods from a Trigger.
* Implemented the Single and Mass Email Messaging feature to automate the Emails based on business logic.
* Implemented Test classes to support Code Coverage for deployment to production and performed smoke tests before QE Validation.
* Involved in Data Migration Activities to handle bulk loads using APEX Data Loader.

**Salesforce Communities :**

* TrailHead Community , Trailblazer Community
* TrailHead Profile Id : <https://trailhead.salesforce.com/en/me/00550000006gd0fAAA>
* Linked In : <https://www.linkedin.com/in/sruthi-pelleti-6b54b551/>