**Koushik Reddy Malladi**

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Over 8 **years** of aggregate IT involvement in programming advancement as **Salesforce Developer**, **and Administrator** crosswise over different enterprises and Strong experience with **Salesforce.com** CRM full implementation, migration of Sales, Marketing, Service clouds, Communities and Force.com platform.

* Experience in Development, Administration, Configuration, Implementation and Support of Salesforce CRM based on **Apex language** and leveraging Force.com Platform.
* Engineered and incorporated Lightning Apps combining **Lightning Design System, Lightning Component** features on record detail page which renders buttons based on the user’s profile and role.
* Migrated Apps from **Salesforce Classic**to**Lightning Experience** to develop rich user interface and better interaction of pages.
* Implemented **Service Cloud** including: **Service Console**, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements.
* Experience in Integrating App Exchange Applications with **Salesforce,** Mass E-Mail Management, Application management using **Force.com Plug-in** and **Eclipse IDE** in Sandbox and Production Environments.
* Strong Knowledge of SFDC standard Data structures and familiarity with designing Custom Objects and Force.com platform and **Force.com Sites**.
* Experience working on **SOAP** and **REST** APIs for both inbound and outbound integration with Salesforce.
* Experience in use of **Standard and Custom controllers** of **Visualforce** in development of custom salesforce pages as required by business requirements.
* Proficient knowledge of **Governor limits**. Experience in optimization of existing code in accordance to the governor limits.
* Developed **Apex classes** and **VisualForce Pages** using other platform-based technologies like Visual Studio Code, Force.com IDE and Salesforce Developer Console.
* Experience **in Data Migration** using Import Wizard, Excel Connector, Workbench and other integration tools like Informatica Cloud, **Apex Data Loader**.
* Proficient in creating various **Reports** (summary reports, matric reports, pie charts, dashboards and graphics), **Report Folders** and **Dashboards**.

Expertise in using declarative features like workflows

* **workflows, approval process, dynamic approval process, sharing rules** automation for satisfying complex business process automations.
* 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 permission based on the organizational hierarchy.
* Experience in understanding business requirement to design the required entities like custom objects, creating the **relationships and junction objects**.
* Followed **Agile**, **Scrum** methodology that included iterative application development, weekly **Sprints** and stand up meetings.
* Created business requirement documents, system requirement documents and maintain Agile Boards, and User Stories in **JIRA.**
* A team player with strong work ethic, a positive attitude and ability to make the best use of individual resources. Committed to excellence, and a prudent developer with strong problem-solving, analytical skills and communication skills.

**Certifications:**

* Certified Salesforce Administrator
* Certified Salesforce Platform Developer I
* Certified Salesforce Marketing Cloud Developer
* Certified Salesforce Service Cloud Consultant
* Certified Salesforce Sales Cloud Consultant

**Technical Skills:**

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| --- | --- |
| Salesforce Technologies | Salesforce CRM, Salesforce SFA, APEX Language, Classes, Triggers, SOQL, SOSL, Visual Force (Pages, Components and Controllers), APEX Data Loader, Lightning Component, S-Controls, APEX Web Services, Dashboards, Workflow & Approvals, Analytic Snapshots, Custom Objects |
| Salesforce Tools | Force.com Data Loader, Force.com Excel Connector, Force.com Connect for Outlook, Force.com Platform (Sandbox and Production), Force.com Migration Tool, Force.com Explorer, Workbench |
| Custom Integration | Outbound messages, Workflow & Approvals, Field updates, Reports, Custom objects, Custom settings, Custom labels & tabs, Email Services, Role Hierarchy, Dashboards, Security controls, APEX Exchange Package & Custom Application and Sandbox data loading |
| Software Methodologies | Agile, Scrum, Waterfall |
| Programming Languages | Apex, SOQL, SOSL |
| Operating Systems | MS Windows, Macintosh |
| Web Design tools | Visual Force, HTML, XML, CSS, JavaScript, |
| Documentation tools | MS Word, Documentum, MS Excel, MS PowerPoint, MS Outlook, Jira |

**Professional Experience**

**USAA , Dallas-Tx Feb 2023 – Present**

**Salesforce Lightning Developer**

**Responsibilities:**

* Responsible for gathering business requirements and overall smooth delivery of the projects.
* Created business requirement documents, system requirement documents and maintain **Agile** Boards, and User Stories in **JIRA**.
* Developed **Lightning components** and **Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Created modern Enterprise Lightning Apps combining **Lightning Design System** (CSS and Design Parameters), **Lightning App Builder** and **Lightning Component** features.
* Added Lightning Component to Lighting Pages and Record Pages. Have worked on **Apex classes, Visualforce Pages, Controller** and **Apex Triggers** for various functional needs in the application.
* Implemented SFDC Integration using **REST/SOAP** Web Service API'S. Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems.
* Created custom **Report types** and **Dashboards** so that users can generate reports and visualize data on dashboards.
* Leveraged MuleSoft connectors and APIs to integrate external systems and services with Salesforce, enhancing overall system capabilities.
* Used Custom reporting in Salesforce to create tailored reports and dashboards to gain insights into their data.
* Created Visualforce pages for custom login and configuration of communities.
* Created and used **Email Templates** in the form of E-mail alert to fulfill business requirements.
* Written **SOQL, SOSL** query language necessary for the application in Apex Classes and Triggers.
* Developed Visualforce pages using components like **Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link** and **Command Button**.
* Developed various Batch Apex Classesand scheduled those using Apex Schedulable classes on hourly basis.
* Developed and executed dynamic pricing strategies using Salesforce CPQ
* Used Connected Apps for extending Salesforce functionality and data accessibility while maintaining security and control
* Involved in using **lightning Process Builder and Workflows**. Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* Implemented Salesforce **Steel brick CPQ**, enhanced functionalities to make the Sales operations smoother, more aggressive and automating **quoting**, **contracting** and **billing** processes.
* Used **Force.com web service API** for implementing **WSDL** in the application for access to data from external systems and web sites.
* Used LWC components communicate with each other through events, creating a decoupled and scalable architecture.
* Used Salesforce lightening design system **(SLDS)** and **Bootstrap** for the design of Lightning components. Built and tested single page application using **AngularJS** and the Salesforce REST API.
* Performed data cleanup and/or **Data migration** to/from salesforce.com.
* Enabled **Aura Framework** and added Aura Attributes/Handlers for Events / Logic & Interactions.
* Used **Community cloud** to build deeper relationship with customers to provide better service and assist them through online.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Steel Brick CPQ, Email services, AppExchange, Sales cloud, Community Cloud.

**Salesforce.com , Dallas-TX Feb 2019 – Jan 2023**

**Salesforce Lightning developer**

**Responsibilities:**

* Providing technical and business support for the design & deployment of system releases and ongoing **system management and maintenance** (e.g. requirements drafting, UAT Testing, system data cleanup, training material creation and presentation).
* Interface with internal business customers to **understand evolving business requirements** that drive the need for new and/or modified information systems and/or technologies.
* Coordinate with third-party service providers to evaluate & implement **cost- effective IT solutions** within confines of approved service expenditure levels & approve **infrastructure change controls** for all additions and/or modification.
* Created modern Enterprise Lightning Apps combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* Developed **reusable UI components** and pages with **Lightning component** framework.
* Created **custom controllers** and **controller extensions** while developing **Visualforce pages**. Developed the **Apex Triggers** to ensure the correct data entries into the system.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Used Assignment rules to automatically assign records such as leads or cases.
* Involved in creating the Tabs, Links and Visual Force pages to configure the application in Salesforce Managed ongoing support requests and administrative needs of users.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com
* Built LWC Components using Standard Web technologies, ensuring cross-browser compatibility.
* Salesforce Marketing Cloud development and implementation within the organization.
* Made valuable contributions to the overall development and implementation of Salesforce Marketing Cloud within the organization, actively participating in defining and improving processes.
* Utilized Salesforce CPQ to create professional and customized quotes for clients.
* Integrated Salesforce CPQ with Salesforce CRM for seamless end-to-end business process.
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Maintained **users, roles, profiles, sharing rules** and **public groups** as part of managing security on SFDC.
* Assigned **Permission sets** to users to give access to various applications in the Org.
* Used the sandbox for testing and **deployed** them between Sandbox and Production environments for final implementations using **Change sets**.
* Organized Daily **Scrum** meetings with all the team members to check whether we are in same page. Participated in the bug review meetings, updated requirements document as per business user feedback and change in functionality of the application.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, JavaScript, Steel Brick CPQ, Email services, AppExchange, Sales cloud, Marketing cloud, Community Cloud.

**PayPal, Boston-MA May 2017–Dec 2018**

**Salesforce Lightning Developer**

**Responsibilities:**

* Develops work plans or reviews other work plan timelines and manages workflows to meet project timeframes.
* Implemented and created **users** with **permissions**, about **1000 users** nationwide on the **CRM** **platform** and provided go live support by agile methodology.
* Implemented Salesforce **Lightning Components** for small set of users for customizing **reports and dashboards** and processes to continuously monitor data quality and integrity.
* Working with management and end-users to create and manage workflow rules, data validation, processes and flows.
* Worked with **Visualforce Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Classes, Apex Triggers**.
* Developed **Unit test class** for Apex class and worked for improving **code coverage**.
* Work with management, create and manage complex workflow rules, data validation, and triggers
* Clean data from org and import new data using **Apex Data Loader**.
* Deliberate planning & analysis to accomplish complex workflow rules, data validation, and triggers.
* Participate in planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle.
* LWC components communicate with each other through events, creating a decoupled architecture. This makes it easier to manage and maintain complex applications.
* Executed security and sharing rules for Field, Record Level and Object for distinctive users at different levels of organization.
* Support application training activities including **creating training material**, conducting training and assisting in the support of system release update.
* Provide business direction to IT to inform design and deployment of data used to support business processes.
* Involved in **daily standup meetings, Scrum**. This resulted to bring good solution to the business requirement

**Environment**: Salesforce.com platform, Code Collaborator, Lightening Experience, Visual Force, Apex Language, Data Loader, HTML, Workflow & Approvals, Custom Objects, Sandbox management, Eclipse IDE, GIT.

**Hewlett Packard Enterprise, Roseville-CA June 2016 – April 2017**

**Salesforce Developer**

**Responsibilities:**

* Worked with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce CRM Environment.
* Involved in building of the **Customer Portal** in the organization.
* Followed **agile methodology** for implementing the Application.
* Responsible for creating **Queues** and tasks to share and automate work to the users in the Queue.
* Created **workflow rules** and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Involved in managing daily administration tasks like multiple user **setup**, **profiles** and **roles**, customization of objects, fields, record types, page layouts, and validations.
* Responsible for creating **Sharing rules** among all the users in different Roles and Subordinates.
* Documented & conducted multiple **training sessions** across various sales channels.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.

Used Formula fields to create calculated fields and also commonly used for calculations involving text, data and checkbox fields.

* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Having experience in creating real time marketing automation process and campaign management.
* Developed **APEX Classes**, **Controller Classes** and **APEX Triggers** for various functional needs and implemented the business logic as per the requirements.
* Designed various Web Pages in VisualForce for capturing various customer enquiries and implementation logic for migrating cases to different queue based on the type of customer enquiry.
* Created various Reports and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization's need.
* Developed and deployed **workflows** and **approval processes** for opportunities and products/ assets management.
* Used **Apex data loader** to Insert, Update, and Import data from Microsoft Excel into Salesforce.com.
* Involved in data mapping and **migration of data** from legacy systems to Salesforce.com Objects and fields using data loader and Workbench.

**Environment:** Salesforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.