**Summary:**

* IT professional with 4+ years of experience worked as Salesforce Developer and Administrator having hands over Configuration, Implementation and Maintenance using SFDC.
* Experience on Force.com using Apex programming in Apex classes, Batch classes, Triggers, API, Standard Controllers, Web Services and Controller Extensions.
* Have a good understanding of Territory Management Principles and how data can add value to Territory business planning.
* Efficient use of REST and SOAP APIs in all the projects.
* Designed Junction Objects and implemented various advanced fields like Picklist, Controller/Dependent Picklist, Custom Formula Fields, Field Dependencies, Validation Rules, Workflow and Approval Processes for automated alerts, Field updates, and Email generation based on application requirements.
* Exceptional understanding of Force.com architecture and sound working knowledge on Object Oriented Programming and Core Java concepts.
* Knowledge on Java Multi-Threading, Collection, Interfaces, Synchronization, and Exception Handling.
* Proficient in Developing Visualforce pages (Reports, Analytical Snapshots, and Dashboards) and Visual Flow.
* Expertise in building Lightning Components for Record pages and Quick actions.
* Sound knowledge in designing custom pages using Lightning App Builder.
* Administration experience on CRM Applications like Data Exports & Imports, Application Support, Security Administration, Maintenance, and User & Security Management.
* Experienced in building Custom Applications that includes Administration, Configuration, Implementing and Support experience with Salesforce.com platform.
* Expertise in Sales cloud, Service cloud, Partner portal and Customer portal.
* Developed highly responsive web pages and mobile applications on Salesforce platform.
* Hands on experience implementing Workflow Rules, Record Types, Security/Sharing rules, Permission sets, Field-level Security, Record level Security, Profiles, creating roles and resource monitoring at the different hierarchical level of Organization.
* Proficiency in Organization Wide Default Hierarchy, Roles, Profiles, Users, Object level security, Field level security, Record level security and Sharing rules.
* Expertise in SOQL and SOSL for querying salesforce database.
* Created and maintained various profiles and feeds on SFDC Chatter Plus.
* Good knowledge in configuring On-Demand Email-to-Case, web-to-Lead and Web-to-case in Customer Relationship Management (CRM).
* Experience in using Salesforce.com Email Services, Page Layouts, Flows, Approval Processes and Process builder.
* Knowledge on environments consisting of Object-Oriented Languages like C++, Java, J2EE, JSP, Servlets and other Java technologies.
* Proficient in various Software Development Lifecycle (SDLC) phases which include requirement gathering and analysis in Agile, Waterfall methodologies and Kanban board.
* Daily standup calls, Scrum meeting, Evenly Sprints also part of the routine.
* Strong Technical background in Analytical, and Critical thinking skills.
* Expertise in Salesforce Integration & Data Migration from Traditional Applications to Salesforce using Data Loader Utility.
* Used Enterprise Territory Management in Sales cloud for Collaborative Forecasting.
* Developed an application to create Custom Email Messages that function as Templates, and support users to add attachments and Inline images and rate them after each use.
* Good Collaborator with time management skill, leadership qualities and willing to play a vital role in the team environment to meet objectives.

**Certifications:**

* Salesforce Certified Administrator (ADM 201).
* Salesforce Certified Advanced Administrator (ADM 211).
* Salesforce Certified Platform Developer I (DEV 401).
* Salesforce Certified Platform App Builder (402).
* Microsoft Programming in HTML5 with JavaScript and CSS3.
* Microsoft Programming in C#.

**Trailhead:**

[**https://trailblazer.me/id/udayreddysfdc**](https://trailblazer.me/id/udayreddysfdc)

|  |  |
| --- | --- |
| Salesforce Declarative Development | Data Loader, Data Import Wizard, Data Export Wizard, Workflow Rules, Flows, Process Builder, Approval Processes, Analytic Snapshots, Lightning App Builder, Formula Fields, Validation Rules, Enterprise Territory Management, Field Updates, Salesforce Mobile, Tabs, Custom Objects, Account & Contact Management, Permission Sets, Single Sign On, User Authentication, Salesforce Optimizer. |
| Force.com Development | Apex Classes, Apex Triggers, Invocable Methods, Visualforce, Lightning Components, Pipeline Management, Email Templates, Batch Apex Classes, Schedule Apex Classes, Eclipse IDE with plug-in, Visual Studio. |
| Web Services | REST API & SOAP API |
| Web Technologies | HTML, CSS, JavaScript, JSON, XML, AJAX & Web Logic. |
| Version Control & Issue Tracking | GitHub, Bitbucket, Kanban Board, JIRA. |
| Relational Database | SOQL, SOSL, SQL, Schema Builder. |
| Custom Integration & Management Tools | Salesforce to Salesforce Integration, Outbound/Inbound Messages, Email Services, Jenkins, Sandbox Environment, Lightning Experience, AppExchange, Profiles, Role Hierarchies, Users, Organization Wide Settings, Workbench & Event Monitoring, Changesets. |

**Education:**

* Bachelor of Technology at Jawaharlal Nehru Technological University.

Hyderabad, India.

Major: Engineering

* Master of Science at Wilmington University Jan 2019 to May 2020

Delaware, United States.

Major: Information System Technology

GPA: 3.80

**Work Experience:**

**Advanced Technology Group, Inc**

Plainsboro, New Jersey

* Salesforce Intern Jan 2020 – May 2020
* Salesforce Administrator/Developer June 2020 – Present

Key Contributions:

* Created lightning applications using Lightning App Builder and Lightning Components.
* Implemented triggers, controllers and formula fields, validation rules, Cross Object Formulas, Roll up summary fields, Workflows and Email to case functionality.
* Developed Apex classes with SOQL and SOSL queries, Apex triggers for various functional needs in the application.
* Developed fully functional Visualforce pages with Service-side controllers.
* Developed lightning pages using lightning components and visualforce onto it.
* Created and Managed Dashboards and Reports as per the requirements.
* Used JavaScript for few buttons to perform specific actions
* Prepared various test cases to test the functionality of the code in accordance with the governor limits.
* Implemented Apex Data Loader ‘Command Line Interface’ (CLI) to automate the data loading for the sandbox refresh activity.
* Defined Lookup and Master-Detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created and Managed Users, Roles, Profiles along with Organizational Wide Default settings.
* Created Record types, Page layouts, visibility of objects using roles, Sharing settings, permission sets, support processes in service cloud.
* Created and replaced fields, picklist and used custom settings and custom labels for using dynamic values in apex classes.
* Used auto response rule for thank you mail and confirmation for complaint.
* Created a sync between salesforce to outlook and vice-versa for contacts, email alerts, events, and tasks.
* Worked on designing different custom dashboards for various user groups based on their business functionalities.
* Designed ready to use pages with Lightning components for dynamic picklists, record pages and for Outlook.
* Managed user interface components and Visualforce components for styling with the help of Base Lightning Components like message, menu, input controls, field level & errors
* Sending notifications to queue members when case enters queue.
* Resolved bugs on communities and service cloud during on call.
* Used REST API for calling core API.
* Active member in code review, testing all JIRA tickets for the team and developed test sets for evaluating the functionalities which I have worked on.
* Used Workbench for retrieving data in Metadata format. Bitbucket for version control.
* Involved in Business requirement meetings like gathering information for IT team and analyzing the information provided by Business.

**NXTVISION Software Technologies (Pvt) Ltd Dec 2017 - Nov 2018**

Hyderabad, India

Salesforce Administrator/Developer

**Domain:** Insurance

Project Description: Visualforce pages and Apex programs were used to develop applications. Created Roles and Profiles for the users based on their regions using Territory Management to segregate data. Used AppExchange to install lightning components and applications into SFDC. Used Workbench to monitor the changes in data. Third-Party APIs were used to retrieve Customer data. Used REST API. Data loader is used to bring data into SFDC.

Key Contributions:

* Created modern Lightning Apps by using Lightning Design System, Lightning App Builder and Lightning Component features.
* Involved in project technical design plan, conversions, Mapping, configuration of portions of the SFDC application.
* Upgraded Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile
* Provided business solutions to clients nationwide, ranging from Salesforce Sales Cloud, Service Cloud, and Salesforce1 Mobile Development.
* Retrieved data and its functionality from Third-Party API have and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Implemented Single Sign-On on force.com.
* According to the business user's requirement, creating Reports and Dashboards.
* Worked with various salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects.
* Created Public Groups, Queues, Permission Sets, Profiles, Users &Security Settings based on role hierarchy. Involved in Data Migration from three Legacy Systems to Salesforce.
* Implemented Salesforce Service Cloud & Opportunity Management (Case Management, Entitlement Management, Product & Price Book, High Volume Customer Portal, Partner Portal, and Visual Force Sites) for business support and technical support for its channel customers.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visual force Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visual force pages between Classic and Lightning.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Implemented the Web Services through WSDL in the Salesforce.com for outbound messaging.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

**NXTVISION Software Technologies (Pvt) Ltd June 2016 - Nov 2017**

Hyderabad, India

Salesforce Administrator/Developer

**Domain:** Sales and Recruitment

Project Description:We used Force.com cloud application which could centralize all its enterprise management processes like recruitment, operations, sales. In the Recruitment Module we used to track recruitment data. We created custom objects such as Position, Candidate, Job Application, Review, Job Posting, and Employment Website. Payment processing was created using API's and Apex Programming to pay salary to the Employees and track the changes in their ratings and displayed them on their Dashboards.

Key Contributions:

* Researched and contributed to build a custom Salesforce application from scratch.
* Collaborated with a team of programmers and learnt various phases of a product development life cycle.
* Performed maintenance checks, bug fixes and resolved production issues under strict deadlines.
* Coordinated the Database Migration from SQL Server which was essential in building an entirely new and updated Salesforce CRM application.
* Experience working across various SFDC implementations that are covering Sales cloud, Service Cloud.
* Worked on different portals like Self Service Portal, Partner Portal and Customer Portal.
* Designed custom reports and dashboards based on client requirements for different products the company offered.
* Creating Email templates, custom reports, dashboards, and analytic snapshots.
* Involved in data migration from Excel to Sales force using Apex Data Loader.
* Developed an automated integration process using workflow rules, validation rules, apex classes to integrate Accounts, Contacts, and Orders between the customer service and sales divisions for different organizations.
* Configured permissions based on the hierarchy system within the company.
* Worked on a custom ticket management system that could manage the complex requirements of company.
* Worked on Service Cloud for sharing business process.
* Setup Roles, Profiles, Permission sets, Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules.
* Designed various Web Pages, Survey Documents in Visualforce for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Provided business solutions to clients nationwide, ranging from Salesforce Sales Cloud, Service Cloud, and Salesforce1 Mobile Development.
* including definition, guidelines and usage of Chatter and integration with Salesforce1 platform.
* Worked effectively to ensure that the data is protected and is made available to the authorized users by customizing the user Roles, Role hierarchies, Profiles and Sharing settings and Permission Sets.
* Gained real-time experience to understand the functioning of various products of the company.
* Imported accounts and contacts data through Import Wizard, Performed Data Analysis and migrated data to Force platform using Data Loader.
* Involved in all the phases and pre-production/post-production support activities.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.
* Provided ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow.
* Written Test Cases for checking out the 75 percent of the code coverage and deployed the SFDC data using changesets.

**NXTVISION Software Technologies (Pvt) Ltd June 2015 - May 2016**

Hyderabad, India

Jr. Salesforce Administrator

**Domain:** Education

Project Description:Worked on a project for an Educational Institution. Created a Contact form for Student registration. Student holds all relevant information as input fields including Class Schedule. There are Registered classes in system, from which a student can select his/her schedule and time for attending class. Courses are also available to choose from. Attendance of students also maintained in system. After examination, grades are populated and sent to each student in form of transcript. Apart from the start from contact, quick links to payments, journals are also present in the side menu of Salesforce User Interface built on Visualforce and Apex Programming.

Key Contributions:

* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects and tabs, Components and Visualforce Pages.
* Designed various Webpages in Visualforce for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Synchronized with the business process review meetings and multiple teams for ascertaining standardized workflow processes.
* Created various Custom Objects, Tabs and Visualforce Pages and Controllers.
* Created Formula Fields, Validation Rules, Workflow and approvals for the flexibility and functionality of force platform application.
* Implemented Case Management Automation to track and solve Customer's Issues.
* Written SOQL queries against force.com API.
* Used AJAX to get the data from the server asynchronously by using JSON objects.
* Customize Salesforce, Page layouts, Custom objects, and Lightning components.
* Customizations of Reports, Dashboards, Workflows, Approval Process.
* Worked on multiple Test class components to fulfill the code coverage. Extensively worked on apex data loader.
* Migrated data from MS Excel / CSV files to SFDC using Data Loader.
* Proficient in creating record-types, page-layouts, and profiles to hide/show visibility to various fields.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects, Web to case, Email to case.