Sreethi

Salesforce Developer/ Administrator

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Professional Summary

* Almost 5 years of experience in salesforce.com, CRM platform using visual force Pages, Apex and java Technologies as Administrator and Developer.
* Experience in Software Development Life Cycle SDLC which involves requirement gathering, analysis, design and development of applications using Salesforce.com CRM, Force.com platform as Developer.
* Proficient in dealing with the functionalities related to the **Service cloud, Sales Cloud, Call center, Chatter & AppExchange** applications.
* Designed and configured pardotintegration with Salesforce for Supply team with lightning.
* Familiar 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.
* Capable in developing client specific solutions using **Apex Classes**, **Apex Triggers**, **Controllers and Controller Extension**, **Components and Test Methods**.
* Specific responsibilities include the **creation**, deployment and management of **Custom Apps**, Custom Objects, **User Profiles**, **Sharing rules**, Custom Reports and Dashboards, System and **data management** and maintenance and Ongoing recommendations for process improvements.
* During every new platform release from Salesforce.com, discussing the new release features with team to effectively improve the features on current environment.
* Proficient in creating custom **objects, Role based page layouts, Workflow Rules** and **Approvals, Validation Rules, Custom Reports,** and **data extraction** to various formats.
* Worked on Salesforce **Customization, Security Controls, creating Profiles, Roles, Users, Record Types, Page Layouts** and **Email Templates** etc.
* Performed **validation rules**, **workflows**, **e-mail services and approval process** using customization and Apex.
* Worked extensively on various salesforce.com standard objects like **Accounts**, **Contacts**, **opportunities**, Products, Price books, **Cases**, **Leads**, **Campaigns**, **Reports** and **Dashboards**.
* Experience in setting update data visibilities by configuring **OWD, Criteria/Owner based Sharing rules.**
* Experience in providing support ongoing Salesforce.com maintenance and administration services including periodic **data cleansing, custom objects, workflow, campaign management.**
* Experience Working with **Apttus** **CPQ** to oversee design, estimating, citing, rebates, motivating force and recommendations on any gadgets.
* Accomplished case management automation (on case object) to track and solve customer’s issues. Implemented **Email-to-Case** entry and Manual case entry for entering customer’s **cases** in **Cases Tab**.
* 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.**
* Experience integrating Pardot into Salesforce for improving web lead information by configuring Pardot.
* Provided customers with best practice solutions as related to **Salesforce CRM**.
* Worked extensively on Cross browser compatibility checks for all developments and involved in fixing software defects, track bugs, close open defects and validate functionality.
* Installed Salesforce **AppExchange** Apps, configured and maintained user security permissions in compliance with organizational needs.
* Knowledge of configuration and maintenance of security settings such as **role hierarchies**, **profiles** **and permissions,** **setting login hour and IP ranges** in compliance with organizational needs.
* Experience in **Data Loading** using **Import Data Wizard** and **Apex Data Loader**.
* Proficient in Data migration and Integration using tools like **Informatica on Demand**, **Data Loader**, **MuleSoft** and **Froce.com** migration tools.
* Highly focused on analytics to measure KPI’s and created reports and dashboards for business users.
* Strong implementation and working experience with **salesforce CRM** and development life cycle.
* Capable of Interacting with various business team members to gather and documented the requirements. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Repot Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Worked on Agile Methodology.
* Created Users and granted permissions in **Service cloud** as per the requirement.
* Provided customers with best practice solutions as related to **Salesforce CRM**.
* Designed and implemented Custom **Partner Communities** for several clients in order to access their various features based on their requirements.
* Managed application Lifecycle by handling sandboxes, deployment environment and its tools and its versions.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Designed, developed and deployed the **Custom objects**, Entity-Relationship data model, Formulas, **Validation rules** on the objects, **Page layouts**, Custom tabs, Components, **Roles**, **Profiles**, Public Groups, **Permission Sets**, **Custom Settings** and Labels to suit to the needs of the application.
* Experience using **JIRA** for issue tracking.
* Administered Salesforce.com setup, which involves modifying roles and profiles, creating/modifying dashboards/reports and managing users.
* Worked in Health care, Banking, Insurance industry and different types of domain based on service cloud, sales cloud, marketing cloud.
* Experience in Application Lifecycle Management (ALM) with a procedure of plan release, develop, test, build release, test release, release.
* Good experience in working on **Eclipse IDE** for writing business logics in Apex programming language.
* Strong experience in deploying Salesforce components across various sandbox and production instance using Change sets, Force.com Migration tool (Ant based scripts) and Workbench.
* Experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization.
* Always willing to learn new skills to improve efficiency and increase knowledge base.

**TECHNICAL SKILLS**

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| **CRM Applications** | Salesforce.com, Sales cloud, Service Cloud, Chatter, Communities, service console |
| **Salesforce Skills** | Force.com platform, Standard objects, Apex Data Loader, REST, Workflow & Approvals, Web Services, Reports, Dashboards, custom objects, CPQ, Force.com, Agile & Scrum Methodologies. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.co Explorer, Force.com Data Loader, Force.com, Force.com IDE(Eclipse), Salesforce outlook connector. |
| **Programming Language** | Apex, SQL, JQUERY, CVS, ANT. |
| **Deployment Tools** | Change sets, Force.com IDE, Force.com Migration Tool (ANT), ETL, Work Bench, Jenkins. |
| **Version Control and Issue Tracking** | GitHub, Bitbucket, CVS, JIRA |

**Certification**

* Salesforce Certified Platform Developer I - 21320961
* Salesforce Admin - 21235176

**Professional Experience**

**First Command (Virtusa)** October 2019 – Present

Location: Dallas

Role: Salesforce Admin

*Responsibilities:*

* Worked with the business team for requirement gathering throughout the planning and implementation.
* Performed day to day User Management on SFDC Org by configuring Sharing Rules, Permission Sets, Roles and Profiles.
* Experience with data migration and updates through the tool App Exchange Data Loader in Salesforce.com.
* Experienced in deploying the **CRM**tool Salesforce.com to include business requirement development, dashboard development, report list view development, process flows and documentation.
* Experience working across various SFDC implementations that are covering Sales cloud and Service Cloud.
* Used third party apps like CPQ (Steel Brick) Marketo, DocuSign and Apttus
* Conceptualized, presented, and implemented the CPQ Configurator, Pricing rules for Fortinet for all their flows.
* Used the Sandbox for testing and migrated the code to the deployment instance after testing.
* Retrieved customer data from third party APIs and migrated the data to be displayed on Salesforce Lightning Components.
* Integrated Pardot with Salesforce and used Pardot marketing automation to gain new referrals.
* Implemented Pardot B2B Marketing Automation platform for lead generation/nurturing.
* Worked on Agile and Scrum methodology for salesforce custom app implementation.
* Used Apex Data Loader to migrate data such as accounts, Products, Quotes and Forecast from different legacy systems.
* Used **Bitbucket** for version control and **JIRA** for issue tracking.
* Also involved in requirement gathering, design, development, testing and implementation of the web application and used Agile development life cycle with daily scrum meetings.
* Validated and deployed code to production through outbound Change set.
* Used client and server-side validations for better performance and maintain clear code structure.
* Knowledge of Salesforce.com implementation cycle in Sales, Marketing, Service and Support modules.
* Used JIRA as management tool and GIT as a version control.
* Implemented Sales force Development Cycle covering Sales Cloud, Service Cloud, Marketing Cloud, Call, Center, Chatter & App-exchange applications.
* Involved in data **mapping** and **migration** of data between legacy systems and salesforce.com objects and fields.
* Customized Steel brick CPQ using Salesforce CPQ plugin, JSForce JavaScript to auto insert quote line items when certain combinations of product options were selected in configurator.
* Understanding Marketing cloud application, web services and requirements for automating web services.
* Developed and maintained validation rules, Auto responsive rules, and custom workflow.
* Created and Customized Custom Objects, Formula Fields, Cross Object Formulas, Roll up summary fields, validation rules, and dependent picklists, and complex page layouts.
* Experienced in using Rally for bug tracking, issue tracking, and project management purpose.

*Environment:* SaleForce.com platform, Force.com API, Workflow & Approvals, Custom Objects, CPQ, SalesForce.com Data Loader, Sandbox, Eclipse IDE Plug-in, Dashboards, Analytical Snapshot and Data Migration, ANT.

**Indiana State Department of Health** August 2018 - October 2019

Location: Indiana

Role: Salesforce Administrator

*Responsibilities:*

* Involved in various stages of the project life cycle primarily design, implementation, testing, deployment, and enhancement of the application.
* Experience in design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Manage customers with profiles, permission sets, roles, and sharing rules in customer portal.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Designed, and deployed the Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application.
* Worked on Apttus CPQ configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Daily demos using JIRA Agile for managing user stories and developer and QA tasks.
* Performed detail analysis of business and technical requirements and designed the solution by **customizing** various standard objects of Salesforce.com.
* Increased leads & sales with Pardot email drip programs. Administrator for two instances of Salesforce with Pardot and DocuSign add-ons. Provide Release Management support for processing config and custom code changes.
* Handled ongoing customization/ alteration of Salesforce.com. to increase benefits and usability.
* Involved in activities related to Saleforce.com setup, Configuration, customization, Administration, Development of application to force.com platform.
* Salesforce implementation within the Health, Banking & Securities industry; strong experience in sales cloud, service cloud, Marketing cloud, Apttus, workbench.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Experienced in handling Production releases.

*Environments:* Salesforce.com CRM, Workflow & Approvals, Reports, Custom Objects, Data Loader, Custom Tabs, Email Services, Sandbox Data loading, Eclipse IDE Plug-in, CPQ, Agile Scrum, Web Services, SOAP, UI, Eclipse, Web services, Service cloud and Sales cloud, Jenkins, Bitbucket.

**Client - Gemini Solutions, Gurgaon, India**  Dec 2015 – July 2018

Role: Salesforce Administrator

*Responsibilities*:

* Comprehensive understanding of Case Management along with Account, Contact and Opportunity management in salesforce.com and its usage in Call center application.
* Experienced document generation & reporting. Create & deliver documents, presentations & reports in Word, PowerPoint, Excel, HTML email & PDF from any standard/custom object. Generate proposals, account plans, invoices, quotes, contracts by using Congo merge application.
* Worked on Agile methodologies where requirements, design, testing, deployment needs to be done as early as possible.
* Performed implementation, documentation, testing and updating as it relates to the SalesForce.com business requirements.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Working with various Standard Salesforce objects like Accounts, Contacts, Cases, Opportunities, Leads, Campaigns, Reports and Dashboards etc.
* Implemented Sales cloud and incorporated the enhanced features as required to streamline the business process.
* Good with Product configuration, Price Rules, Constraint Rules, Categories, Price list, Quote Creation and few more complex pricings functionality using Workflow.
* Refactored a lot of legacy code as part of Technical debts to avoid redundant execution of business logic and optimized the code better maintenance.
* Created Force.com SITES and configured security for guest profiles and access sites form external links.
* Created Workflows and Approval Processes and executed different actions for specific records that meets the business criteria.
* Created Roll Up Summary, Formula fields and Validation Rules to ensure data is validated and automate business logic conditionally.
* Maintained Task, Defect lists and coordinates with different teams to ensure development related bugs are closed in timely fashion.
* Developed Test Cases, Executed UAT and log all the defects using various tools like SharePoint, Bugzilla.

*Environments*: Saleforce.com, Platform Data Model, Service Cloud Console, Sales Cloud Service-Related Data Model, Reports, Custom Objects, Custom Tabs, Email Templates, Workflows, Approval Processes, Salesforce.com Data Loader.