**Name:** Bala Satish Reddy Pullaiahgari

**Role:** Salesforce Developer

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**Professional Summary:**

* Over **8 years** of experience in the Information Technology Industry, with 7 years of experience in Salesforce.com CRM.
* Thorough understanding of **object-oriented programming (OOPS)** concepts and extensive knowledge in implementing, customizing, and maintaining Salesforce solutions.
* Extensive knowledge of **Software Development Life Cycle (SDLC)** by having a thorough understanding of various phases of the life cycle which includes **Requirement gathering, Analysis** and **Design part** along with Development and Testing as well.
* In depth experience in Salesforce.com development in implementing **Apex Classes, Visualforce, Force.com IDE, Controllers and Triggers, SOQL, SOSL** and **Plug-ins**.
* Working with both management and the end-users to create and manage **workflow rules, data validation, processes,** and **flows**.
* Create and manage **custom objects, fields, validation rules, custom workflow, formulas,** and **approval processes**.
* Performing **page layout customizations, page layout assignment** based on the profiles and created **custom links** based on the organization requirements.
* Hands-on experience in **Data Migration** using data migration tools like **Data Loader**.
* Experienced in **Sales Cloud** by adding **objects, Fields, Tabs, Reports,** and **Dashboards** to migrate data into Salesforce.
* Used **multi-tenant MVC architectures** for developing salesforce applications.
* Worked with reporting tools like **Power Bl** for analyzing, aggregating, sharing, and visualizing the data.
* Experienced in Lightning Experience which includes the **Lightning Component Framework** and have been involved in building **lightning component** using the **aura framework** and experienced with **Locker Service** with Lightning Components.
* Expertise in Salesforce.com by developing the presentation layers in **Visualforce pages** and business logic in **Apex** by creating and using **Classes, Standard Controllers, Custom Controllers, Controller Extensions,** and **Web Services API**.
* Implementation of **Pick Lists, Dependent Pick Lists, Lookups, Master-Detail Relationships, Validations** and **Formula Fields** to the **custom objects**.
* Work Closely with Team Lead and Project Managers to provide timelines and to develop the best solutions with respect to the **system design**.
* 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**.
* Experienced working with various **App exchange products** or **CPQ products** like **Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS**.
* Creating and maintaining **entity relationship diagrams** and transformed logical models into physical data models with an additional experience in writing **SQL** and **PL/SQL** programming with **Oracle** and **MS-SQL Server**.
* Hands on experience in implementing **security** and **sharing rules** at **object level, field level** and **record level** for multiple users at different levels of the organizations.
* Created various **accounts, profiles** and configured the permissions based on the organizational hierarchy.
* Hands-on experience in **SAAS** platform like **Amazon, Google** to integrate with salesforce to achieve new capabilities.
* Using best code practices like **Test-driven Development** to ensure the code is optimized as much as possible.
* Hands on Experience in creating advanced charts and graphs using **Tableau.**
* Developing **test classes** and **test methods** to ensure maximum code coverage in the production instance.
* Providing required **documentation** that supports the **project implementation** and **maintenance**.
* Worked on **troubleshooting errors** to ensure smooth conduct of the applications and maintaining the **security** and **integrity** of the application software.
* An empathetic listener and persuasive speaker along with articulate and professional speaking abilities.

**Technical Skills:**

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| --- | --- |
| **Lightning Experience Development** | Salesforce Lightning Design System (SLDS) and  Lightning Web Components (LWC), Aura Framework and Server-side Controllers. |
| **Salesforce development** | Apex Classes, Apex Triggers, Test Classes, Apex Custom Controllers and Extension, Native, Visualforce (Pages, Components & Controllers), data modelling and security, Validation Rules, Workflows, Standard Objects, Custom Objects, Dashboards, Force.com, Apex Data Loader, Connect Offline, Integration, Unit testing, SOQL, SOSL, REST and SOAP web services and Ajax Toolkit. |
| **Administration** | Workflows and Approvals, Custom Objects, Custom Settings, Custom Labels and Tabs, Dashboards, Roles, Security, Field updates, reports, Sandbox Refreshments, Tableau, Apex Data Loader, Import Wizards, Power BI, Communication Templates, Sharing Settings and Custom Labels. |
| **Web Development** | XML, HTML, CSS, JSP, JSON, Bootstrap and JavaScript. |
| **Databases** | Oracle, SQL Server, MS Access, and MYSQL. |
| **Methodologies** | Agile, Scrum, Software Development Life Cycle (SDLC). |
| **Documentations Tools** | HP Exstream, Kofax, Office 365. |
| **Programming Languages** | C, C++, Java, Python, SQL & PL/SQL, and APEX. |
| **Source Control Tools** | GIT, Gitlab, Bitbucket and TortoiseSVN. |
| **GUI And Tools** | VS Code, Eclipse Oxygen, Salesforce Command Line Interface (CLI), Force.com IDE, Apex Data Loader, and workbench. |

**Certifications:**

**Salesforce Certified Administrator**

**Salesforce Certified Platform Developer – 1**

**Education Details:**

**Bachelors in Computer Science at Jawaharlal Nehru Technological University - Hyderabad of Class 2012**

**Masters in Computer Science at Western Illinois University – Illinois of Class 2015**

**Professional Experience:**

**Client:** Vanguard (Malvern, PA) November 2018 - Present

**Role:** Salesforce Lightning Developer

**Responsibilities:**

* Created modern **Enterprise Lightning Apps** by combining **Lightning Design System**, **Lightning App Builder** and **Lightning Component features**.
* Built **Lightning web components (LWC)** for the customized screens which are accessed from quick actions on record pages.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.
* Configure salesforce and **marketing cloud** integration user along with configuration in salesforce by using **Marketing cloud connector (V5).**
* Setup, maintain and optimize Email marketing campaign utilizing Exact **Target/Salesforce Marketing Cloud.**
* Automated Assignment of **Profiles, License** and **Permission sets** upon on self-registering in the Employee benefits **community portal**.
* Performed **Steel brick CPQ** related configuration for **product setup, approval matrices, approval rules, process builders** and **flows**.
* Created multiple **Lightning Components** and added **CSS** and **Design Parameters** for a better look and feel of the Lightning components.
* Understand competitive products and can speak at length to product differences that highlight **Quip**.
* Navigate complex organizations to identify key stakeholders and make sure they are engaged and seeing **Quip's** value.
* Creating **lightning pages** using **Component, controller, documentation, helper, style, design, render** and **SVG**.
* Extensive use of **Soap API** and **Rest API** to design and support web services platform.
* Implemented various **batch classes** to load bulk data from external system to salesforce.
* Worked on **Lightning Process builder flows, Connect API, Chatter,** and **quick Action.**
* Executed **SOQL** queries in **data loader** and **workbench** for query optimization so that it does not exceed the governor limitations.
* Measure and report performance of all digital **marketing campaigns** and analyze against goals.
* Involved in **CPQ (Configure, Price & Quote)** design and mapped to the Salesforce custom objects and involved in **Apptus Advanced Workflow Approvals.**
* Build out **Marketing** portals in Journey Builder and Email & SMS campaigns and working with **Marketing managers** and converting their strategy into implementations.
* Worked with most of the scripting languages like **HTML, XML, CSS, JSON, JSP, WSDL, SOAP, AJAX,** and **JavaScript**.
* Writing **SOQL** and **SOSL** queries within **custom controllers, triggers,** and **extensions** which helped in rendering faster results in the customer portals.
* Built **Lightning Component** tabs for Salesforce 1 Navigation and Custom Applications in **Lightning Experience**.
* Identify opportunities to align **Quip’s** product more closely with our partners' long-term objectives.
* Use **AMPscript** language to create various email campaigns and create automated **marketing campaigns.**
* Ability to manage Salesforce security using **profiles, permission sets** and **Organization Wide Defaults (OWD).**
* Worked on **syncing tasks, events,** and **contacts** from **Salesforce to Outlook** and **Outlook to Salesforce**.
* Provide **sales** and **marketing** data analysis and reporting including metrics and results for the marketing campaigns **ROI**.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using **VS Code**.
* Developed backend apex controllers to do a connected callback from **LWC** using **Wire service**.
* Designed various Web Pages in **Visualforce** for capturing customer inquiries and Implemented the logic for migrating those cases to different queues based on the type of customer inquiry.
* Familiar with security concepts like **authentication, authorization, encryption,** and **digital signatures** along with **web service proxies, firewall, SAML 2.0, OAuth 2.0**.
* Implemented **Apex PMD** for **VS Code** for apex source code analysis.
* Implemented custom event architecture from **LWC** to **enclosed Aura Component**.
* Well versed in designing and implementing the **CI-CD pipeline** to automate the manual process & deployment pipelines and **AKS (Azure Kubernetes Service**) for creating pods and clusters.
* Experienced in using **Jenkins** to perform code builds from **Git** for the deployments and to **upsert** the code updates or new code into the respective Salesforce environments by manually setting the **build parameters**.
* Performed **Integration, Regression** and **User Acceptance Testing (UAT)** for the development and customizations done during the project.
* Reviewed and executed several pre-deployment and post-deployment manual tasks in **JIRA**.
* Deploy the code using **Force.com IDE tool, Ant Migration Tool & Gear Set** from **sandbox** to **UAT** and production environments.

**Client:**  First Republic Bank (San Francisco, CA) January 2016 – October 2018

**Role:** Salesforce Developer

**Responsibilities:**

* Daily administration such as configuring and implementing Salesforce application and support of cases in Salesforce including, but not limited to managing **multiple user setup, profiles** and **roles, customization of objects, fields, record types, page layouts** and **validations**.
* Implemented Financial Services Cloud that includes **Service Console, Customer Portal** and **Communities, Case Feed,** and **Knowledge Base.**
* Working with custom **Apex classes, wrapper classes** for request and response parsers for **Integrations, batch apex, schedulable apex, Queueable apex, SOQL** and **SOSL** for smooth conduct of the application.
* Experience working with **Standard Sales Analytics application** and **Service Analytics Application in Einstein Analytics (Wave Analytics).**
* Experience developing **Wave Apps, Datasets, Lenses** and **Dashboards** in **Einstein Analytics**.
* Well versed with **Apex Triggers** and created those triggers in compliance with the business requirement.
* Created **email templates** and **inbound emails** using **Visualforce** for clients and customers.
* Enabled **Aura Framework**, by implementing **Aura Handlers** and **Aura Attributes** for events to focus mostly on Logic and Interactions in Lightning Applications.
* Developed **Controller.js, helper.js,** and **lightning components** to meet the project requirements.
* Designed complex **Visualforce pages** and **web forms** using **JavaScript, CSS3, Bootstrap, HTML5, jQuery** and **Angular JS**.
* Setup Email Services on **Force.com** platform to handle inbound emails.
* Used **salesforce connect** to link salesforce and **ODS system** **(Operational Data Source)** and monitored nightly replication tables.
* Hands-on experience in administrative activities like **creating queues, custom apps, custom labels, custom metadata types, custom settings, names credentials** and **static resources**.
* Built custom reports using **Datatables.io** on Lightning Component with **Pagination, column sorting** along with custom filters enabling end user to extract it into .**PDF** or **.CSV** files.
* Worked on **Visual Studio Code, Eclipse, Git, postman, developer console, Jira,** and **workbench**.
* Created and maintained the data model needed for the custom applications. **Objects, fields, Record types, page layouts,** and **custom relationships** between the objects.
* Responsible for **deploying** the custom components from **Dev environments** to production.
* Involved in data migration to **Sandbox** and **production** through **Data loader**.
* Extensive experience in Salesforce deployment methodologies including **Changesets, Force.com Plug-in environment, Ant Migration tool kit** and **Eclipse.**
* Maintained **documentation** for Post-Refresh activities for Configuration and full sandbox after every Go-Live.

**Client:**  AbbVie (Chicago, IL) 2014 December – 2015 December

**Role:** Salesforce Developer

**Responsibilities:**

* Worked on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunities, Forecasts, Cases, Reports** and **Dashboards**.
* Implemented **Sales Cloud** and **Marketing cloud** for the organizational requirements.
* Migrated data from Legacy Systems to Salesforce CRM using **data loader**.
* Maintained data cleanliness and accuracy by adding **custom validation rules** and **custom formulas**.
* Configured **Identity Confirmation, Login Restrictions, User Interface settings** and **Company Profile**.
* Making sure that the efficiency of the work is improved by working on **batch classes** and **wrapper classes**.
* Defined **lookup** and **master-detail** relationships on the objects and created **junction objects** to establish the connectivity among objects.
* Appropriate usage of de-duping, loading, and exporting tools, for bulk data using **Data Loader, Admin Garage,** and **Lexi Loader.**
* Customized the **Dashboards** to track usage for productivity and performance of the sales teams.
* Responsible for building the **complex Data Model** within Salesforce.com by interacting with various teams for understanding the business and implementing the project end to end.
* Configured and used **standard reports, custom reports,** and **custom report types**.
* Involved in **Assignments Rules, Escalation rules,** and **Auto-Response Rules** Configuration and Customization in **Case Management**.
* Developed and configured various **Report Types, Reports** and **Report Folders** for user profiles based on the organization requirements.
* Worked along with the governance team for successful deployments to **SIT, UAT** and **Production**.
* Provided support for Salesforce maintenance by **reviewing trace logs**, developing action plans and other administrative services including periodic **data cleansing, workflows,** and **approvals.**

**Client:**  ZenQ February 2013 – April 2014

**Role:** Salesforce Developer

**Responsibilities:**

* Worked as an active team member and performed the roles of **Salesforce Developer** and **Salesforce Administrator** in the organization.
* Worked on various Salesforce.com standard objects like **Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports,** and **dashboards.**
* Created various **Profiles** and **Roles** configured the **permissions** based on the organization hierarchy requirements
* Experienced in **User Stories** and **Agile Methodologies** and worked on **profiles, Users, Roles, Chatter,** and Related Components.
* Hands on experience on Process Builder for immediate actions like **creating** or **updating** a record, **email alerts, quick actions, submit for approval** and **post a chatter.**
* Hands on experience on **Batch Apex** whenever the requirement was to process millions of Records.
* Created **page layouts, search layouts** to organize fields, **custom links, related lists,** and other components on record detail pages and edit pages.
* Designed and developed **User Interfaces** for Salesforce users as per requirements
* Used **SOQL** & **SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created **Custom Controllers** to make **external web service callouts, validate** and **insert data.**
* Implemented **Roll-up Summary fields** to aggregate data from child records on the parent.
* Performed data validation and use data utilities including **Data Loader** and **Mass Delete.**
* Enabled **Chatter** for the Organization to effectively communicate with the internal users of the Organization.
* Worked on **security models**, developed apex based **sharing rules** and **sharing rows** to meet security requirements.
* Created and deployed Several **Reports** using the salesforce.com platform and Involved in the building of a **Customer Portal** in the organization.
* Developed business **documents** for **Custom objects** and worked on different portals like **Self Service Portal, Customer Portal** and **Partner Portal**.
* Developed several **Custom Reports & Dashboards** to better assist managers to provide report accessibility to appropriate personnel.
* Developed **unit tests** to maintain minimum company standards.
* Used **sandbox** for testing and migrated the code to the production instance in installments.
* Developed Apex classes with **REST** calls to connect to web services. Involved in **troubleshooting** and resolving issues related to **integration**.

**Client:**  Modak Analytics Software Private Limited May 2012 – January 2013

**Role:** JAVA/J2EE Developer

**Responsibilities:**

* Worked with **Unix** and **oracle** and Implemented **Ajax** to make web pages more interactive.
* Created **Java classes** and developed user-friendly and interactive web pages using **HTML, CSS, JavaScript** and **JSP**.
* Used **Java, WebLogic 5.1, 6.1** and **7.1, EJB 2.0, Java Mail, Struts, Servlet, JSP, JMS, XML, JDBC, SQL** and **Oracle 8i**.
* Extensively used **Eclipse IDE** for writing the code and used **NetBeans IDE** for a while.
* Developed modules using **Spring Framework** to make the integration of other frameworks easier.
* Developed front-end modules and ingest various **Web services** in the business layer using protocols like **SOAP, UDDI** and **WSDL** for business processes in the applications.
* Worked on **LDAP**, a highly secured cross-platform protocol, for Authentication and Authorization.
* Worked with application servers like **WebSphere.**
* Worked on design patterns like **Singleton, Factory patterns, Data Access Objects** and **MVC patterns**.
* Implemented Relational Databases like **PL/SQL** stored procedures.
* Used **Log4j** to fix problems and monitoring the log errors and **JUnit** for debugging and testing the applications.
* Widely used **Apache ANT tool** for the entire build process of the applications.
* Strictly followed coding and documentation standards.
* Actively participating in **coding, maintaining,** and **administering** the **Servlets**, and **JSP** components which were to be deployed on a **Web Sphere Application server**.
* In coordination with the team members in reviewing the **designs** and the **functionality specifications**.