

# Nandyala Balakasulu

**(Kanishk)**

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**Kochi**

**Professional Summary:**

* **Overall 3 years** of experience in IT with around 2**years of experience in Salesforce.com (Classic and Lightning console), Six months** Experience in **Salesforce Marketing Cloud** currently working in **Marlabs Innovation Pvt Ltd**.
* Good working experience in various capacities such as **Salesforce developer, Force.com developer** and involved in various phases of entire project from **requirement gathering, architecture development, implementation**, training the end users.
* Good experience in AMP script, Content builder, SQL, Email Studio, Mobile Studio, Automation Studio, Landing Pages and Journey Builder, Contact Builder.
* Expertise in designing of Custom Objects, Custom Fields, Pick List, Role based page layouts, Workflow Alerts & Actions, Validation Rules, Approval Processes, Custom Tabs, Custom reports, Report folders, Report extractions to various formats, Design of Visual Force Pages, Record Types, Dashboards, and Email generation according to application requirements.
* Experience in developing **Visual force pages** and **Custom Objects** using Apex Programming on Force.com Platform.
* Expertise in developing **Apex classes, Controller and Triggers** on **Force.com** platform to customize application according to the functional needs.
* Expertise in Data Migration from Traditional Applications to Salesforce using Import Wizard and **Data Loader Utility.**
* Extensive experience in customizing the User Interface of Salesforce CRM using **Apex Programming, Custom Controllers, Visualforce, CSS and JavaScript.**
* Experience in customizing Data model of Salesforce.com CRM using **Workflows, Triggers, Validation Rules and Approval Processes.**
* Proficient in using tools like **Force.com IDE, SOQL and SOSL** on Mac and PC environment.
* Extensive experience in customization, configuration, Eclipse IDE, Apex, Visualforce pages and tools like Apex Data Loader.
* Experienced in defining custom formulas and creating validation rules to suit the needs of the data model and ensure data quality.
* Hands-on experience with development tools like **Force.com IDE and Data Loader.**
* Key player in migrations and deployment of code from one environment to other using Force.com IDE deployment wizard.
* Adept in sales analysis, marketing & customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using Salesforce.com.

# Proficiency in SFDC Administrative tasks, like creating Profiles, Roles, Users, Page Layouts, Email Services, Reports, Tasks and Actions.

* Experience in Requirements gathering and preparing functional documents like Use Cases, Software Requirements Specifications (SRS).
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile team player with excellent analytical, presentation and inter-personal skills.
* Strong communication, organizational and interpersonal competencies along with detail oriented and problem-solving skills in the technology arena.

# TECHNICAL SKILLS:

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| --- | --- |
| **Salesforce Technologies** | Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Workflows & Approvals, Reports, Dashboards and Custom Objects. |
| **Salesforce Tools&**  **Integration Tools** | Force.com Data Loader, Force.com Platform (Sandbox, and Production) |
| **Programming Languages** | APEX |
| **Internet Technologies** | HTML, CSS |
| **Scripting Languages** | VBA, Java Script, jQuery |
| **Operating Systems** | Windows NT / 2000 / XP Pro / Vista, Windows 2003 / 2008/ 2010. |
| **Salesforce Marketing Cloud** | Email Studio, Web Studio, Contact Builder, Content Builder, Journey Builder, List, Data Extensions, SQL |
| **Salesforce Health Cloud** | Complete Patient View, Smarter Patient Management and Personalized End-to-End Experience |

**Educational Details**

B.Tech. in Electronics & Communication Engineering from JNTU, Kakinada in 2015

# Professional Experience Project # 1

**Project : CSP (Customer Service Program) Client : Nissan Europe**

**Technology** : **Sales force CRM (Visual Force, Apex) Role : Developer**

**Customer Service Project,**

This project consists in the reengineering of CRM systems for Nissan Europe by putting a Case Management Tool in place. Case management involves various modules and sub-modules for handling issues related to Nissan cars in Europe region. Those cases are categorized into various divisions based on their source and impact.

# Roles: Salesforce Developer Roles & Responsibilities:

* Customize and personalize Salesforce.com based on requirements.
* Creating custom Objects and Validation Rules inside Salesforce.com and Mapping them to the existing functionalities and Objects.
* Worked on various salesforce.com standard objects like **Person Account, Cases, Queues, public groups** and

**Business Hours** and custom objects creation.

* Worked on **workflows** and **process builder** for field updates.
* Involved in field and record level Security.
* Worked on **live Agent** configuration, **Live Agent skills**, Person Account, and **knowledge** activation.
* Worked on **web-to-case** functionality.
* Worked on **Email-to-Case** configuration for 24 countries.
* Involved in creation of **visual force pages**, **apex classes**, **triggers** and **batch apex**.
* Involved in deployment activity by using **ANT** tool and **Change set.**
* Worked on switching from Salesforce classic **Console App** to **lightning experience console**.
* Coding the programs as per the specifications and standards.
* Attending daily/weekly/monthly status meetings.

**Project # 2**

**Project : Nissan Europe AMO**

**Client : Nissan Europe**

**Technology** : **Sales force CRM (Visual Force, Apex) Role : Developer**

**Description:**

Nissan Motor Co. Ltd is responsible for manufacturing, distribution, Sales and marketing for Nissan Products. In order to accelerate the company’s growth across new markets and segments. Nissan Europe has implemented following 3 applications in Salesforce.

1. **LMT (Lead Management Tool)**, which is implemented for all European countries and in Russia. On demand Lead Management tool that will allow a better management of opportunities and prospects and also better management of leads and prospects through contact management and data collection. It provides visibility and tracking of lead management activities.
2. **NPP (Network Power and Performance),** aims at improving the visibility of dealer’s portfolio across all RBU markets enabling structured and standardized activity management linked to the dealer with a single source of information so as to monitor dealer performance KPIs
3. **DTD (Digital Test Drive),** is about the Digital Test Drive requests made on the Internet Excellence website which is maintained by 3rd party system. The process begins when a person enters information in the website form dedicated to TD Request on-line and ends when the test drive is taken.

**Responsibilities:**

* + Understanding Business requirement and doing impact analysis on existing system.
  + Actively involving in the development of Change Requests/enhancements and POC’s.
  + Actively involved in the Salesforce audit implementations.
  + Actively Involved business relationship management meetings and worked on proposal generation for the other regions
  + Preparing the impact analysis of new feature release
  + Actively Involving document and knowledge sharing with IS and support team
  + Mapping business requirements to Sales force functionality.
  + Worked on Facebook integration with Salesforce using Facebook Lead capture application.
  + Involved in creation of new process builders, workflows, Validation rules, Layout Optimization, record type Optimization.
  + Created Visual force Pages, Apex Classes, test classes and Apex Triggers to meet business requirements.
  + Acted as a dedicated deployment lead like preparing the deployment tasks with all the developed components.
  + Lead Layout optimization has been implemented individually, which is value added to Business.
  + Did Import & Export of the Bulk data through Data Loader and Talend (ETL).

**Project # 3(Current)**

**Project : NDM Hospitality**

**Client : NDM Hospitality**

**Technology** : **Salesforce Marketing Cloud Role : Developer**

**Description:**

This Project consist in the reengineering of CRM systems for NDM, NDM Hospitality services LLC is an innovator in the travel and dining industries. For recognizing changing consumer needs and creating new vacation concepts in response. Primary focus is on family ventures strengthening and celebrating families.

**Responsibilities:**

* Coordinated with the business to understand the business and structure and resolve the issues.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Work with Asset Management marketing team, internal staff and production team to plan and execute development cycle.
* Create build and execute campaigns.
* Upgraded from Exact target 1.0 to Salesforce Marketing 2.0.
* Setup and **Implemented Salesforce marketing cloud 2.0 org**.
* Worked on Content builder to creating content templates.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Created custom Landing pages and Approval pages.
* Worked on Automation studios and created related Activities.
* Worked on tracking to track the email clicks.
* Worked on AMP scripts while creating the Email templates.
* Worked on **Lead creating process** in Salesforce from landing pages.
* Participated in daily scrum meeting with vendor, marketing and internal staff.
* Created Account, Data Extensions, Users, Roles under Administration Settings.
* Provide support setup, training and execution of marketing process.
* Design the release and business documentation.
* Used AGILE methodology during all the phases of System Development Life Cycle (SDLC), and analysis artefacts such as use cases.
* Collectively worked with the salesforce architects for designing the application using the salesforce portal.
* Provided security Confidential different levels in salesforce instances.
* **Analysing** the code and making respective modification.
* **Documented** every ticket resolution process for future reference.
* Worked on the **knowledge article management**.
* Worked on email to case. Refreshed the sandbox
* Developed and maintained custom **Reports and Dashboards**.
* Deployed code to production using change sets.
* Coordinated with the offshore team to improve the overall process of resolving issues.

# POC # 1

**Project : Marlabs Health Cloud**

**Client : Marlabs**

**Technology** : **Salesforce Health cloud**

**Role : Developer**

This POC consists in the reengineering of CRM systems for Marlabs by putting a Patient Management Tool in place. Case management involves various modules and sub-modules for handling issues related to Marlabs care in cochin region. Those cases are categorized into various divisions based on their source and impact. With Health Cloud, customers have a data model built around patients and designed specifically for a clinical setting using FHIR standards. This out-of-the-box functionality reduces customization as well as guesswork, and benefits from Salesforce’s continuous innovation with three seamless upgrades each year

# Roles: Salesforce Developer Roles & Responsibilities:

* Customize and personalize Salesforce.com based on requirements.
* Creating complete patient view.
* Patient timeline, Patient Profile and Patient care team Network
* Involved in field and record level Security.
* Worked on **web-to-case** functionality.
* Patient health timeline Patient profile Patient care team network
* Care Team Productivity
* Patient prioritization page (Today Page) Intra care team
* collaboration Configurable patient setup Care plan customization & management Population analytics
* Patient lists Patient segmentation filters Risk Stratification (Analytics for Health Cloud)
* Lead to Patient Conversion Concurrent care plans Health Cloud Empower:
* Coding the programs as per the specifications and standards.
* Attending daily/weekly/monthly status meetings.

**Environment:** Salesforce.com Platform, Apex Language, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**References:** Will be provided upon request.