A close up of a logo

Description automatically generatedMalasri Bachu

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EXPERIENCE SUMMARY:

* Around 5+ years of IT experience in all phases of Software Development Life Cycle (SDLC) which involves requirement gathering, requirement analysis, design, implementation & enhancement of projects in SalesForce.com
* Administrated and monitored the company’s Salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert
* Experience in Creating Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Involved in creating gap analysis document, clearly identifying the data, business process and worksflows of the organization with respect to salesforce.com implementation.
* Developed and Customizing salesforce.com application based on the user needs.
* Developed field & page layout customization for the standard objects like Account, contact, Leads.
* Strong exposure to Security and sharing rules implementation at object, field, and record level for different users at different levels of organization.
* Experience in Creating Reports and Dashboards as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Imported accounts and contacts data through Import Wizard.
* Worked on data migration from databases to SFDC using Data Loader.
* Build the organization’s role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization’s hierarchy.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created new custom objects, assigned fields, custom tabs, components, custom reports.
* Created custom Reports based on business need and associated them to Dashboard.
* Customizing Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Hands on experience in working with Testing teams to perform User Acceptance Testing (UAT), creating and executing UAT test cases, developing test data and test plans. Conduct End User Training and create training manuals and help documents.
* Extensive experience in writing Test Plans, Test Scenarios, Test Cases and analyzing Test Results.
* Validated hundreds of reports and tested dashboard bases on roles and role hierarchies.
* Involved in User Acceptance Testing.
* Involved in reviews for functional requirements and Test case scenario and Test case designing.
* Sent out daily status reports to the QA managers, QA team members and Developer teams.

EDUCATION & CERTIFICATIONS :

* **Bachelor of Information Technology –** JNTUH, India.
* **Certified as Salesforce Administrator.**
* **Certified Salesforce Platform Developer I**

TECHNICAL SKILLS:

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| --- | --- |
| **Salesforce.com** | Users, Lightning Record Pages, Custom Objects, Custom Fields, Custom Buttons, Custom Junction objects, Users Setup, Profiles, Roles, Permission Sets, Installed Package License Provisioning, Workflow & Approvals, Validation Rules, Process Builder, Page Layouts, Record Types, Report Types, Visualforce Pages, Salesforce API Fieldnames, Workbench and Data Loader. |
|  |  |
| **Testing** | Sandbox setup, management, refresh, UAT Testing, Deployment, Change Sets. |
| **ETL/ Integration Tools** | Force.com Data Loader, Force.com IDE Plug-in, Workbench, Excel Enabler for Salesforce |
| **Reporting Tools** | Salesforce Summary reports, Matrix reports, complex Joined reports, Charts, Dashboard. |
| **Project Management** | Project Scope, Requirement gathering, Timeline setting, Project Documentation, Task management, Project Schedules, Stats Reports, Path and Prioritization. |
| **Web Technologies/ Tools** | HTML, CSS, WSDL, XML, Visual Studio, MS Project, MS Visio, Rational Rose, SharePoint. |
| **Languages** | PL/SQL, Java |

PROFESSIONAL EXPERIENCE:

**Baxter Healthcare April 2019 – Present**

**Salesforce Administrator /Developer Deerfield, IL**

**Responsibilities:**

* Extensively used Agile Scrum methodology to reach our business team goal by gathering day to day requirements and building them using Force.com platform.
* Experience in setting up the sharing model including custom Profile creation, assigning the roles to the users and creating the Sharing Rules to share data between different hierarchies.
* Experienece in user create/Modify/update, Roles, Profiles, Teritorries, Public groups and Sharing rules.
* Experience in creating Custom Formula Fields, Picklists, Field Dependencies, Validation Rules, Workflows, and Approval Processes for outbound API messages, field updates, assignments, and Email notifications according to application requirements.
* Design of various custom objects, custom fields, roles, page layouts, custom tabs as per the requirements.
* Worked on creating Lightning Record pages, Record types and Page layouts and profile level changes to application based on business requirement.
* Experience in sandbox management like sandbox refresh, creation and delete.
* Automating day to day workflows and designing better ways to organize data flow and processes using appropriate validation rules and advanced Workflows rules, Process builders and Approvals.
* Implementing new ways to ensure better utilization of available Salesforce resources such as Licenses, Object limitations, Fields Usage, Data Usage.
* Designing better customized page layouts specific to a user by using Record Types as to make sure that the right data is available for the right users.
* As part of Sales Operations, introducing constant checks and balances in place to ensure smooth Sales flow and supporting any Forecasting or Pipeline related needs from Sales Teams and directors.
* Create complex workflows and Approval processes.
* Audited, uncovered, and resolved data integrity issues with legacy systems.
* Complete bulk import of data from legacy System to Salesforce. Analyzing the data and making necessary changes.
* Enhancing profiles to ensure limited access and securing data integrity and data security across the organization and introducing new access standards to reduce future collisions or data risks.
* Made thorough testing of requirements before deploying to production.
* Developed and maintained custom reports.
* Created Dashboards for service representatives.
* Executing Test Cases in Quality Center and logging defects.
* Prepare documentations like Testing Progress, Test coverage and providing status to various stake holders.
* Helping the Business team in carrying out the User Acceptance Testing
* Creating Test Scripts based on the Business Requirements Specification document

**Environment:** Salesforce.com platform, Lightning record Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.



**Wipro, India May 2017 – March 2019**

**Senior CRM Associate (Salesforce Admin) Hyderabad, India**

**Responsibilities:**

* Agile Development Methodology and Scrum Methodology was followed for the implementation and worked as enhancement team member and performed the roles of Salesforce.com Administrator in the organization.
* Managed 3 New Projects which Involved multiple Business Lines.
* Experience in Microsoft SQL Server Database.
* Coordinating with various teams worldwide to ensure Business knowledge transfer and acting as a Salesforce point of contact.
* Involved in Requirements gathering with multiple project managers, in effort to better customize, and utilize the full functionality of the Salesforce.com CRM solution.
* Analyzed complex business requirements and designed solutions using Apex classes, triggers, and Visual Force pages.
* Involved in preparing the complete Documentation of Workflow for Salesforce
* Worked directly with senior management to establish parameters for designing the system.
* Developed Data structure, schema and Graphical User Interface for Databases using SQL and VBScript.
* Worked on Business processes streamlining and processes re-engineering
* Integrated database with the proprietary software.
* Participated in the training sessions provided by the Salesforce team
* Implemented Email to Case for various businesses and developed Assignment rules and workflows to assign and notify the cases to users or queues.
* Implemented security and sharing rules at object, field, and record level for different users in the organization
* Generated Reports like Tabular, Summary and Matrix Reports for quarterly and half yearly sales
* Involved in preparation of the Training Manual for the releases

**Environment:** Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls



**Smart Soft India Solutions Jan 2016 – April 2017**

**Salesforce Admin Hyderabad, India**

**Responsibilities:**

* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Responsible for enabling network-based security and organization-wide list of trusted IP address.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created the workflows for automated lead routing, lead escalation and email alerts.
* Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.
* Worked as enhancement team member and performed the roles of Salesforce.com Administrator in the organization.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Involved in the maintenance of the previous versions of the product by addressing bugs and client issues.
* Responsibilities include defining integration architecture, documenting technical requirements, and identifying success criteria.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Involved in integrating web service with SalesForce.com to load Leads back and forth from Salesforce.com to Legacy and vice versa.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Responsible for creating Sharing rules among all the users in Different Roles and Subordinates.
* Responsible for creating Queues, Workflows rules and tasks to share and automate work to the users in the Queue.
* Created unit test cases and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Working with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce.com CRM.

**Environment:** Saleforce.com platform, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services Security Controls, Windows XP