

**SRI SAI RAVALI**

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**PROFESSIONAL SUMMARY**

* **5 years of professional** IT experience in the **Salesforce.com** CRM platform both as Developer and as Administrator.
* Ability to blend technical, operational, sales and marketing requirements into a well-run **CRM** system.
* Expert Level understanding of Salesforce.com CRM and its Development Life Cycle (**SDLC**).
* Experience in Administration, Implementation, coding, Design, support, and Configuration in **Force.com** platform.
* Proficient in building Lighting apps and Lightning pages on **Lightning App Builder**.
* Proficient in building **Lightning components** using Controllers, Handlers and using these components in Lightning pages.
* Experience in working in **Sales** **cloud** and **Service cloud**.
* Experience in SFDC development using **Apex** Triggers, Apex Classes, **Visual Force** Pages.
* Experience in building Schedule Apex, Batch Apex, **SOQL**, **SOSL**, SOQL Aggregate functions.
* Expertise at **administrative** tasks such as User management, creating Profiles, Roles and Permission Sets, Workflow, Tasks and Events, Email notification and templates, Validation Rules and Field-Level Dependencies, Approval Processes Reports and Dashboard.
* Experience in Security Controls, Manage Users, Data Management, **Sandbox** environments.
* Experience on **Data Migration** tools and have good knowledge of **integrating** Legacy system with Salesforce.
* Experience in **deployment** from Sandbox to Production using various deployment tools.
* Experience in working with **Agile/Scrum** development methodologies.

**CERTIFICATIONS**

* **Salesforce Certified Platform Developer I**
* **Salesforce Certified Administrator**
* **Salesforce Certified Sales Cloud Consultant**
* **Salesforce Certified Service Cloud Consultant**
* **Salesforce Certified Platform App Builder**

**TECHNICAL SKILLS**

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| **Salesforce Technologies** | Apex, SOQL, SOSL, Visual Force, Apex Trigger, Batch Apex, Test Classes, Custom Objects, Workflow & Approvals, Dashboards, Case Automation, Sales Cloud, Service Cloud, Communities, Chatter, Lightning App Builder |
| **Programming Languages** | Apex, Visualforce page, Java, C |
| **Salesforce API Tools** | Force.com Migration Tool, Force.com IDE |
| **Data Migration Tools** | Apex Data Loader, Custom Import wizard |
| **Development Methodologies** | Agile/ Scrum, Waterfall |
| **Deployment Tools** | Change Sets, Copado, Force.com IDE, Force.com Migration Tool, Work Bench |

**EDUCATION:**

* Master’s in Computer Science Northwest Missouri State University, Maryville, MO
* Bachelor of Engineering in **Electronics and Communications Engineering** from JNTU Hyderabad.

**PROFESSIONAL EXPERIENCE**

**Dropbox, Mountain View, CA**

**Role: Salesforce Developer November 2019 - Present**

**Description:**

This project is to analyze and deliver optimized solutions for tech debt that is currently pertaining in sales cloud. Resolving tech debt include modularization of code, improve error handling, deprecation of unnecessary logic to optimize system and eradicate outstanding problems. This project also includes enhancements in sales cloud as per business requirements.

**Responsibilities:**

* Perform detailed analysis of current sales cloud implementation and design effective solution to solve tech debt.
* Migrate workflows, process builders that update fields on same object to before trigger to eradicate recursion, control sequence of operations, minimize CPU time and SOQL queries.
* Document before and after metrics for each migration to evaluate system performance.
* Refactor existing test classes to remove reliance on seeAllData and to improve deployment time.
* Work on platform customization like implementing bypass framework, introduction of record types on opportunity.
* Interact with business users in timely manner to understand business requirements.
* Implement Apex classes, Apex Triggers, Batch class and Visual force pages.
* Administration
	+ Create Users, Profiles, Roles for users in organization.
	+ Create Custom objects, tabs, Page Layouts and Record types.
* Work on Copado enhancements to create pipelines, release flow and process standards in salesforce.
* Develop process builders, validation rules, flows and approval process as required for business use cases.
* Develop and configure various reports, dashboards and report folders for different user profiles.
* Collaborate with team members through design review, code review and knowledge sharing.
* Use sandbox for testing and migrate code to stage and production using Copado.

**Environment**: Sales cloud, Apex Triggers, Batch Class, Apex Classes, Copado, Workflows, Process Builders, Lightning App builder, Lightning Components, Visual Studio Code, flows, Visualforce, SOQL, JIRA, Dashboards, Reports, Sandbox.

**Cervello, Boston, MA July 2018 - October 2019**

**Client: Evolve Vacation Rental**

**Role: Salesforce Developer**

**Description:**

Evolve Vacation Rental is a vacation rental company, it helps Homeowners and Guests to manage the rentals. It supports the homeowners by listing their properties and marketing them to the guests. Guests can make the bookings and they are provided with the booking details, payments and cancellation details. This project includes doing enhancements to the guest, owner communities and migrating the current solution that is built on Salesforce classic interface to lightning framework.

**Responsibilities:**

* Analyze business, technical requirements and design an efficient solution.
* Effectively take part in an Agile environment with an attention on iterative and test-driven methodologies.
* Collaborate with team members through code review, design and knowledge sharing.
* Worked on migration from Salesforce Classic to Lightning interface.
	+ Created quick actions for migrating custom JavaScript Buttons, restyled visual force pages for lightning.
	+ Created Lightning Pages using Lightning App Builder and implemented multiple Lightning components.
* Hands on experience with Salesforce Communities by creating new community pages, adding new fields, implementing new custom lightning components and visual flows that are compatible with community pages.
* Development of Apex Controllers, Apex Classes, Apex Triggers, Visualforce Pages, Lightning Components.
* Pushing code changes from sandbox to production.
* Expertise on working with Process Builders, Flows, Workflows, Validation Rules, Assignment Rules, Custom Tabs.
* Worked on Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Permission Sets, Reports, Dashboards and Email Services.
* Data migration using Import wizard, Data Loader.
* Worked on various Spike stories which require exceptional research to see if that is compatible with salesforce or provide other alternative solutions.
* Worked on CSS styling for making the view compatible for both Mobile and PC using media queries in lightning components.
* Development of use cases for testing and responsible for monitoring the platform.

**Environment**: Salesforce Communities, Service cloud, Sales cloud, Lightning components, Lightning App builder, flows, Process Builders, Workflows, Apex Triggers, Classes, Visualforce, HTML, CSS3, JavaScript, SOSL, SOQL, Security Controls, Dashboards, Reports, Sandbox, JIRA, Visual Studio Code

**Kronos, Lowell, MA Aug 2017 - June 2018**

**Role: Salesforce Developer / Administrator**

**Description:**

This project mainly focuses on implementing complex Salesforce CRM applications to help their huge customer base by providing a real time global business visibility through reducing the usage of multiple systems to track down the business. This project is about building data structure, developing customization using Apex, Visual Force and Lightning components. Resolving technical issues, secure planning and deployments are part of project.

**Responsibilities:**

* Perform detailed analysis of business and technical requirements and design the solution by customizing various standard objects of Salesforce.com.
* Worked on transitioning from Salesforce Classic to the **Lightning** and experienced using Salesforce Lightning UI.
* Created many custom objects and custom fields in Lightning Experience.
* Developed Standard and Custom Apex Controllers, Apex triggers and unit test class.
* Worked on SOSL and SOQL queries.
* Created various Batch Apex classes and scheduled to load mass data based on business needs.
* Expertly design, develop and deploy custom objects, page layouts, custom tabs, components and Visualforce Pages to suit to the custom needs of the application.
* Created users, roles, public groups and set up profiles, sharing rules, object and field level security and record level permissions to provide shared access and protect sensitive information.
* Configured Sales cloud standard objects.
* Used several declarative features like Validation, Assignment, Auto-Response and Escalation rules.
* Developed various Reports & Dashboards to assist managers to better utilize Salesforce as a sales tool.
* Utilize Process Builder and Workflows to define related tasks, time triggered tasks, email alerts, and field Updates.
* Involved in data migration, deployments, Environment management process.

**Environment**: Sales cloud, Data Loader, Workflow Approvals, Custom Objects, Custom Tabs, Security Controls, Sharing Rules, Data Export & Import Wizards, Apex Triggers, Visualforce, HTML, CSS3, JavaScript, SOSL, SOQL, Email Services, Sandbox, AppExchange, Lightning App Builder.

**Mercury Marine, Fond du Lac,** **WI Dec 2016 - July 2017**

**Role: Salesforce Developer / Administrator**

**Description:**

Mercury Marine manufactures outboard motors and Mercuries inboard engines, with over 4000 dealers in the United States. To provide their service in better way, they started to build salesforce. They use Salesforce CRM for complete sales and service cloud. It provides higher levels of service to clients and improves overall productivity by managing leads, and opportunities and decreasing administrative tasks.

**Responsibilities:**

* Interacted with users to understand complex business requirements and documented the requirements.
* Experienced in designing, developing and data modeling of the application.
* Worked on service cloud to customize it as per business requirement.
* Migrated data from external sources.
* Implemented Standard, Custom Apex Controllers, Apex Triggers, Batch Apex and Visual force pages.
* Implemented Web-to-case, Email-to-Case and manual case entry to enter the customers cases.
* Administration
	+ Created Users, Profiles, Roles for users in organization.
	+ Created Custom objects, tabs, Page Layouts, record types in service cloud.
	+ Designed and deployed workflow rules, Auto-Response Rules and Escalation rules.
	+ Imported data into service cloud using Data Loader and Import Wizard.
* Developed and configured various Reports and Report Folders for different user profiles.
* Managed data transfer/mapping between Salesforce.com and other applications databases
* Involved in the Web Services Integration.
* Good hands on practice with the new Lightning System Design.
* Experience in building modern enterprise apps using Lightning App Builder and Lightning Components.
* Developed Lightning Apps and Lightning pages using Lightning App Builder.

**Environment**: Service Cloud, Sales Cloud, Data Loader, SOSL, SOQL, Work Bench, Sandbox, Visualforce, Web Services, Workflow & Approvals, Custom Objects, Custom Tabs, Security Controls, Force.com Migration Tool, HTML5, CSS, JavaScript, Lightning App Builder.

**Gentle Dental, (NWIT.SYS) Bengaluru, India March 2015 - July 2016**

**Role: Salesforce Developer / Administrator**

**Description:**

Project involved migration of their legacy system to Salesforce, was also used for integration with legacy system. Gentle Dental use Sales and Marketing Cloud for building the capabilities to support marketing initiatives and customer relationship management. Marketing Cloud Platform is leveraged for migration of existing customer communication to Salesforce platform to improve customer relationship experience and business expansion.

**Responsibilities:**

* As SFDC developer interacted with various business users to gather requirements and develop data model to suit complex business needs.
* Designed, and developed custom objects, Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Designed various Web Pages in Visual Force for capturing various customer enquiries.
* Created custom controllers implementing complex code for retrieval from Salesforce to VF pages.
* Managed automated email campaigns in email service provider platform.
* Involved with the marketing and customer experience teams to design campaigns that improve user acquisition and retention.
* Designed, setup and maintained Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rules.
* Worked on Data cleaning with excel sheets to avoid duplicate records using External ID.
* Worked with field & page layout customization for the standard and custom objects.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** Marketing cloud, Sales cloud, Apex language, Visual force pages, Data Loader, HTML, Workflows, Approvals, Dashboards, Reports, Custom-Objects, Security Controls, SOQL, SOSL, Email service, Force.com platform, Force.com IDE.