**SRICHARANI KONDAPALLY**

 ![Platform Developer 1 (PDI) Certification Guide &amp; Tips [Updated 2021] |  Salesforce Ben]()

**(Salesforce Developer)**

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**PROFESSIONAL SUMMARY**

* Certified Salesforce Developer with 10+ years of professional IT experience working in IT Industry, 6+ years of experience in the areas of Salesforce.com and CRM implementation. This involves configuration, customization, integration, deployment, communities and classic to lightning migration, lightning component development. 3+ Years of experience on JAVA/J2EE
* Experience with Implementation, Design, Salesforce Configuration, Salesforce Customization, Security Access, Workflow Approvals, and Data Validation, Data Utilities, Analytics, Sales, Marketing, Customer Service and Support Administration in Salesforce.com CRM and Force.com Platform.
* Experience in configuring Appttus CPQ and working with Appttus objects to create Quotes, bundles and manage products.
* Expertise in standard Salesforce configuration that include workflow rules, page layouts, Record Types, Approval Processes, Assignment rules, Validation rules, bulk Triggers, etc.
* Gathering requirements, functional and technical, for several projects and involved in the design of prototypes.
* Hands on experience with Sales force Lightning Builder, Sales force lightning components.
* Strong Agile Methodology, Scrum Framework Experience.
* Expertise in Code review and release life cycles.
* Experience with Salesforce platform Sales Cloud / Service Cloud, Force.com. Administration/Configuration, Apex, Force.com APIs, data loads.
* Worked on the designing of custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, and various other components as per the client and application requirements.
* Extensive business knowledge and customization experience on various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports and Dashboards.
* Experience in Market configuration and customization
* Experienced in web technologies like HTML, XML, CSS, AngularJS, JavaScript, and SOAP API
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.
* Experience with Managing the complex data Experience in Integrating App Exchange Applications with Salesforce, Informatica On Demand, Mass E-Mail Management, Application management using Force.com Plug-in Eclipse IDE in Sandbox and Production Environments, Working with different aspects of Web Services (S3, EC2, XML, WSDL, BULK API, SOAP API, REST API, SSI, AJAX) & web integration with SDFC.
* Expert in migrating data from various systems into Salesforce CRM using ETL tools – Informatica Demand, Cast Iron (CI) experience, to synchronize data between Sales.com and web service endpoints. Data Junction (Pervasive), Excel connector and DQC.
* Experience in different testing procedures and dealt with training aspects of the technology.
* Proficiency in writing Apex Classes, Apex-triggers, Controllers, Visual force pages, Force.com IDE, SOQL and SOSL.
* Experience in Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.
* Involved in the planning of Salesforce.com and the projects that are associated with the CRM and the sales related Activities.
* Experience in Generating Reports, Dashboards, customized reports and analyzing the data in Salesforce.com.
* In depth knowledge in CRM features and modules like Forecasting, Campaign management, Lead Management, Order Management, Account Management, Case Management (Email-to-Case and Web-to-Case).
* Experience on Apex callouts and web services integration.
* A skilled problem solver and an efficient team player. Can effectively work in both independent and collaborative work environments.

**EDUCATION**

* Bachelor of Commerce from Osmania University, India.

**CERTIFICATIONS**

* Salesforce Certified Administrator
* Salesforce Certified Platform Developer-1

**TECHNICAL SKILLS**

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| Salesforce Technologies | SalesForce.com, Force.com, Sales Cloud, Service Cloud, LWC, Lighting components, CPQ, Apttus CPQ, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/ Component, s-Control, Apex Web Services, Partner WSDL & Enterprise WSDL, Work Flow and Approvals, Dashboard, Analytic Snapshots.  |
| Salesforce Tools | Force.com IDE (Eclipse), AJAX Tool Kit, Force.com API tools (Data Loader), Force.com Explorer, Force.com Platform |
| ETL Tools | Data Loader, Salesforce-to-Salesforce, Apex- Explorer, Informatica. |
| Languages | Apex, C/C++, Java, J2EE, HTML, XML, CSS. |
| Database | SQL Server 2008, Oracle, MySQL. |
| Web | HTML, XML, CSS, JSP, JavaScript, WSDL, SOAP. |
| Tools | MS Office, Adobe Photoshop, MS Excel, Silverlight, Eclipse IDE. |
| Web Servers | IBM WebSphere 4.x/5.x, Apache Web Server, Tomcat 6.x |
| Platforms | UNIX and Windows (NT/2000/XP/Vista/7) |

**WORK EXPERIENCE**

**E Bay, San Jose, CA.**

**Salesforce Lightning Developer (Sep 2021 to Till now)**

**Roles & Responsibilities**

* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application.
* Designed, developed and deployed Apex Classes Extension Classes to support Visualforce pages development, Test Classes for Unit testing and Apex Triggers for various functional needs in the application.
* I configured product and pricing setup using CPQ/Product consoles which include price ramps, Price Matrix, Price Rulesets, price list items, tiered pricing and asset pricing.
* Responsible for Apttus CPQ/CLM packages installations and data settings in Dev sandbox.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Experienced in leveraging Sales Cloud functionality including Account Planning, Sales Forecasting, Opportunity Management and Lead Management.
* Worked on the integration of SteelBrick to generate quotes, invoicing and discounting by sales reps along with CRM data.
* Created CPQ process using Apptus CPQ and CL AppExchange tool in Quote.
* Integrated Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Managed the implementation of single sign on for Salesforce and simplifying the login process and significantly improving user management.
* Experience in Salesforce.com data structures like Data Entry and usability, Reporting, Data Migration and App Integration.
* Involved in Setting up or create Admin options, User Interface, organization-wide defaults, role hierarchy, workflows and workflow rules.
* Experienced in working on a Lightning Component to create a My Licenses page where the customer can directly select their particular account and generate licenses without involving Customer Support.
* Proficient in Sales cloud implementation, Service cloud modules, Salesforce lightning and Chatter.
* Knowledge on new release of lightning components and Lightning App Builder.
* Experience in Importing leads and contacts, modifying price lists, particularly if there are a lot of promotions and limited-time offers and changing delegation and escalation paths to account for absences or extended travel.
* Developed Visualforce Pages, Visualforce Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
* Assist with project implementation and control monitoring process related to quality assurance (QA) and user assisted testing (UAT).
* Implemented Marketing Sales, Customer Service, Call Center & Support Administration with Service Cloud.
* Experienced in Salesforce Marketing Cloud in taking control of our marketing messages.
* Involved in coding for modules for all the Sub-Application of the CRM application which involves extending existing SFDC standard components using Apex, VisualForce and other utilities.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Designed, and developed the Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visualforce Pages that suit to the needs of the application.
* Worked with AppExchange to use managed packaged apps for improving application features.
* Increase functionality by installing AppExchange apps to enable Customer Service Surveys.
* Integrated SFDC with Oracle Apps via fusion Middleware using SOAP based Integration on both Standard and Custom Objects.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
* On the basis of the organizational needs, developed and configured various Reports for different user profiles.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.

**Environment**: Salesforce.com platform, SAML 2.0, Service cloud, Quotes, Service Cloud, Marketing Cloud, Role Hierarchies, Sharing Rules, Email Templates, Oracle, Reports, Dashboards, Custom Objects, Custom Tabs, Email Service, Security Controls

**Client: BCBS, Dallas TX.**

**Role: Salesforce Developer (Mar 2020 to Aug 2021)**

**Roles & Responsibilities:**

* Worked with User Accounts and assigned Profiled as per their role in role hierarchy.
* Defined Organization Wide Default to restrict access from users.
* Customized Page Layouts for Standard/Custom objects and assigned record types.
* Good understanding on Salesforce sales cloud functionality
* In depth knowledge in Product setup, Product Options, Product configuration & rules, Pricing, Discounting and Quote templates in Steelbrick CPQ
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Support the Email Marketing cloud Manager in the development of new business requirements.
* Experience with Service Cloud including: Service Console, Customer Portal, Case Feed, Knowledge Base and Entitlements is required. Live Agent experience would be a bonus.
* Experience as Sales Consultant or Service Consultant to manage sales and service orders.
* Worked on insight and effectively communicating with internal and external stakeholders to demonstrate how the Marketing Cloud solution will be leveraged to meet client business demands on new projects.
* Experience as Financial Cloud Relationship builder and map provides full perspective of each customer in the context of their entire financial world.
* Experience with APTTUS CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash.
* Worked on Salesforce Community Cloud (Customer Community).
* Worked on Sales and Service Cloud communities sharing business process extend them across offices and departments, and outward to customers and partners.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements, using APTTUS CPQ within the exclusively developed framework.
* Used SOQL & SOSL with considerations to Governor Limits for data manipulations needs of the application using platform database objects.
* Executed SOQL queries in workbench and data loader to verify Product/Pricing staging data in SFDC/CPQ.
* Maintained CPQ tool updated with latest functionality by Installing SteelBrick CPQ releases.
* Implemented SFDC Integration using REST/SOAP Web Service API'S. Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com, checking for the correctness of the data.
* Worked with Salesforce.com team male application certified.
* Packaged and deployed customizations from Sandbox to other environments using Force.com IDES.
* Help users with Chatter teams/Groups and follow application as well.

**Environment**: Saleforce.com platform, APEX Language, Marketo, Visual Force - Pages, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, APTTUS CPQ, SteelBrick CPQ, REST API, SOAP API, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in, Force.com IDE.

**Client: MVP Health Care, Albany, NY**

**Role: Salesforce Developer(Aug 2018 – Feb 2020)**

**Roles & Responsibilities:**

* Working with user group for requirement gathering throughout the planning and implementation.
* Acted as initial point of contact with internal Salesforce.com users for user requests, issue resolution based on the predetermined requirements.
* Migrated data from external sources and performed insert, delete, upset, export on multiple records.
* Created productive documents which will be used by rest of the team to have better understanding of the related system; Salesforce.com CRM.
* Implemented Apex Scheduler and triggers to invoke Apex classes at regular intervals and to trigger them at some particular events.
* Customized the Salesforce.com integration with Big Machines.
* Worked on integrating SFDC with ETL tools like Informatica and Data Loader.
* Worked closely with business partners to realize the full capabilities of Salesforce.com CRM.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments.
* Experienced in  developing wave dashboards using Salesforce platform as the backend.
* Created wave datasets from using internal Salesforce data and external data sources.
* Experienced using wave analytics in JSON and SAQL format.
* Interacted with various business user groups for gathering the requirements for Salesforce CRM implementation and documented the Business and Software Requirements
* Managed different users and customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules, Reports, Dashboards.
* Developed page layouts with HTML pages using Salesforce pages with different Meta data dependencies.
* Well versed in cloud technology and on-premise infrastructure integration for Salesforce.com using Force.com platform, XML, Web Services and third-party packages.
* Performed Steelbrick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Created integration with Steelbrick CPQ and CLM applications and automating processes on salesforce1 platform.
* Ability to configure Product, Price book, Quotes and Proposal, Approval Process and other key Steelbrick functionalities.
* Experience 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.
* Involved in Steel Brick CPQ implementation and customizations around the app exchange.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Worked in Agile project methodology with four-week sprint and delivered the accepted functionality in each sprint.

**Environment**: Salesforce.com Unlimited Edition, Apex, steelbrick CPQ, Agile Methodology, ETL, Sales Cloud, Service Cloud, Chatter Cloud, CPQ, Creation of Custom Objects, Custom Tabs, Email Marketing, Triggers, SOSL, SOQL Security Controls, HTML, Security Controls, Wave Analytics, Reports, Dashboards, Data Loader, Web Services, Force.com IDE.

**Flagship Bank, Wayzata, MN.**

**Salesforce Admin/Developer (Jan 2016 to July 2017)**

**Roles & Responsibilities:**

* Created new Apex Triggers, Apex Classes, Batch Classes and Schedule Classes, Email Services According to the Project Requirement
* Worked with the user group for requirement gathering throughout the planning and implementation.
* Created new User Accounts and assigned Profiles as per their role in role hierarchy.
* Customized Page layouts for Standard/Custom objects and assigned Record Types.
* Performs day to day administrative tasks and addressing production support issues (unlocking / re-setting passwords, modifying data, and creating ad hoc reports)
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects
* Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Opportunities, Products, Price book, Cases, Entitlement, Reports and Dashboards
* Provides training to department employees on the use of the company website and all related systems and processes
* Created Data Validation rules and Formulas as per business requirement.
* Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions and Outbound API Messages.
* Performs day to day administrative tasks and addressing production support issues.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Worked with groups, participated in Requirement Gathering Sessions & JAD Sessions to define their needs and developed an action plan and specification document.
* Designed various Webpages in VisualForce for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Created and used Email templates in HTML and VisualForce.
* Used SVN Subversion as Code Repository.
* Created Custom Buttons Using JavaScript. Implemented Single Sign On in salesforce.
* Developed reports, dashboards, and processes to continuously monitor data quality and integrity
* Experienced with salesforce to outlook, Web analytics, Desk.com, JIRA, ASANA, Slack, Tibco.

**Environment**: Saleforce.com, Apex Classes, Controller Classes, Triggers, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Page layouts, Email Services, SOQL, SOSL, Sandbox, Force.com IDE

**Zensar Technologies, Pune, India.**

**Java Developer (June 2001 to Feb 2005)**

**Roles & Responsibilities:**

* Responsible and active in the analysis, definition, design, implementation and deployment of full software development life-cycle (SDLC) of the project.
* Involved in Analysis, Design and Implementation/translation of Business User requirements.
* Actively participated in the daily SCRUM meetings to produce quality deliverables within time.
* Automate build process by writing ANT build scripts.
* Configured and customized logs using Log4J.
* Involved in installing and configuring Eclipse and Maven for development.
* Used Log4J to validate functionalities and JUnit for unit testing.
* Used SVN as a version management tool.
* Created SQL views, queries, functions and triggers to be used to fetch data for the system.
* Involved in the Design Document, Coding and Debugging.
* Developed Java classes that provide JDBC connectivity to the application with Oracle database

**Environment**: Java, XML, MySQL, JSP, JavaScript, Servlets, JDBC, PL/SQL, XML, Log4j, JUnit, SVN, ANT, Microsoft Visio, CSS, SSO, Unix, Tomcat Server 5.0, JBuilder.