**Siva Krishna Reddy B**

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**Professional Summary**

Over eight years of experience in Design, Development, and Implementation of custom applications in Salesforce (SFDC) platform. Have worked on projects with varying complexity in SFDC space covering Sales & Service, force.com platform, customer portal, partner portal and communities. Have achieved Experience in Solution analysis, Design, Development & Data modeling on SFDC platform. Experience in the complete life cycle of project development (SDLC) including System Analysis, Design, Development, Testing and Deployment. Analyze Salesforce configurations and made recommendations on best practices and process improvements aligned to Business needs. Integrating SFDC with other applications using SOAP, Restful methods.

**Technical Skills**

Force.com, Apex, Visualforce, SOQL, SOSL, Salesforce1, Lighting, lightning web components, JavaScript, AngularJS, User Experience, HTML, CSS, JSON, XML, JAVA, Data loader, Jitterbit, Conga, SMS Magic, Informatica cloud.

**Salesforce Certification**

Salesforce Certified Developer (DEV401)

Salesforce Certified Administrator (ADM201)

Salesforce Certified Sales Cloud Consultant

Salesforce Certified Platform Developer I

Salesforce Certified Platform App Builder

Salesforce Certified Data Architecture & Management Designer

Salesforce Certified Sharing and Visibility Designer

Salesforce Certified Development Lifecycle & Deployment Designer

Salesforce Certified Integration Architecture Designer

Salesforce Certified Application Architect.

**Professional Experience**

**MTX Group Inc | Technical Lead - Consultant | 5/2019 - Present**

As a Technical Lead Consultant, worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Involved in solution designing, developing and data modeling of the application.

**Kentucky**

Working on lightning web components and salesforce CPQ to automate licensing process using salesforce community.

Utilized Technologies: Lightning web components, Communities, Apex, salesforce CPQ etc.

**Maine Housing**

Involved in solution designing, developing and data modeling of the application.

Utilized Technologies: Sales cloud, Apex etc.

**Shaklee**

Worked on lightning components to build complex reports.

Utilized Technologies: Lightning Components, Communities, Apex etc.

**ET Marlabs Pvt. Ltd | Salesforce Architect | 12/2011 – 04/2019**

As a salesforce architect, worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Involved in solution designing, developing and data modeling of the application. Working with team to delegate tasks and help them to achieve results.

**Merck Group**

Involved in solution designing, developing and data modeling of the application. Working with team to delegate tasks and help them to achieve results. Worked on new enhancements and lightning migration.

Utilized Technologies: Apex, Visualforce, Lightning components, data loader etc.

**Zycus Pvt Ltd**

Worked on Lightning experience and Lightning components to build connector. Worked on AppExchange app.

Utilized Technologies: Lightning experience, Lightning components, Apex, Visualforce, data loader etc.

**Bidco Africa Pvt Ltd**

Implemented salesforce to assist and enable BIDCO’s sales team to serve the existing and potential BIDCO AFRICA customers. This project covers right from visit planning, order taking, expenses,360-degree view of customer, history of orders and real-time order processing update via SAP integration.

Utilized Technologies: SOAP, REST, Apex, Visualforce, Data loader, JavaScript, Salesforce1.

**Tavant Technologies**

Worked closely with WOD product team and business analysts and performed detailed analysis on enhancement features.

Utilized Technologies: Lightning components, Apex etc.

**Pearson Education Services Pvt. Ltd**

Customized Salesforce1 app for Field representatives as per business requirements. Implemented service cloud for service operations for different countries. Implemented Maps functionality to have a complete view of the sales cycle by territory wise.

Utilized Technologies: Apex, Visualforce, Case Management, JavaScript, Salesforce1 etc.

**Adani Wilmar Limited**

Implemented batch integration between Adani Staging DB to Salesforce using Jitterbit data loader. Implemented “Staging” object solution to copy data from staging object target objects without any data loss.

Customized Salesforce1 app for Field representatives as per business requirements. Involved in Hybrid mobile application for Field representatives to achieve offline capabilities.

Utilized Technologies: Apex, Visualforce, Salesforce 1, Jitterbit data loader, Hybrid app etc.

**Bosch**

Integrate of eFocus System with Salesforce.com with SOAP Web Services. Implemented batch integration between eFocus system to Salesforce using Jitterbit data loader. Implemented “Staging” object solution to copy data from staging object target objects without any data loss. Customized Salesforce1 app for Field representatives as per business requirements. Involved in Hybrid mobile application for Field representatives to achieve offline capabilities.

Utilized Technologies: SOAP, Apex, Visualforce, Salesforce 1, Jitterbit data loader, Hybrid app etc.

**EKA Software Solutions Pvt Ltd**

Salesforce.com vanilla implementation encompassing the business process of marketing, Lead Gen and Sales process. Reports for manager to see forecasting on opportunities, sales performances etc.

Utilized Technologies: Apex, Visualforce, Data loader etc.

**Brigade Group**

Setup custom portal functionality. Implemented “staging object” solution to copy data from portal custom objects to standard objects. Setup SMS magic for automation of messages to leads/clients. Created Reports & Dashboards. Setup customer portal look and feel using latest UI technologies like Bootstrap, CSS, HTML etc.

Utilized Technologies: Apex, Visualforce, Bootstrap, Customer portal, SMS Magic, Data loader, CSS, HTML etc.

**Floral Image**

Utilizing the Salesforce.com platform and Frizby application to manage franchisees, rental process, invoice cycles, sales operations etc. Worked on “Frizby” order management AppExchange app. Implemented “Custom invoice functionality” for quarterly and monthly invoice process. Setup “Conga Composer” for documents generation. Created Reports & Dashboards. Implementation rollout to different geographies with small modifications.

Utilized Technologies: Apex, Visualforce, Frizby, Conga Composer, Trigger, data loader etc.

**Fowles Wine**

Fowles wanted a system to enable greater degree of tracking of their sales information and analytics/reporting to enable the business to make better decisions. Implemented “staging object” solution for Fowles Wine for periodic data loading of their product sales information from their sales system (EZY) to salesforce. Setup “Conga Composer” for documents generation. Created Reports & Dashboards.

Utilized Technologies: Apex, Visualforce, Conga Composer, Trigger, data loader etc.

**Vocus Communications**

Sales Cloud (EE) with Frizby was implemented. For product selector, a VF page was built with picklists as filters. For invoice docs Conga composer was used – to preview, send and attach email. Standard approval process with multiple approval steps were implemented for Discount approval in opportunity.

Utilized Technologies: Apex, Visualforce, Frizby, Conga Composer, Trigger, data loader etc.

**xLife**

Dealing with personal insurance and superannuation operating Australia wide. Liaison with multiple life insurance companies and superannuation funds to provide tailored financial advice. Utilized Apex Data Loader in handling massive amounts of data. Setup “Draw Loop” for document management. Setup SMS magic for automation of messages to leads/clients. Created Reports & Dashboards.

Utilized Technologies: Apex, Visualforce, SMS Magic, Draw Loop , Data Loader etc.

**Australian Associated Press**

The project required custom solution to configure campaign management with Sales cycle stages and integrated market to setup campaign management. Migrated AAP legacy database into salesforce using data loader for initial data load and setup automatic data loading for future data loads. Setup “Marketo tool” for campaign management. Setup command line data loader for automatic future data uploads

Utilized Technologies: Apex, Visualforce, Marketo tool, Data Loader etc.

**Education & Certifications**

**Bachelor of Technology| 2005 - 2009**

Computer Science

PIRM Institute Of TECHNOLOGY, Hyderabad, India

**Master of Technology| 2009 - 2011**

Computer Science

PES Institute Of TECHNOLOGY, Bangalore, India