**Vineesha M**

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Phone: (216)-225-3341



**PROFESSIONAL SUMMARY:**

A salesforce **certified professional** with over **8 years** of IT experience includes **5 Plus** years of experience in Development, Administration and Support of Salesforce.com with domain experience in Financial, Banking, Health Care, Retail and Non-profit Organizations in Software Development and support of applications.

* Experience in creating **Custom Apps,** Custom Objects, Fields, Buttons, creating Sharing Rules, **Page Layouts, Search Layouts, Record Types** and Related List.
* Extensively worked in development and customization of Salesforce.com applications using

**Visualforce, Apex classes, Apex triggers,** Custom Buttons & Links and S-Controls.

* Experience in establishing relationships based on business use cases using salesforce **relationships Master-Detail, Lookup and Many-to-Many (Junction Object) between objects**.
* Hands on experience with **administrative tasks** like managing Users, Roles, Profiles, Permission Sets, Validation rules, Workflows, Approvals, Data migration and Deployments.
* Experience in creating **Formula Fields, Rollup Summary Fields, Validation Rules,**

**Workflow Rules, and Approval Process.**

* Hands on experience in implementing **Sales Cloud, Marketing Cloud,** **Service/Support/Call Center and Collaboration(Chatter) Clouds, Communities** andSites using Force.com platform in Salesforce.
* Implemented **Lead Management (Web-to-Lead, Assignment Rules, Auto Response**

**Rules) and Case Management (Assignment Rules, Escalation Rules, Auto Response Rules, Email-to-Case).**

* Working knowledge in **integrating Salesforce.com application with external systems** **using – SOAP and REST Web service and salesforce WSDL's** (Partner and Enterprise).
* Hands on experience in creating Report Types, Reports, Dashboards and Scheduling Report Runs.
* Experience with server-side programming **JavaScript for implementing** the development of AWS applications.
* Experience in creating **User Interfaces (UI) using CSS, HTML, JavaScript and AJAX**.
* Hands on experience in **writing queries using SOQL and SOSL in Apex Classes and**

**Triggers.**

* Experience in performing **CRUD (Create, Read, Update\Upsert, Delete)** operations of data using **Data loader, and Import/Export wizards** from legacy CRM database into salesforce.com using apex scheduler on timely basis.
* Salesforce with recursive **AWS IDE Instances for clients** utilizing GitHub and Amazon for stability.
* Experience in **migration of applications from Sandbox to Production** using Force.com Migration Tools like **Eclipse Force.com IDE**, Change Sets, and Ant Script.
* Strong work experience in **User Interface Designing, System Testing, Performance**

**tuning, Go-live support and Post-production support**.

* Good in understanding Salesforce.com **Governor Limits and Best Practices** by following

**Apex Design Patterns**.

* Strong experience in implementation of Struts, spring frameworks in Java, J2EE applications.
* Strong **scripting experience** in writing build scripts using Apache Ant and Maven.
* Sound knowledge in **Version control systems like CVS**, Subversion, Clear Case, VSS.
* Experienced with **RDBMS** implementation and development using Oracle 8i/9i/10g, PL/SQL, SQL Server, Sybase, DB2 and MySQL 4.0.18.
* Good experience in **SQL, PL/SQL** and writing Stored Procedures, Functions, Packages, Views and Triggers.
* Good understanding and knowledge of preparing System Design using **UML** methodology with Rational Rose. Preparation of class and sequence diagrams using Rational Rose.
* Excellent **communication and Inter-Personal Skills,** well organized, goal oriented.

**TECHNICAL SKILLS:**

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|  | Standard /Custom Objects, Workflows & Approvals, Apex |  |
| **Sales force.com** | Classes/Controllers, Apex Triggers, Visualforce Pages, Data Loader, |  |
| **Technologies** | Reports, Workflow Rules, Validation, Record Type, Role Hierarchy, Page |  |
|  | Layouts, Dashboards, AWS, Force.com IDE, and Eclipse, Design Patterns, |  |
|  | MVC pattern. |  |
| **Tools & Technologies** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com |  |
|  | Data Loader, Informatica, Force.com Excel Connector, |  |
|  | Force.com Platform (Sandbox and Production), App Exchange |  |
|  | Applications. |  |
| **Web Technologies** | Web Services, HTML, DHTML, CSS, XML, AJAX, Java Script |  |
| **Languages** | Java J2SE, C, C++, APEX, SQL, SAS |  |
| **Office Tools** | MS Excel, MS Word, MS PowerPoint, MS Project, MS Outlook, MS |  |
| SharePoint and MS Visio |  |
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| **Operating Systems** | Windows 98/NT/XP/Vista/7, Windows CE, Linux, UNIX, IOS, MAC. |  |
| **Methodologies** | SDLC, AGILE, UML, Waterfall |  |
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|  | **PROFESSIONAL EXPERIENCE:** |  |
|  | **Client: Ameritax,** | **Jul’ 2014 to Till Date** |
|  | **Location: Dallas, TX** |  |
|  | **Role: Salesforce.com Developer** |  |
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Ameritax is the most trusted tax service company and providing professional tax consulting and tax services to our customers for over 15 years. They offer resolution to all your tax problems whether you need to file back taxes, are undergoing an audit, need a tax identification number (ITIN). Ameritax providing services for more than 1 million individual, corporate customers.

**RESPONSIBILITIES:**

● Worked with **functional leads** to transform and develop new requirements into **design,**

**implementation**.

* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs,** **Components, Visual Force Pages, Apex classes & Triggers** to suit to the needs of theapplication.
* Working Knowledge on **Sales Cloud**, **Service Cloud**, Custom Cloud and Apex Programming On Force.com Platform.
* Involved in **data migration** and integration using **Apex Data Loader.**
* Worked in **Administration, Configuration**, **Implementation** and **Support** of sales force **CRM** and Sales force **SFA applications.**
* Extensive experience in **lead case management (Web-to-Lead, Email-to-Case)**.
* Experience working with **Salesforce.com sandbox and production environments**.
* Worked with **Visual Force Pages, Custom Controllers, Extension Controllers, Apex**

**Coding, Apex Batches, Apex Web Services, App Exchange deployment, Apex Classes and Apex Triggers**.

* **Scheduling Apex** jobs for processing large records.
* Unit and integration testing for new requirements and get the UAT from the business owner.
* Created **Profiles** and **Roles** based on **Organizational role hierarchy**, implemented

**Record-Level** and **Field-level security** and configured their sharing settings.

* Created **Custom Objects**, **Tabs**, and **Sharing Rules** as per the business requirements.
* Worked on various Salesforce objects like **Accounts, Contacts, Leads and Opportunities.**
* Designed **junction objects** and implemented various advanced fields like **Pick list,**

**Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates, and Email** generation leading toeffective **Web-to-Lead** communication with customers and partner portals.

* Used **SOQL & SOSL** with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Salesforce with recursive **AWS IDE Instances** for clients utilizing GitHub and Amazon for stability.
* Developed **Apex Triggers, Apex Classes and Test Methods using proper controls & syntax** and also experience in writing **unit test cases.**
* Experience with Managing the complex data Experience in **Integrating App Exchange**

Applications with Salesforce, **Mass E-Mail Management, Application management using** **Force.com Plug-in & Eclipse IDE** in **Sandbox and Production** Environments, Working withdifferent aspects of **Web Services (XML, WSDL, SOAP, REST) & web integration** with SDFC.

* Involved in **Paradot integration** to supercharge salesforce into an all-in-one marketing source.
* Created various custom **Reports and Dashboards** as per the customer requirements.
* Worked **on Record Types, Validation Rules, Triggers and Page Layouts**.
* Involved in Salesforce Application Setup activities and **customized the apps** to match the functional needs of the organization.
* Integrated the **SOAP and Rest based Web Services** for extracting the data from external systems to display in the pages of salesforce.

**Environment:** Saleforce.com Sales, Service, Visual Force (Pages, Component & Controllers),Force.com, Excel, CRM Fusion Demand tools, Apex Language, Data Loader, MS Visio, HTML, CSS, Workflows, Salesforce Chatter, Approvals, Reports, AWS,Security Controls, Custom Tabs and

Objects, Email Services, App Exchange, HP quality center, site force, Marketing Automation.

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|  | **Client: UnitedHealth Group** | **Jan’ 2013 to Jun’2014** |
|  | **Location: Dallas, TX** |  |
|  | **Role: Salesforce.com Developer** |  |
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UnitedHealth Group is one of the world's largest and most diversified health and well-being companies. UnitedHealth Group benefits and services in the fastest growing private health care market in the Americas. UnitedHealth Group now serves more than 85 million people globally. UHG touch nearly every aspect of health care financing and delivery, all with the aim of helping people live healthier lives.

**RESPONSIBILITIES:**

* Worked with **functional leads** to transform and develop new requirements into **design,** **implementation**.
* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs,** **Components, Visual Force Pages, Salesforce AWS Apex classes & Triggers** to suit to theneeds of the application.
* Working Knowledge on **Sales Cloud**, **Service Cloud**, Custom Cloud and Apex Programming On Force.com Platform.
* Designed and deployed the **Custom objects**, **Custom tabs**, Entity-Relationship data model to store **patients** information validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual force Pages to suit to the needs of the application.
* Developed Visual force page using the extension controller according to the clients' requirement.
* Developed Unit test class for Apex class and worked for improving code coverage.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Created Custom Profiles, Public Groups and Roles to distribute user rights and functionality.
* Used Salesforce Automation (SFA) for Sales Lead Management, Opportunity Management, Case Management, Account and Contact Management, Data Quality Management, Approvals and Workflow.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Worked with server-side programming **JavaScript for implementing** the development of AWS applications.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Created **workflow rules** and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created multiple **visual force pages** for various requirement need.
* Created **Email templates** and inbound emails using Visual force for the clients and customers
* Worked on **Notifications** to intimate the owner of records and their higher officials.
* Evaluated **Salesforce.com** support module for call-center and help desk application.
* Reviewed training documents to ensure new functionality is captured properly and adopted by users.
* Implemented **data migration** and **data loading** using Data loader, import wizard.
* Worked with Custom reports and report generation.

**Environment:** Saleforce.com Sales, Service, Visual Force (Pages, Component & Controllers),Force.com, Excel, CRM Fusion Demand tools, Apex Language, Data Loader, MS Visio, HTML, CSS, Workflows, Salesforce Chatter, Approvals, Reports, AWS , Security Controls, Custom Tabs and Objects, Email Services, App Exchange, HP quality center, site force, Marketing Automation.

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|  | **Client: H&R Block,** | **Feb' 2012 – Dec' 2012** |
|  | **New York, NY** |  |
|  | **Role: Salesforce.com Administrator/Developer** |  |
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H&R Block is the world’s largest tax services provider, having prepared more than 650 million tax returns since 1955. There are approximately 12,000 company-owned and franchise retail locations in all 50 states, Puerto Rico and other U.S. territories, and on U.S. military bases around the world. An H&R Block branded retail office is located within five miles of most Americans.

H&R uses Salesforce to store the client’s records.

**RESPONSIBILITIES:**

* Worked with **functional leads** to transform and develop new requirements into **design,** **implementation**.
* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs,** **Components, Visual Force Pages, Apex classes & Triggers** to suit to the needs of theapplication.
* Working Knowledge on **Sales Cloud**, **Service Cloud**, Custom Cloud and Apex Programming On Force.com Platform.
* Involved in **data migration** and integration using **Data Loader, Data Import Wizard.**
* Worked in **Administration, Configuration**, **Implementation** and **Support** of sales force **CRM** and Sales force **SFA applications.**
* Extensive experience in **lead case management (Web-to-Lead, Email-to-Case)**.
* Experience working with **Salesforce.com sandbox and production environments**.
* Worked with **Visual Force Pages, Custom Controllers, Extension Controllers, Apex**

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* Unit and integration testing for new requirements and get the UAT from the business owner.
* Created **Profiles** and **Roles** based on **Organizational role hierarchy**, implemented

**Record-Level** and **Field-level security** and configured their sharing settings.

* Created **Custom Objects**, **Tabs**, and **Sharing Rules** as per the business requirements.
* Worked on various Salesforce objects like **Accounts, Contacts, Leads and Opportunities.**
* Designed **junction objects** and implemented various advanced fields like **Pick list, Custom**

**Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates, and Email** generation leading to effective

**Web-to-Lead** communication with customers and partner portals.

* Used **SOQL & SOSL** with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Developed **Apex Triggers, Apex Classes and Test Methods using proper controls & syntax** and also experience in writing **unit test cases.**
* 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 (XML, WSDL, SOAP, REST) & web integration** with SDFC.

* Worked on **configuration**, security and security controls aspects of Salesforce
* Created various custom **Reports and Dashboards** as per the customer requirements.
* Worked **on Record Types, Validation Rules, Triggers and Page Layouts**.
* Involved in Salesforce Application Setup activities and **customized the apps** to match the functional needs of the organization.
* Integrated the **SOAP and Rest based Web Services** for extracting the data from external systems to display in the pages of salesforce.com
* Provided **support** for ongoing Salesforce maintenance by reviewing trace logs, developing action plans and other administration services including **periodic data cleansing, workflows** **and approvals**.

**Environment:** Saleforce.com platform, Apex Language, Triggers, Visual Force (Pages, Component &Controllers), Chatter, Data loader, Salesforce.com Data Loader, Informatica On Demand, Force.com API, Workflow & Approvals, Reports, Custom Objects, Batch Apex Interface, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Web Services, WSDL, **Sandbox**, Eclipse IDE Plug-in.

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|  | **Client: NCI Building Systems** | **Apr'2010 - Jan' 2011** |
|  | **Location: Houston, Texas** |  |
|  | **Role: Salesforce Administrator** |  |
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NCI is one of the top designers, manufacturers and vendors of metal coatings, components and buildings for nonresidential construction in North America. NCI make everything from roof and wall systems, structural framing and rollup doors to entire custom -designed multi-story buildings.

**RESPONSIBILITIES:**

* Developed **sales** and **marketing apps** on Salesforce.com platform using CRM Process.
* Involved in Salesforce.com **Application Setup activities** and customized the apps to match the functional needs of the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Designed and developed **SFA based Application** on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
* Used Sales Force Automation (SFA) for Sales **Lead Management, Account and Contact** **Management and Approvals** and Workflow.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Integrated the **SOAP and Rest based Web Services** for extracting the data from external systems to display in the pages of salesforce.com
* **Provided support for ongoing Salesforce maintenance by reviewing trace logs, developing action plans and other administration services including periodic data cleansing, workflows and approvals.**
* Involved in **creating workflow rules** to notify concerned marketing sales/marketing team

with all details on new lead or opportunity so that sales/marketing will follow up with leads/opportunities.

* Involved in **writing triggers** to make sure we have all the information required to contact lead/opportunity for further follow up at the time record creation.
* Involved in **creating trigger** to have all details including next communication date, whom did we contact, complete description of our conversation, etc.. during the record update.
* Involved in **creating REST web services** to receive complete information by giving their phone number or email id. To create Web services, the customer site should be registered with salesforce and once registered then we can the information required by giving the id of the record.
* Involved in creating various reports on orders, current stock, ordered stock, etc..

**Environment:** Eclipse IDE, Salesforce.com, Force.com Sandbox, Import Wizard, Apex, JavaScript,Controllers, Sharing Rules, Visual Force Pages, Workflows, Email Updates, Web Services API.

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|  | **Client: AP Transco** | **May 2008 to Mar' 2010** |
|  | **Location: Hyderabad, India** |  |
|  | **Role: Java/J2EE Developer** |  |
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This web application is designed to track purchases and Inventory of the company. It tracks each material from the time of purchasing to final delivery to works. It maintains material availability in stock and average purchase price of each material, which helps in future purchasing decisions and computing monetary value of inventory. It monitors dispatch of material to intended works based on the indents received. It contains reporting module to display the availability of the various materials in stock based on storage location.

**Responsibilities:**

Programming by Using **Struts Frame Work** with **MVC** architecture implementation.

Analyzed the specification documents to come up with the design and classes in UML for the modules that I am involved in using Rational Rose

Used MVC2, Session façade, Application Integration patterns.

Configuring the **Jakarta Struts Framework** 1.1 and **Web Sphere** 4.0 Application Server. Developed user interfaces using JSP, CFML, JSTL, Struts, HTML, CSS, Java Script in

ColdFusion 4.5.

Implemented existing object oriented database schemas using SQL, in Oracle 9i. Also wrote stored procedures and triggers for error handling and other activities.

Developed the servlets necessary for handling various client requests.

Designed and developed the Entity beans required for all the database tables required for processing requests and session beans to debit and credit the account, to update the database with cheque orders.

Developed XML schemas and DOM parsers for all the XML documents used for data transfer and also developed XSLT code for them.

Designed interfaces and developed banking related J2EE web services for the application.

**Environment:** Java/J2EE, J2SE, Struts 1.1, XML, DOM, SOAP, Eclipse, WebLogic 8.1, Tomcat,Oracle 9i, PL/SQL.

**CERTIFICATIONS:**

**Salesforce Force.com Certified Platform Developer I**

**EDUCATION:**

**Bachelors in INFORMATION TECHNOLOGY**

**References:** As per request for the project.