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 **Aashish Reddy**

 **Email:** **ashish.t0218@gmail.com**

 **Phone: 704-251-4012**

**Professional Experience:**

* 6 years of professional IT experience in **Administration, Development,** support of **Salesforce.com CRM** implementation for various clients and **web-based** applications.
* Proficiency in SFDC Administrative tasks like **creating Users, Roles,** Profiles, Page Layouts, Email Services, Approvals, Workflows, Validation rules, **Reports, Dashboards**, Tasks.
* Possess knowledge of **CRM processes** like Sales, Marketing, Customer Service and Customer Support, Business processes and recommended solutions to improve their processes using salesforce.com.
* Good development experience with **Apex Language**, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Visual Force (Page, Component & Controllers).
* Strong front-end development experience using **Visualforce pages, Custom lightning Components, HTML, CSS,** and front-end validations using **JavaScript, jQuery** and **CSS** for rich look and feel.
* Experience working on **SOAP** and **REST** APIs for both inbound and outbound integration with Salesforce.
* Experience in **Data Migration** using Import Wizard, Excel Connector, Workbench and other integration tools like Informatica Cloud, Apex Data Loader.
* Ability to write complex **SOQL, SOSL** queries with consideration to **Governor limits** across multiple objects within the SFDC database.
* Implemented **Community Cloud** and built multiple **communities** to connect to customers, partners, and employees with each other, also to provide better service to customers.
* Enabled **Aura Framework** by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Experience in upgrading from Salesforce Classic to **Lightning** Experience to develop rich user interface and better interaction of pages.
* Created **multiple Lightning Components** added CSS and Design Parameters that makes the Lightning component look and feel better.
* Good at configuring **MyDomain** and **SSO** (single Sign-On) in salesforce instances.
* Created modern Enterprise **Lightning** Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Familiar with **Apttus CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with APTTUS CPQ. Have in-depth knowledge in Products, Discounting, Quotes, Pricing in CPQ.
* Worked on **various lightning components** for developing dynamic web apps for mobiles and desktop devices.
* Profound experience in integrating salesforce with external systems by developing custom Apex Restful web services and outbound calls to external system using native salesforce Http classes and methods.
* Proven Interpersonal, Communicational, Organizational and Project Management skills.

CERTIFICATIONS

* **Salesforce Certified Administrator**
* **Salesforce Certified Platform Developer I**

TECHNICAL SKILLS

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| **Force.com Features** | Process Builder, Field updates, Reports & Dashboards standard & Custom Objects, Custom labels and Tabs, Role, Dashboards, Security Controls, Workflow & Approvals, and Sandbox data loading, Apex, VF, Triggers, Page Layouts, Record Types. |
| **Force.com Tools** | Force.com Apex Explorer, Lightning Framework, Aura Framework, Force.com Excel connector and Force.com Eclipse IDE Plug-in |
| **Programming Languages** | APEX, Visualforce, HTML, JAVA |
| **Operating Systems** | Windows (10, 7, XP), Mac 10.x |
| **Web Technologies** | HTML, CSS, JavaScript, jQuery, XML, CSS, Bootstrap, VF, SOAP/REST |
| **Database** | Oracle, SQL-server, MySQL server, DB2, Mongo DB |
| **IDE** | Force.com Eclipse IDE |
| **Tools** | Apex Data Loader, Workbench, GITHUB, APTTUS, SELENIUM IDE, Import Wizard, Jenkins, SFDC Data Export, ANT. |

PROFESSIONAL EXPERIENCE

**Client: Duke Energy Corporation Jan 2020 - Present**

**Location: Charlotte, NC**

**Role: Salesforce Developer**

**Responsibilities:**

* Taken part in **requirements** grooming sessions with business users to document and develop enhancements to current org.
* Developed various **Custom Objects, Time based workflow rules, approval processes, Tabs, Entity-Relationship data model**, Process builder and **validation rules**.
* Worked on **Sales cloud lightning platform** involving objects like Account, Contact, Leads, Opportunity, Tasks for Duke Energy Corp.
* Customized **User Roles**, **Role hierarchies**, **Profiles** and Sharing settings to ensure that the protected data is available only to the authorized users.
* Designed various Web Pages using **Lightning components, Aura framework**, **JavaScript** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Configured **Lightning record pages**, Approval Process, Permission sets, Permission set Groups, Matching rules, Duplicate Rules, Flows.
* Designed and developed **Apex** **Classes**, **Controller** **Classes**, and extensions for various functional needs in the application.
* Created Batch **Apex classes** that run on daily basis to update the fields on the custom objects.
* Used **SOQL** and **SOSL** statements within custom controllers, extensions in consideration to **Governor** **limits**.
* Worked on installing **B2B** **Commerce** **Cloud** managed package and implemented the functionality based on the requirements from the Duke Energy Corp business users.
* Migrated Apps from Salesforce Classic to **Lightning** Experience to develop rich user interface and better interaction of pages using aura bundle.
* Used **DataLoader** and salesforce **workbench** to insert, update, upsert, delete data.
* Used **asynchronous apex** like future, queueable, batch classes and schedulable classes to reduce the apex time out errors.
* Worked on Test classes using the best practices. Involved directly with Test Team and did bug fixing using Debug logs.
* Developed Apex test **utility classes** and **test methods** and achieved 85-100% of **code coverage** across the organization.
* Created Apex web service **REST** callouts to interact with ACI World system to retrieve payment and billing records through **MuleSoft** **API’s** as Middleware system.
* Configured and customized the **Duke Energy Corp** Communities using Napili template to best suit the external user’s needs to deliver and to provide better service to External Users.
* Developed and configured various **Reports**, **Dashboards** and Report Folders for different user profiles based on the need in the organization.
* Identify and **fix critical issues** in rapid development and deployment process for the Prod release.
* Integrated **REST API** webservice for extracting data from external systems.
* Debug **Apex scripts** using **Debug Logs and System Log Console** to catch Exceptions and avoid **Governor Limits**.
* Responsible for creating and maintaining the **documentation** of all the new releases and enhancements to production org.

**Environment:**, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Design system, Lightning Components, MuleSoft, Aura Framework, Visual studio , bitbucket , REST callouts, Sales cloud, JavaScript.

**Client: Advanced Technologies Group (ATG) June 2018 – Dec 2019**

**Location: West Des Moines, IA**

**Role: Salesforce Developer**

**Responsibilities:**

* Worked with Operations Manager and users to determine business requirements, provide administrative support and design /implement solutions in Salesforce CRM Environment.
* Involved in creating and managing the custom objects, fields, formulas, validation rules, custom workflow, and approval processes.
* Involved in managing salesforce configuration tasks like multiple user **setup**, **profiles** and **roles**, customization of objects, fields, record types, page layouts, and validations.
* Designed, developed, and deployed **Apex Classes,** Controller Classes and Apex Triggers for various functional needs in the application.
* Created **responsive** and **re-usable** lightning components which is accessible across the devices like iPad, iPhone, and Desktop.
* Application of **Event propagation** for inter-communication between the lightning components for passing the attributes.
* Performed UI tweaks using **HTML, CSS** as per the business requirements on the lightning components.
* Worked with **Visualforce Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Classes, Apex Triggers**.
* Developed and deployed **workflows** and **approval processes** for opportunities and products/ assets management.
* Involved in development and implementation of **Real-time data sync** between Salesforce and Google database systems.
* Implemented Service Cloud including **Service console**, Customer Portal, Case Feed, knowledge base and Articles.
* Used best practices for developing Apex controller classes, Lightning components, Apex triggers.
* Created **unit test cases** and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Worked on the **Defect fixes** and created documentation on the changes done.
* Involved in data mapping and **migration of data** from legacy systems to Salesforce.com Objects and fields.
* Integrated web services by generating the necessary stubs from the **WSDL files** for extracting the data.

**Environment:** Salesforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Salesforce Configuration, Service Cloud, Sales Cloud, Lightning Components, Aura Framework, HTML, CSS, JavaScript, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**Client: Sprint Jan 2017 – May 2018**

**Location: Kansas City, MO**

**Role: Salesforce Admin/Developer**

**Responsibilities:**

* Involved in Salesforce.com Application **Setup** activities and customized apps to match functional needs.
* Performed Salesforce.com **Developer** and **Administrator** roles.
* Worked on various salesforce.com **standard objects** like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Created various **Profiles** and configured **PermissionSets** based on organizational hierarchy requirements.
* Involved in Business Automation tasks using **Workflows**, **Apex**, Email Notifications, and branded templates.
* Designed, Implemented, and deployed Custom objects, Page layouts, **Custom tabs**, Components, and S Control to suit to application needs.
* Created **Custom Objects** and defined lookup and **master-detail** relationships on objects and created junction objects to establish many-to-many relationship among objects.
* Implemented **Apex Classes, Visual Force pages** & Triggers and linked them to manage workflows implemented in system.
* Designed various Webpages in **VisualForce** for capturing various customer enquiries and implementation logic for migrating cases to different queue based on the type of customer enquiry.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to Salesforce.com using **DATA LOADER.**
* Worked on release management items i.e., component tracking, pre-deployment activities, Code backup, Data backup, code migration through change-sets and Force.com IDE and post deployment activities.
* Configured the Contract management and revenue management using APTTUS CPQ.

**Environment:** Force.com Platform, Salesforce Enterprise Edition, ANT, Force.com Web Services API, SOQL/SOSL Queries, Eclipse, Force.com Eclipse Plug-in, APTTUS, jQuery, HTML, Java Script, CSS, AJAX and MVC design patterns

**Client: Indus Valley Partners May 2014 – May 2015**

**Location: Mumbai, India**

**Role: Java Developer**

**Responsibilities:**

* Developed UI using HTML, CSS, JavaScript, and AJAX.
* Involved in Understanding and analyzing the requirements and part of the process of designing the system in WATERFALL methodology.
* Designed, developed, and validated User Interface using HTML, JavaScript, and CSS.
* Implemented server-side programs by using Servlets and client side by using JSP.
* Developed the application using Struts Framework that leverages classical Model View Controller (MVC) architecture.
* Used Hibernate as the Object/Relational Mapping Framework to access and manipulate data from the database.
* Wrote stored procedures and Database Triggers using PL/SQL.
* Expertise on entire Intranet and Internet applications using Web/Application Servers like Apache Tomcat.
* Involved in unit testing, integration testing.
* Used Firebug to keep a track of bugs.
* Used Clear Case tool for build management and ANT for Application configuration and Integration.
* Created, executed, and documented, the tests necessary to ensure that an application and/or environment meet performance requirements (Technical, Functional and User Interface).

**Environment:** Windows, Linux, Rational Clear Case, Apache Tomcat, Java, Selenium WebDriver, JAX-WS, SOAP, WSDL, JSP, HTML, CSS, JavaScript, Ajax, Oracle IDE, log4j, ANT, struts, JPA, XML, Oracle WebLogic.