**Veerraju R**
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**Senior Salesforce Developer**

**|Professional Summary|**

* **Certified Advanced Salesforce Developer** with **7 years of Salesforce.com platform** experience.
* Skilled with **Salesforce classic, Lightning (LWC, AURA), JavaScript, Integration**.
* Experience & implementation knowledge on **Force.com Platform - Apex, Asynchronous Apex, Triggers, Trigger Events, Context Variables** for classifying the business requirements.
* Good working knowledge in querying Salesforce.com database using **SOQL** queries using **Force.com Explorer** and **Workbench**.
* Authored code adhering to the **Salesforce Governor limits and best practices.**
* Experience in using **POSTMAN** and **RESTUI web tools** in testing the service calls.
* Extensive experience in designing & development of **Custom Objects, Custom Tabs, Custom Fields, Validation Rules, Process Builder, Page Layouts, Record Types, Relationships, Data Migrations and Workflow rules.**
* Have extensive experience in Security controllers by using **Profiles, Roles, Permission sets and OWD Settings.**
* Hands on experience with data migration tools **Import Wizard, Apex Data Loader.**
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to **Salesforce custom objects, master-detail relationships, and lookup relationships, creating custom fields in standard and custom objects.**
* **Software Development Life Cycle (SDLC)** including analysis, requirement, design, development, enhancements, testing, deployment, and maintenance of application.
* Experience in **CI/CD (Continuous Integration/ Continuous Deployment)** with **package.xml** based deployment using **ANT** with version controlling on **GitHub.**
* Worked with **Agile methodology** with respect to application development strategies and end to end project delivery cycle.
* Having good Conceptual knowledge on **Object Oriented Principles.**
* Committed to excellence, and a prudent developer with strong **problem-solving, analytical skills and communication skills.**

**| Education Credentials |**

MS in **Computer Science** from **University of Central Missouri, MO**.

**| Technical Skill Set |**

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| **Server-side** | C, J2SE, Apex, Asynchronous Apex |
| **Front End** | VisualForce, Aura, LWC |
| **Scripting language** | JavaScript, HTML, CSS, XML |
| **Integrations** | Rest |
| **Managed Package** | Nonprofit Success pack |
| **Business Process** | Workflows, Process Builder, Flows, Approval process, Validation Rules, Duplicate Rules. |
| **Security Controls** | Profiles, Permission Sets, OWD, Sharing rules, Audit Trails |
| **Deployments** | SFDX, Change sets, Force.com ANT Tool, Git, Bitbucket, Jenkins |
| **Data Migration** | Data Loader, Workbench |
| **Other Miscellaneous** | Reports and Dashboards, JIRA, SOQL, SOSL, Governor limits, Triggers, VS Code |
| **Project Methodology** | Agile-SCRUM |

**| Experience|**

***Project#1*
Bank Transformation App, USSA Bank, San Antonio, TX**Role: **Senior Salesforce Developer**Duration: **Jan 2022 – till date
*Responsibilities:***

* Gathering requirements and preparing **Technical Design Document (TDD).**
* Analyzing the requirements, identifying KPIs and designing the solution (i.e., data models).
* Developed Various **LWC, Aura components, Apex Classes, Triggers** for various functional needs in the application.
* Worked on salesforce.com **Configurations and Customizations** in CRM.
* Implemented **Single and Mass Email Messaging** using apex class to automate the emails based on the requirement.
* Created **workflow rules, Process builder and defined related tasks, time-triggered tasks, email alerts, field updates** to implement the business logic.
* Followed **Apex Best practices** to cooperate with **Salesforce Governor Limits and Exception Handling**.
* Implemented **Retry Mechanism** for API Callouts using **Queueable and Schedulable apex**.
* Involved in **optimizing, refactoring** the code based on requirement.
* Enhanced error logging and audit that assists the team with better remediation tasks.
* Implemented the **Log Mechanism** to capture the logs from Apex Execution in an Object.
* Support to **System Integration and User Acceptance Testing.**
* Followed effective Unit Testing to eliminate Major Bugs in the QA testing.

***Environment Used:***
Salesforce.com, Process Builders, Email Templates, Data Loader, Security, Rules, OWD, Record Types, Triggers, Apex, Async Apex, Lightning Web Components, Persona Scripts, Workbench, FFLIB, Bitbucket, JIRA, Jenkins.

***Project#2*
CLS (Customer and Logistics Services), Fresenius Medical Care - Plano, Texas**Role: **Salesforce Consultant**Duration: **Aug 2021 – Dec 2021
*Responsibilities:***

* Working as integral member of scrum team in a developer role.
* Attend scrum meetings to provide timely updates of the development of user stories and discuss/clarify doubts over the same.
* Work on solution designing and as well as provides technical solutions to teams on various standpoints.
* Maintain coordination among the team members for smooth functioning of work and assisting with technical issues.
* Gather business requirements from clients and analyze and implement the user story in the best way possible.
* Perform impact analysis of the changes required for the customization and provide the best possible solution approach.
* Work on live production issues and identify the reason and provide the fix for the same.
* Analyze effort estimation of the user stories and accordingly provide timelines to client.
* Do the peer-to-peer review of user stories to ensure best practices in coding and also prepare the unit test documents to cover every positive and negative scenario and try to maintain zero QA defect leakage.
* Maintain deployment checklist and coordinate with team for updating the checklist completely for the release and deploy the components via Jenkins and ant tool. Provides support during monthly go-live release events.
* Do smoke testing of components, fix any defects found by QA during smoke testing in production and available on call for support until sprint release does not get over.
* Identify and resolve the issues in the existing functionality and dependencies with different system.
* With respect to Value ads, work on code enhancements, automation, technical debt work and develop AppExchange cognizant tool which incorporate in project.

***Environment Used:***
Salesforce.com, Process Builders, Email Templates, Data Loader, Security, Rules, OWD, Record Types, Triggers, Apex, Async Apex, Lightning Web Components, Persona Scripts, Workbench, FFLIB, Bitbucket, JIRA, Jenkins.

***Project#3*
The Family Collective (UWGN), Nashville**Role: **Salesforce Consultant**Duration: **Nov 2020 – Aug 2021
*Responsibilities:***

* Actively involved in client discussion for user stories grooming and technical challenges involved for the solution approach.
* Monitored and guided the developer to implement the salesforce best practices and review the codes and other deployment procedures to the higher environment.
* Involved in creating electronic form (Intake) using LWC libraries.
* Prevented the Trigger Recursion by using Apex Recipes Framework.
* Followed Apex Best practices to cooperate with Salesforce Governor Limits and Exception Handling. Worked with Salesforce Automation Tools – Process Builder for quick action, create and update records.
* Created generic sequence process using force.com platform(apex) and considering all the best practices while developing the problem.
* Involved in data importing activity for several objects.
* Involved in implementing complex validation rules, data modelling, process automation etc.,
* Involved in release management activities from lower environment to higher environment.

***Environments:***Salesforce.com Platform, Nonprofit success pack, ANT tool, Data Loader, VS Code, Trello Board, Git, JavaScript, HTML, CSS, CI/CD.

***Project#4***Project Name: **Incent4cdm, Washington**Role: **Salesforce Consultant**Duration: **May 2020 – Oct 2020
*Responsibilities:***

* Created several custom objects, validation rules, profiles, permission sets, process builders.
* Imported data for different objects using data loader tool.
* Involved in creating complex apex classes, triggers, web services class and lightning components for different business use cases.
* Involved in implementing the best practices for making solid design for Apex classes, Triggers.
* Created test classes and increased the code coverage to 90% across the managed package solution.
* Involved in creating the technical design document for every user stories.
* Involved in release management for entire end to end solution deployment from managed package instance to testing environment.
* Deployed Applications from sandbox to higher environments using Git, Change Sets and CI/CD pipelines.

***Environments:***

Salesforce.com Platform, Data Modeling, Aura Framework, Apex, VS Code, Data Loader, JIRA, Git.

***Project#5***

Project Name: **Campaign Focus and Calendar Management, Adidas**Role: **Salesforce Developer**Duration: **July 2019 – March 2020**

***Responsibilities:***

* Involved in client meetings to get requirements and involved in the development of all modules.
* Creating several lightning components for objects like Campaign, Overarching, Calendar, Calendar Visualization Objects.
* Developed several apex classes & triggers for market publish mechanism.
* Worked on Test Cases for maintaining the code coverage of the org.
* Created several email templates for configuring the publish mechanism for each market space as per the business required.
* Involved in creating the validation process for consistency of data which was captured by the campaign publish mechanism.
* Involved in developing the DAB Integration-for the backup of created campaigns & campaign lead data to another environment.
* Involved in creating profiles, permission sets, relationships, validation rules, formula fields, OTIF report type and dashboards etc.
* Involved in creating field dependencies for global and local priority levels for the respective seasons.
* Creating different layouts for the market and configured for different profiles like Global, OPC & Local Markets profiles according to the business requirement.
* Involved in preparing post deployment steps for the user stories and configured the same in the higher environment.

***Environment Used:***

Salesforce.com Platform, Workflows, Triggers, Data loader, Process Builders, Approval Process,

Sales Cloud, VS Code, Jenkins, Bitbucket, Git, JIRA.

***Project#6***

Project Name: **AG Consumer Service, Adidas**Role: **Salesforce Developer**Duration: **Jun 2016 – June 2019**

***Responsibilities:***

* Involved in client meetings to get requirements and involved in the development of all modules.
* Worked with various Salesforce.com sObjects like Campaign, Accounts, lead, Contact and Opportunity.
* Data migration from external systems to sales force using Data Loader.
* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity between the Objects.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Created various Reports and Report Folders to assist managers to better utilize Salesforce as a sales-tool and configured various Reports and for different user profiles.
* Used Custom Settings, Remote Settings for Integrating with Third Party Platform as per the business requirement.
* Designed and Developed Apex Classes, Client-Side Controllers, Server-Side Controllers and
* Apex Triggers for various functional needs in the application.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Writing Test Classes and increasing existing test coverage.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used change sets for deployment.

***Environment Used:***

Salesforce.com Platform, Reports and Dashboards, Approval Process, Workflows, Data Modelling, Apex, Force.com Data loader, Change sets, JIRA.