  

**SHRAVAN KUMAR GADEELA SFDC - Developer**

**Phone: 3168181723**

**Summary:**

* 7 years of professional experience in Development, with 6 years of Salesforce.com CRM as a developer and administrator.
* Worked closely with Business Users to enable business process using SFDC.
* Business processes mapping on SFDC platform and processes streamlining and re-engineering.
* Designing of technical architecture of the business, documentation, business and tech meetings with customers.
* Experience in SFDC development using Apex classes and Triggers, Visual Force, S-Controls, Force.com IDE, SOQL, SOSL
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and actions.
* Extensive experience in data migration and integration using Data Loader.
* Worked on Project involved around integrating Enterprise Box functionality with sales force where users can easily share, access and manage files within Salesforce.com
* Good Understanding in Custom Apps, Custom Objects, Custom fields, Applying Sharing Rules, Handling Page Layouts, Search Layouts, Related List and defining Field Dependencies, custom buttons.
* Experience in Sandbox Management.
* Hands on marketing Cloud
* Strong experience in generating Reports and Dashboards
* Configure salesforce and **marketing cloud integration**user along with configuration in salesforce.
* Knowledge of project management tools such as Plan view, MS project etc.
* Hands on journey builder, Data Extension in marketing Cloud.
* Daily migration and development of SFDC in an agile environment using tools like Copado Visual Code, Data Loader and DevOps Process.
* Excellent communication and inter-personal skills; accustomed to working in both large and small team environments.
* Used the Lightning resources for Salesforce.com app Customization.

**Technical Abilities:**

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| Salesforce.com Technologies | Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components & Controllers, Apex Web Services, Apex Data Loader, Salesforce.com SFA, Analytic Snapshots, Dashboards, Reports, Custom Objects, Workflow rule, Approvals |
| Tools | Eclipse, Force.com, Eclipse IDE Plug-in, Developer Console, Workbench, Force.com Explorer, Apex Data loader, Force.com Platform (Sandbox, and Production) |
| Programming Languages | Apex |
| Scripting Languages | HTML, XML, JavaScript, CSS, Amp Script |

**Professional Experiences:**

**Client: MassMutual DEC 2017 – Current  
Location: Massachusetts, Springfield. Role: Salesforce.com Developer/Marketing Cloud/RM**

**Mass Mutual** is an American mutual life insurance company serving five million clients. With headquarters in Springfield, Massachusetts, MassMutual provides financial products such as life insurance, disability income insurance, long-term care insurance, retirement/401(k), plan services, and annuities. Major affiliates include Barings LLC, Haven Life Insurance Agency, and Oppenheimer Funds, INC.

**Responsibilities:**

* Work with Product teams, technical leads, product owners, Subject matter experts, developers, technical support groups and test teams to deliver value to the business.
* Working Closely with Marketing Cloud Business users and product owner together requirements based on business functionality. Implementing user friendly and easy to navigation application as required
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Manage the email marketing strategy for the company that includes planning, email creatives & content, audience segmentation, testing, deployment, delivery and reporting of metrics.
* Building APIs on salesforce to connect to salesforce Marketing Cloud.
* Worked on Amp script development for cloud pages in Marketing Cloud.
* Integrated Box.com with salesforce.com
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and dashboards
* Created Visual force Components to minimize the code and Re-use of components in different Visual force pages.
* Analyze email campaign results the audience, offers, creative, deliverability, open rated, Click through rates and conversation In Marketing Cloud
* Used the Lightning resources for Salesforce.com app Customization.
* Build Apps Visual with lightning App Builder. Developed re-usable UI Components with the Lightening Framework.
* Hands-0n experience in using New Lightning UI to bring Salesforce.com into the responsive UI era of web-based applications.
* Created test classes to cover functional use cases of Apex code
* Understanding Marketing cloud application, **web services**and requirements for automating web services.
* Deployed and migrated code using Copado.

**Client: Wellcare JAN 2017 – NOV 2017  
Location: Florida, Tampa**

**Role: Salesforce.com Admin/Developer**

**Well Care** is a Fortune 500 company that has developed a full complement of expertise in managed care services targeted to government sponsored health care programs, including Medicaid, Medicare, Prescription Drug Plans and the Health Insurance Marketplace.

**Responsibilities:**

* Conducted meetings with business and technology groups at both organizations
* Business processes streamlining and processes re-engineering
* Identifying the need of third party tools, required number of licenses and users
* Involved in Salesforce.com.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.
* Worked with various Salesforce.com.com objects like Accounts, Contacts, Leads, Opportunities, Reports, Dashboards
* Developed and configured various Custom Reports and Report Folders for different user profiles
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created and deployed Several Reports using Salesforce.com.com platform.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Created and used Email templates in HTML and Visual force.
* Performed the roles of Salesforce.com.com Analyst/ Developer and Administrator in the organization.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Client: Vanguard JUL 2015 – DEC 2016  
Location: Pennsylvania PA.**

**Role: Salesforce.com.com Admin/Developer**

**Vanguard** is an American investment management company based in Malvern, Pennsylvania.  
It is the largest provider of mutual funds and now the second-largest provider of exchange-traded funds (ETFs) in the world. It offers mutual funds and other financial products and services to retail and institutional investors in the United States and abroad the project which I was involved is with Human resources Team. It was involved in configuration development and custom portal services. And also involved around integrating Enterprise Box functionality with Salesforce.com where users can easily share, access and manage files within Salesforce.com.

**Responsibilities:**

* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers
* Developed and configured various Custom Reports and Report Folders for different user profile
* Designed and developed Apex Classes, Controller Classes, Apex Triggers and Visual Force Pages for this application
* Populated Metadata related to files/folder by functionality where users can search their content in box with the Metadata tagged to files/folders.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Created wave data sales using internal sales data have worked on the development of reports and charts.
* Handled day-to-day administration, maintenance and support of Salesforce.com modules for 500users.
* Created and used Email templates in HTML and Visual force
* Done configuration works like creating Workflows, Reports, Dashboards and Validation Rules etc.
* Written custom VF pages for the data display and also do modification of the data.

**Client: GARP. MAY 2014 –JUN 2015  
Location: Jersey city, NJ. Role: salesforce.com Admin/Developer**

Project involves creation of **E-COMMERCE** application where the Garp users can login to communities and register for the exams that they are enrolled into and also download tickets, and see the exam results and buy books that are being offered to them and also the eligibility of what user can register is derived from the back hand to the UI by remote actions on to the angular Js screens that are designed by the web team.

**Responsibilities:**

* Building sites for the public Interfaces
* Built reports on visual force pages using charting.
* Building Angular Pages for the data binding.
* Writing API calls to UPS
* Configuration of customer portal
* Salesforce.com CRM implementations involving requirements gathering, solution design, business process configuration, training, reporting, and data migration
* Written custom vf pages for the data display and also do modification of the data.
* Loading the legacy data to the salesforce using Dataloader.io
* Used snapshot to deploy code from one org to another org in salesforce.
* Used sql to get the data from the legacy system.
* Used Copa do to integrate the user stories and to deploy the meta-data.
* Written custom logic to make the Auto-recurring payment to PayPal.

**Client: Godrej & Boyce Ltd. MAR 2013 – DEC 2013**

**Location: Mumbai, India**

**Role: Software Engineer**

**Project**: eBuy is software that allows an organization to carry out procurement activities. It covers the activities of supplier selection, negotiations, Order placement and order tracking in procurement cycle. Identification and selection of supplier takes place thorough Reverse Action (RA) and Request for Quotation (RFQ). These modules allow the buyer to create market, invite supplier for bidding, monitor the market and analyze the result. eBuy allows tracking of purchase orders, delivery schedules, receipts, invoices, payment etc. This system integrates backhand ERP with front-end web system

**Responsibilities:**

* Developed the web pages JSP, CSS, JavaScript.
* Developed Business logic on Java beans and setup connection with database.
* Written Store procedures and designed the database tables.
* Involved in the security issues of SSO.
* Involved in the data modeling, analysis of data, creation of database schema, tables.
* Have worked on the development of reports and charts.
* Parameter passing between different components in the provider objects.
* Content Management of the Prime Sourcing Portal pages.
* Creation of web and business components.

**Education:**

* **Bachelors in “**INFORMATION TECHNOLOGY**”. “JNTU”, HYDERABAD, INDIA.**