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**Yashwanth Pokuri**

Summary:

* 7+ years of IT experience in analysis, design, administration, development and rollout of applications using Salesforce.com CRM, Force.com platform as a Developer and Administrator.
* Five+ years of Salesforce.com experience with Sales cloud, Service cloud.
* 1 year + experience in salesforce Marketing Cloud Developer.
* 1 year + experience on Pardot.
* Analyzing business requirements and preparing Entity Relationship diagrams and converted them to salesforce.com using Standard/Custom objects, established objects relationships using Lookup, Master-Detail and Junction objects to implement one-to-many and many-to-many relationships respectively.
* Performed Salesforce.com Administrative activities - Creating Users, Roles, Profiles, Record Types, Page Layouts, Search layouts, Validation rules, Communication Templates, Workflow rules, Approval process, Reports, Dashboards, Single Sign-on (SSO) and Security Controls.
* Strong experience in implementing data security by OWD, creating criteria-based and owner-based sharing rules for each object and sharing data to various levels of roles in the organization.
* Implemented customizations using Apex Classes, Visual force pages, Integration, SOQL, SOSL and Force.com API.
* Integrated salesforce with external systems by writing SOAP & RESTful Apex classes web service classes.
* Worked with MVC (Model View Controller) design pattern and implemented in Salesforce using sObjects, Apex Controller Classes and Visualforce pages.
* Good experience in writing SOQL, SOSL queries in apex classes and customizing queries to improve performance and to avoid governor limits.
* Strong working experience in developing/customizing applications using Eclipse IDE with Force.com Plug-in and Force.com IDE, written Apex classes, Visualforce pages, Triggers and customized meta-data components like creating custom fields, formula fields and validation rules.
* Written apex batch, schedule classes by implementing Batchable and Schedulable interfaces.
* Good experience in implementing CRM features like Lead, Account, Campaign, Case management using Web-to-lead, Web-to case, Email-to-case and custom Lead conversion.
* Developed custom Reports and Dashboards, developed scheduled dashboards as required Processes to continuously monitor data quality and integrity.
* Migrated data from legacy applications to Salesforce using Import Wizard, Data Loader utility and ETL tools.
* Deployed salesforce components across various Sandbox using Change Sets, Copado and Force.com migration tool.
* Experience in managing Salesforce.com sandbox and production environments.

Technical Skills:

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| --- | --- |
| Salesforce.com | Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force, Apex Web Services, Apex Data Loader, Dashboards, Reports, Custom Objects, Force.com, Visual Studio Code. |
| Salesforce Marketing Cloud | Cloud Pages, Data Extensions, Journey Builder, Email Studio, Automation Studio, Marketing Cloud Connect. |
| Frame Works | Aura Components |
| Salesforce Languages | Apex, AMP Script. |
| Scripting Languages | HTML, JavaScript, CSS |
| Business Tools | JIRA Cx, JIRA Enterprise |

**PROFESSIONAL EXPERIENCE**

**MassMutual. Aug 2017 – Till date**

**Springfield Massachusetts.**

**Salesforce Developer / Salesforce Marketing cloud developer**

MassMutual has 9000+ advisors all over USA serving whole life insurance, term life insurance, attracting new prospects through Email campaigns and Direct mail campaigns using salesforce CRM and salesforce marketing cloud.

**Responsibilities:**

* Involved in Direct discussions with the Business users to gather the requirements and provided input for the design from Technical Standpoint.
* Developed cloud pages using back end AMP Scripting to capture leads.
* Developed Trigger send email definitions on MC to interact with user actions on cloud pages.
* Developed MC Automations for email alerts and place file in SFTP.
* Developed AMP script on email templates for custom messaging to populate required attributes.
* Involved in complete End to End functionality implementation, using agile methodology.
* Designed and developed various Custom Objects to support the Business functionality apart from Standard Objects.
* Developed Triggers, Apex Classes for various business requirements.
* Developed lightning components to capture leads using Aura framework.
* Build Apps Visual with lightning App Builder. Developed re-usable UI Components with the Lightening Framework.
* Worked on different Process Builders and Flows which are mostly user interacted.
* Refactored Process Builders which have updates on same records to Apex code, as multiple recursion of Triggers is occurring because of updates on same record and if recursion is stopped, we were missing some business functionality.
* Developed various Workflows, Formula fields based on business requirements.
* Worked on Pardot landing pages and forms.
* Built Automations to export and import data.
* Integrated marketing cloud with salesforce CRM.
* Developed different record types to support different relationships of an object to different objects and also maintaining different List of Values (LOV) as a place holder in the system in a single object for different business requirements.
* Worked very closely with the Business Leadership to provide updates on the development status.
* Developed different Batch Classes, Future Methods, and Queueable Methods for different complex scenarios where synchronous methods were running into governor limits.
* Developed custom report types, reports and dashboards based on business requirements.
* Refactored code where 101 SOQL errors were occurring by merging different methods and stopping recursions of the triggers.
* Worked on different Test Classes to improve the code coverage above 75% for successful deployments to Production Environment.
* Worked on different securities in the system developing Sharing rules, permission sets, public groups, and maintaining Roles and Profiles.
* Used Custom settings and Custom Metadata for different scenarios for ease of use of the system by Admins.
* Customized page layouts for different profiles and different record types based on the level of access the users should have.
* Used JIRA-CX and Confluence to maintain Epics, Components, Stories, Issues, and Tasks and update the status of the development for Client to review.

**Environment:** Saleforce.com CRM, Pardot, Salesforce Marketing Cloud, Apex Classes, Visual Force Pages, Custom Objects, Custom Tabs, Email Services, Reports.

**Northwestern Mutual. April 2016 – July 2017**

**Milwaukee/Wisconsin.**

**Salesforce Developer**

Northwestern mutual has advisors all over united states serving 4.5 million clients with disability insurance, long-term care, attracting new prospects through Email campaigns and targeting thru customer insights platform.

**Responsibilities:**

* Worked on cases, case process, queues, email templates for customer center and integrated with service cloud.
* Identifying the need of third-party tools, required number of licenses and users.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Campaigns Reports, Dashboards
* Developed and configured various Custom Reports and Report Folders for different user profiles.
* Enhanced existing visual force pages.
* 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 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 Analyst/ Developer and Administrator in the organization.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** Saleforce.com CRM, Pardot, Salesforce Marketing Cloud, Apex Classes, Visual Force Pages, Custom Objects, Custom Tabs, Email Services, Reports.

**SR Microsystems**

**Bangalore India. Mar 2013 – FEB 2015**

**Salesforce Developer.**

SR Microsystems is the implementation partner for Bajaj Allianz Insurance. Sales Apps were implemented in this Project to support both Internal Users and Partner Community Users functionality.

**Responsibilities:**

* Worked in a large team, on new enhancements into tools and speaking with Business partners and designing solutions.
* Agile Development Methodology was followed for the implementation.
* Developed Apex classes, Apex Triggers for various functional needs in the application.
* Created Test Classes and used SOQL queries based upon the requirements.
* Created workflow rules, validation rules and assignment rules. Configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Used Process builder for record creation as well as record updates.
* Design of Visual Force Pages, Dashboards and various other components as per the client and application requirements.
* Implemented REST based web services for fetching the data.
* Implemented web to lead and email to task functionalities.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into [salesforce.com](http://salesforce.com), checking for the correctness of the data.
* Customized page layouts for Lead, Opportunity, Account, contact objects depending upon user roles and groups.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Creating an apex scheduler class which will schedule the batch Apex class.
* Ability to overcome the governor limit.
* Responsible for creating the Test Methods to provide maximum coverage to the triggers and other Controller classes.
* Involved in SFDC application support for end users.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Worked in onsite/offshore model with the client.

**Environment:** Salesforce.com platform, Visualforce pages, Apex triggers, Apex classes, SOQL, Data Loader, REST, Data Management, Validation Rules, Workflow Rules, and Relationships

**TECHWELL**

**Hyderabad India. Feb 2012 - Feb 2013**

**Salesforce Administrator/ Developer**

Techwell is consulting partner for Aditya Birla health insurance, we implemented Sales and Marketing apps for the client using Sales cloud.

**Responsibilities:**

* Performing the roles of Salesforce.com Developer and Administrator in the organization.
* Interacted with various business user groups for gathering the requirements.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Administered tasks like setting up organization with Roles, Users & Profiles, Sharing rules, IP restrictions, Session settings.
* Configured/Created Profiles, Roles for the organization and setting up Field-level, Object-level security rules for the application.
* Developed various Custom Objects, Tabs, validation rules, Components.
* Using Force.com developer toolkit including Apex Classes and Visualforce pages to develop custom business logic.
* Worked with SOQL & SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Created Custom Objects and fields for transactional and contractual information.
* Encrypted sensitive data with Encryption Fields feature.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used field level security along with page layouts to manage access to certain fields.
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Worked on Unit testing, for the customizations and developments done during the project.
* Provided the training to the internal business users to use the application and develop their own custom reports.

Environment: Saleforce.com CRM, Force.com platform, Apex Classes, Visual Force Pages, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports.