

**Santhi Lakshmi Boddupalli**

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**PROFESSIONAL SUMMARY**

* 8 years of IT experience in Salesforce.com Administration/Development on force.com platform including analysis, modeling, design, coding, testing and implementation on various business domains like Financial, Insurance and Manufacturing, Health.
* Excellent collaboration skills working with customers, cross functional teams and business stake holders. Ability to work in a dynamic environment and adapt to rapidly changing priorities.
* Strong Experience working with Apex classes, Triggers, Controllers & Controller Extensions, Components, Test Methods, Application Design and Development on Multitenant Force.com platform.
* Implemented the new LWC libraries using ‘import’ and write minimal Apex coding to reduce support and maintenance of Custom components.
* Analyzed Sales, Marketing, Customer Service and Customer Support business processes used by salesforce.com customers and recommended ways to improve their processes using salesforce.com.
* Hands on experience in salesforce.com CRM integration, developing and deploying custom integration solutions. Excellent skills in creating/troubleshooting/modifying Apex code and Visualforce pages.
* Strong knowledge on Administration setup, Apex, Visualforce and experience with different SFDC development tools like Force.com Eclipse IDE and integration tools like Apex Data Loader, Import Wizard and Data Manipulation Language for data migration and management in bulk.
* Experience in SFDC Integration using Web Service and Apex Programming, Salesforce Service Cloud expertise.
* Developed Apex classes, Lightning Component, Lightning Web Components, Apex Triggers and Visualforce Pages on Force.com platform to customize application according to the functional needs.
* Experience in Administration, Configuration, Implementation and Support of Salesforce CRM and Salesforce applications based on Apex Language and leveraging Force.com Platform.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* In-depth understanding of CRM business processes and management of Lead, Order, Account, Case and Campaign.
* Extensive experience in classic and lightning platform/ LWC.
* Experience in Apex coding to implement the complex business logic with in Governor Limits.
* Developed test classes and test methods to ensure maximum code coverage in production instance.
* Experience building new apps with the Lightning App Builder and Lightning Components.
* Experience in building Visual Force Pages, Visual Force Custom Controllers/ Components, Advanced Search Functionality, Reports, Dashboards, Tabs.
* Experience in implementing various web frame-works like jQuery on Aura Frame work and Lightning Web Components (LWC).
* Implemented and executed Debug Logs and System Logs.
* Experience in developing client-specific solutions on force.com platform using Apex classes and Triggers, Visualforce, Force.com IDE, SOQL, SOSL
* Experience in working with Marketing Tools Apttus, DocuSign and Draw loop.
* Experience in integration of Salesforce.com applications with other applications with an emphasis of the Web Services/XML.
* Experienced working with various AppExchange products or CPQ products like Salesforce CPQ(formerly SteelBrick CPQ), IBM sterling CPQ, APPTUS CPQ, Conga Composer and DocuSign
* Extensive experience in designing of Custom Objects, Custom Fields, Pick List, Role based Page Layouts, Workflow Alerts and Actions, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Report folders, report extractions to various formats, design of Visualforce Pages, Record Types, Dashboards, and Email generation according to application requirements.
* Worked with team members for full-cycle projects, such as developers, to complete consulting projects on time, and deliver outstanding consulting services to salesforce.com clients.
* Having Administration experience on CRM applications like data exports & imports, application support, Security Administration, Maintenance, and user & security management.
* Strong experience in Agile and Waterfall methodologies.
* Proficiency in in developing Web based applications using C++, C#, Java, Java Script, .NET, XML, HTML, Microsoft Visual Studio, IIS Web Server, PHP, UNIX and PERL.
* Good understanding of SFDC implementations covering Sales Cloud, Service Cloud and App-exchange applications.
* Experience in web technologies like HTML, XML, CSS, and JavaScript.

**TECHNICAL SKILL-SETS**

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| **SALESFORCE TECHNOLOGIES** | Apex Classes, Apex Triggers, Apex Custom Controllers and Extension, VisualForce (Pages, Components & Controllers), Validation Rules, Workflows, Dashboards, Reports, Custom Objects, Force.com Eclipse IDE Plug-in, Sandbox development and testing, Apex Data Loader, SOQL, SOSL, Dashboards, Analytical Snapshots, Apex Web service, Service Cloud. |
| **SALESFORCE TOOLS** | Force.com IDE, Force.com API tools (Data Loader), Force.com Explorer, Force.com Migration Tool, AppExchange |
| **LANGUAGES** | Apex, C, SQL, HTML, XML, CSS |
| **JAVA TECHNOLOGIES** | Java, JavaScript |

**WORK EXPERIENCE**

**Kemper Corporation - Jacksonville, FL Mar’2018 – Till date**

**Salesforce Developer**

**Roles & Responsibilities:**

* Worked with the user group for requirement gathering throughout the planning and implementation.
* Analyzing the current requirement process, identifying problems and making recommendations to improve the process.
* Coordinate with IT development teams to build user stories, business requirements, and monitor data quality for data feed processes and Working with Marketing managers and converting their strategy into implementations using Marketing cloud Exact Target.
* Interacted with various Business User Groups (Sales and Ops) to gather the document requirements.
* Responsible for automating the processes, development using Apex, Visualforce following the apex best practices.
* Hands-on with Salesforce CLI to develop Lightning Web Components (LWC).
* Extensive Experience in SalesForce CRM with end to end implementation experience.
* Implemented Marketing cloud integration with Service cloud to manage cases. Used Community cloud on Sales Force platform to connect third party systems.
* Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in Lightning App builder.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Implemented CPQ System to improve user experience in the Quoting process using Salesforce.
* Working with Administration activities like Users, Profiles, Permission Set Role, OWD settings and Sharing Rules. Designed and Developed Service Cloud and Integration.
* Resolve the Cases and support the team on urgent bases, implementation and working with real-time troubleshooting.
* Extensive experience in programming using SalesForce SFDC, Force.com, Java, JavaScript, and XML and developed many CRM solutions.
* Marketing Cloud tools and database queries Used automation studio for performing actions such as imports, extracts and SQL query activities.
* Customized Salesforce CRM beyond native functionality with Apex code as per the requirements.
* Customized the Dashboards and Report to track usage of productivity and performance of business centers and their sales teams.
* We used to work with Lightning Components for Community Builder, and the new consumer-based UI instead of having to use other frameworks.
* 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.
* Used Apex Data Loader to migrate data such as accounts, Products, Quotes and Forecast from different legacy systems.
* Working with Lightning Aura Framework to meet business requirements.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Experience working across various SFDC implementations that are covering Sales cloud, Service Cloud and Apttus CPQ.
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Packaged and Deployed customizations from Sandbox to other environments using Migration Tool - ANT.
* Contract life cycle management: configuring Agreements, Templates, Query Templates, Agreement Output formats, Agreement Protection, Agreement Rules, Configuring Wizard and Approval Management.
* Quote to Cash: configuring Bundles, Configuration Attributes, Product Rules, Price Rules, Summary Variables, Discount Schedules, Approval Process Management and Rebate Management.
* Designed UI for the Quoting and Pricing functionality.
* Experience in complete Quote-to-Cash process Opportunity to DocuSign (Opportunity, agreement, DocuSign e-signature completeness).

**Environment:** Saleforce.com platform, Force.com API, Apttus CPQ, SalesForce CRM, Workflow & Approvals, Community cloud, Reports, Custom Objects, Lightning, Marketing Cloud, Custom Tabs, Email Services, Web services, DocuSign, Visual Force, SalesForce.com Data Loader, Security Controls, Sandbox, Eclipse IDE Plug-in, Dashboards, Data Migration Tool, ANT.

**Byline Bank - Chicago, IL Jan’2016 – Feb’2018**

**SalesForce Admin/Developer**

**Roles & Responsibilities:**

* Worked with groups, participated in Requirement Gathering Sessions to define their needs and developed an action plan and specification document.
* Developed complete Custom Objects as specified in the scope document.
* Created Custom fields, pick lists, field dependencies and validation formulas to the custom objects.
* Execute full life cycle of Commerce Cloud (Demandware) site implementations as well as existing site maintenance and enhancements.
* Worked on Multilanguage features of SalesForce Commerce cloud
* Worked on Customer Service Center on Commerce Cloud
* Created pick lists and page layouts and coupled those using Record Types.
* Worked on Apttus CPQ helps channels close bigger deals faster with visibility into the latest product and pricing information, and the ability to quote quickly from any device.
* Added, configured workflow rules, time triggered workflows, email templates resulting into effective web to lead communication with customers and partners.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Created profiles and implemented Object and field level security to hide critical information.
* Implemented Apex Classes & Triggers and linked them to manage the workflows Implemented in the system.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey Builder, Email Studio and Automation Studio. Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Responsible for migrating developed packages from different sandbox instances. Development Sandbox, QA sandbox, SIT sandbox and UAT sandbox.
* Worked on Salesforce community cloud to provide access to employees, customers and partners to Salesforce data.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Created mash up between sales force CRM and Gmail through Force.com AppExchange’s Email integration engine.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created test scenarios on Sandbox environment and migrated code to deployment upon successful testing.
* Responsible for Apttus CPQ/CLM packages installations and data settings in Dev sandbox.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from the home grown applications by using the home grown web services.
* Used Apex Data Loader to migrate data such as accounts, campaigns from legacy system.
* Maintained processes of CSV import file updates for customer records into Accounts, Contacts using Data Loader and Import Wizard.
* Provided support ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow, campaign management and triggers.
* Primary responsibilities included custom application development and integration.

**Environment**: Saleforce.com, Apex Classes, Controller Classes, Triggers, Visualforce, Apttus CPQ, Salesforce.com ,Data Loader, Workflow &amp; Approvals, Reports, Custom Objects, Marketing Cloud, Custom Tabs, Page layouts, Email Services, SOQL, SOSL, Sandbox, Force.com IDE, Import Wizard.

**AMX - Richardson, TX Sept’2013 - Dec’2015**

**Salesforce Administrator/Developer**

**Roles & Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Involved in data mapping and data migration from Oracle database to SalesForce.com objects.
* Developed various Custom Objects, Tabs, Components and Visualforce Pages and Controllers
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Worked Mainly on Sales Cloud implementation
* Worked on GeoPointe application, took part in designing and developing the functionality in order to generate maps for Standard and Custom objects.
* Created and deployed several Reports and Dashboards using salesforce.com platform.
* Developed Apex Classes, Controller Classes and Apex Triggers in accordance with the governor limits for various functional needs in the application.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Used C# in various Salesforce and Force.com requirements whenever needed.
* Integrated Salesforce CRM with Siebel CRM using web services API.
* Worked with a cross-functional Scrum team to maintain and enhance Salesforce Service Cloud applications in iterative release cycles.
* Created and used Email templates in HTML and Visualforce.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from the home grown applications by using the home grown web services.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Developed ETL mappings in Informatica for Integration between Salesforce and Oracle.

**Environment**: Salesforce.com platform, GeoPointe map Application, Apex, Visualforce (Pages, Component & Controllers), Apex Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Workbench, HTML, Java Script, CSS, WSDL, SOAP, AJAX, MVC Design Patterns.

**Christus Health - Irving, TX Feb’2012 – Aug’2013**

**Salesforce Administrator**

**Roles & Responsibilities:**

* Involved in User Management - Creating users, Roles, Profiles.
* Involved in SFDC application support for end users.
* Designed System Configuration Enhancements (Dashboards, Reporting, Page Layouts, Sharing Rules, Hierarchy etc.)
* Develop and Deploy Apex classes and Apex Triggers from test environment to production using eclipse migration tool.
* Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.
* Created Sharing rules, Assignment Rules and Escalation Rules for Cases.
* Involved in reports development.
* Customize Work.com page layouts, fields.
* Develop Validation rules and workflows.

**Environment**: SalesForce.com, CRM Application Platform, Apex Language, Visual Force, S-Controls, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse.

**Education :** Bachelor's degree in Electrical and Electronics Engineering from JNTU Hyderabad, 2007.