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**Subbarao Konakalla**

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**PROFESSIONAL SUMMARY:**

* **Having 11+ years** of IT experience in **CRM** with **5** years in Salesforce.com Development & Administration.
* Good experience in the complete life cycle of project development (SDLC) including System Analysis, Design, Development, Testing and Deployment.
* Extensively worked as a techno-functional consultant in providing CRM solutions designed for midsize and large enterprise businesses with excellent business domain experience in Sales, Service, Medical, Automotive and Pharma applications.
* Experience in **development** and **customization** of **Salesforce CRM** applications using **Apex classes**, **triggers**, **Visual force pages**.
* Strong in defining and managing Business process automation processes like **Data Validations, Process Builders, Flows** and **Workflow rules**.
* Proficient writing **SOQL** queries in **Apex Classes** and **Triggers**.
* Experience in designing and implementing Salesforce.com applications using **Agile** methodologies.
* Configured and maintained user Security Permissions in compliance with organizational needs.
* Experience in developing the **lightning** components and configuring the application and platform in lightning experience.
* Worked on Email to case, Omni Channel, Custom Settings and Custom Metadata.
* Worked on creating Test classes wherever necessary with a target of minimum 75% **code coverage**.
* Experience in cross functional applications using **SOAP** and **RESTFUL** web Services to integrate with 3rd party systems.
* Experience in reviewing Test Procedures, analyzing bugs, interacting with team members in fixing errors and **User Acceptance Testing** (UAT).
* A very good team player with the ability to work independently and a competent, co-operative and result oriented IT consultant possessing excellent interpersonal, written and oral communication skills.
* Strong Knowledge on **Mule Soft**, **Data Stage** and Oracle BI (**OBIEE**).

**TECHNICAL KNOWLEDGE:**

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| **Force.com** | Apex Classes, Triggers, Custom Controllers, Visual Force Pages, SOQL, Packaging and Data Migration, Force.com IDE (Eclipse). |
| **SFDC Tools** | Data Loader, Dataloader.io, Workbench, App Exchange. |
| **SFDC Technologies** | Apex, Visualforce, Controllers, Triggers, Lightning (Components, Apps, Events), Web Services, SOAP, REST, Sales cloud, Service cloud, SOQL, SOSL, Reports, Dashboards. |
| **Web/Middleware Technologies** | HTML, XML, CSS, JavaScript, Angular JS, REST API, Think Smart, Mulesoft. |
| **ETL Tools** | Data Stage. |

**CERTIFICATIONS:**

* Salesforce Platform Developer 1.
* Salesforce Administrator.

**WORK EXPERIENCE:**

**Client: New York City Housing Authority, NYC Mar 2018– Till Date**

**Role: Salesforce Developer**

**Responsibilities**:

* Worked on Apex classes, Triggers and test classes for various technical needs in the application.
* Implemented Batch Apex to create Annual and Interim Cases that meets the selection criteria based on quarters.
* Developed Flows to create and add the Case under Parent upon event of termination and status changed to In Progress.
* Worked on Salesforce Lightning Components for building customized Pages replacing the existing ones.
* Developed test classes to make sure all positive and negative scenarios are covered. Achieved 90% in most of the scenarios.
* Implemented Case Management Automation to track and solve Customer’s Issues. Implemented Email-to-Case, Web-to-Case to support this.
* Used SOQL with in Governor Limits for data manipulation needs of the application.
* Implemented Security access to the user profiles by creating object level security, field level security and record level security.
* Responsible for supporting users, tracking tickets, troubleshooting, root cause analysis and fixing issues.
* Leveraged change sets for deploying the changes from Dev to QA or other sandboxes when needed.
* Prepared functional and technical documentation for the custom development to keep all these in confluence page.
* Developed various Custom Objects, Tabs, validation rules and Components.
* Involved in developing data model in the project by helping team build entity relationship diagram.

**Environment:** Saleforce.com platform, Apex, Visual Force, Java Script, JQuery, Workflow, Reports, Custom Objects, Custom Tabs, HTML.

**Client: CarMax, Richmond, VA May 2016–Mar 2018**

**Role: Salesforce Developer**

**Responsibilities**:

* Involved in End-to-End requirement analysis, design, development and implementation with Salesforce CRM.
* Worked on Apex classes, Triggers and test classes for various technical needs in the application.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Used field level security along with page layouts to manage access to certain fields.
* Worked on enhancement in SFDC Integration using REST Web Service API'S for sending data to 3rd party systems.
* Developed Batch/Scheduled Apex to run the Letter Generation and attach them to Dealer records once every week.
* Designed and Implemented Approval process for new customers based on their needs.
* Implemented the TEST classes to meet the code coverage (90%) as per the standards.
* Responsible for supporting & tracking tickets, troubleshooting, root cause analysis and fixing issues.

**Environment:** Apex Language, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, JavaScript, Web Services.

**Client: BMW Financial, Columbus, OH Feb 2015–May 2016**

**Role: Delivery Sr Consultant**

**Responsibilities**:

* Involved in End-to-End requirement analysis, design, development and implementation with Salesforce CRM.
* Gathering requirements from clients and Business, documented and delivered functional specification documents, and assisted in analysis and design the requirements
* Involved in the analysis of the impacts on the existing application based on the enhancements of the existing interfaces
* Developing Inbound and Outbound Web Services to combine component-based development and Internet standard protocols that include HTTP, XML, Simple Object Access Protocol (SOAP) and Web Services Description Language (WSDL)
* Written Business Services to get the data live from .Net to siebel
* Developed VBCs to display the external data in Siebel application using business services that are scripted using eScript
* Involved in Effort Estimation for requirements and CR’s
* Created Run Time Events (RTE) to meet certain requirements

**Environment:** Siebel eAutomotive 8.1, Oracle PLSQL.

**Client: Natus Medical, San Diego, CA Mar 2013–Feb 2015**

**Role: Sr Siebel Developer**

**Responsibilities**:

* Involved in End-to-End requirement analysis, design, development and implementation with Salesforce CRM.
* Customized the application creating workflows, business services, custom buttons using Siebel eScript and implemented other declarative alternatives like User properties and data validation methods.
* Project mainly requires configuration under Order Management .
* Configured and customized the Applets, Views, Screens, Business Components and Business Objects through Joins, Links, MVGs and MVLs.
* Involved in configuring State Model and worked in configuring List of Values, Pick Lists (Static &Dynamic), Toggles and Drilldowns.
* Implemented the Declarative Configuration Alternatives using Data Validations, User Properties, Workflows and Run time Events
* Worked on Assignment Manager and Territory Management
* Monitoring the Remedy Tickets (Issue raised by Business and users) on regular basis
* Worked on VBC to display external systems data in to siebel
* Resolving all adhoc issues, if issue is not related to Siebel then assign it to correct work-group
* Preparing and Executing the Unit/Integration test plan.

**Environment**: Siebel Call Center 8.0, SQL\* Plus, Windows.

**Client: Reckitt Benckiser, Hyderabad, IN Mar 2012–Feb 2013**

**Role: Sr Siebel Developer**

**Responsibilities**:

* Involved in End-to-End requirement analysis, design, development and implementation with Salesforce CRM.
* Customized the application creating workflows, business services, custom buttons using Siebel eScript and implemented other declarative alternatives like User properties and data validation methods.
* Project mainly requires configuration under Order Management .
* Configured and customized the Applets, Views, Screens, Business Components and Business Objects through Joins, Links, MVGs and MVLs.
* Involved in configuring State Model and worked in configuring List of Values, Pick Lists (Static &Dynamic), Toggles and Drilldowns.
* Extended the Siebel tables through Custom tables and columns and created User keys and Indexes.
* Implemented the Declarative Configuration Alternatives using Data Validations, User Properties, Workflows and Run time Events
* Worked on Assignment Manager and Territory Management
* Monitoring the Remedy Tickets (Issue raised by Business and users) on regular basis
* Worked on VBC to display external systems data in to siebel
* Resolving all adhoc issues, if issue is not related to Siebel then assign it to correct work-group
* Preparing and Executing the Unit/Integration test plan.

**Environment**: Siebel Call Center 8.0, SQL\* Plus, Windows.

**Client: KPIT Cummins, Pune, IN Oct 2010–Feb 2012**

**Role: Siebel Configurator**

**Responsibilities**:

* Involved in End-to-End requirement analysis, design, development and implementation with Salesforce CRM.
* Involved in the configuration of Static, Dynamic, Constrain, Hierarchical Pick lists using Joins and LOVs.
* Written Script in Business Services at Siebel Tools Level.
* Extensively Worked on Workflow Process Designing.
* Providing estimation and status update to the higher management on regular basis.
* Performed Impact analysis and root-cause analysis of Production issues.
* Reviewed the scripts written by team members for performance tuning.
* Worked on the exclusive of configuration of the Applets, Views, Screens and assign particular Screens to Application.
* Involved in the Configuration of User Properties.
* Fixed the defects found during the internal testing.

**Environment**: Siebel Sales and Marketing 8.0, SQL\* Plus, Windows.

**Client: Pfizer Inc, Hyderabad, IN May 2010–Oct 2010**

**Role: Siebel Configurator**

**Responsibilities**:

* Preparing adhoc srf and ifb files basing on business requirements.
* Configured different types of Applets, BC and views in the application.
* Written complex scripts at applet, BC and Business service level.
* Writing SQL queries from different entities based on the business request.
* Getting in to calls with the team to review the activities.
* Configured Application, Screens, Views, Applets, Business Components, Business Objects, Chart Applets, Links, Joins.
* Trouble shooting of various issues in Siebel Pharma handheld application (PDA).
* Acting as POC (Point Of Contact) for Czech Republic, Netherlands and United Kingdom.
* Analyzed various issues reported by end users by interacting with onsite team.
* Worked on Data Stage for Wyeth Data Migration.

**Environment**: Siebel Pharma 7.7/7.8, PL/SQL, Windows.

**Education**: B.Tech from JNT University in the year 2006, Hyderabad, India.