



Gopi .Ginjupalli
Application Developer

Email : gopi534k@gmail.com
Mobile : +91-9398488926

EXPERIENCE SUMMARY:

- Around 3.2 years of total IT experience comprising in developing Cloud based applications in Salesforce.com platform.
- Experienced in designing and building Custom applications on Sales force CRM and force.com Platform according to business needs.
- Experienced in designing Email templates, SMS and Push notifications on Sales force marketing cloud.
- Overall technical background including Apex, Visual Force development, Force.com IDE, SOQL, MVC Framework, HTML/XML.
- Extensive experience in analyzing business requirements, entity relationships and converting to Sales force custom objects, lookup relationships, junction objects, master- detail relationships.
- Automated business processes using Workflows and approval processes and Apex triggers
- Having experience in working with architects, developers, testers and other stake holders in Product development organization to plan and provide high quality and efficient software solutions.
- Experienced in Agile development model.

EDUCATIONAL DETAILS:

Bachelor technology form Jawaharlal Nehru Technological University kakina, in 2017,vijayawada.

TECHNICAL SKILLS

- Salesforce.com :Salesorce.com CRM,ServiceCloud,Sales Cloud,Marketing Cloud.
- Salesforce.com Tools : Apex Data loader, Force IDE for Eclipse, Workbench.
- Programming languages : Apex,Java, Liquid Shopify
- Query Languages : SOQL, SOSL, SQL
- Web Design : HTML, XML, CSS.
- Cloud Platforms : Salesforce.com
- OperatingSystem : Windows X, MacOSX.
- Other Tools :Litmus,Braze

Project Name : CCCM (Cisco Cloud Collaboration Management) :

Summary :

CCCM is a collaborated SFDC platform for multiple Cisco Case management processes across the organization. The primaries are Cisco WebEx Support and Cisco Product Subscription processes. The application has various service cloud capabilities like communities, Console and Knowledge base for effective case management process.

Roles and Responsibilities:

- Worked as junior developer in both development and application maintenance post go-live.
- Played important role in capturing business requirements from the client and documenting in TDDs.
- Implemented Service cloud console for case management process.
- Implemented multiple case creation process through email-to-case customer communications.
- Created multiple custom pages using Visual Force and Apex which looks like legacy WebEx site pages but access/load data to SFDC.
- Implemented Workflows and approval processes and Apex triggers process based on user activity.
- Implemented knowledge base and built custom article pages as per business needs.
- Supported the application post go live
- Implemented Apex, VisualForce development, Force.com IDE, SOQL, MVC Framework, HTML/XML.

Project Name : Quote 2 Cash

Summary :

Quote 2 Cash is a Salesforce CRM project of Quest Software US. The company Quest is into sales & services of software & hardware products to industries such as IT, Banking, Government, Health etc across the globe. These products and services are offered through five main business divisions like Platform Management, Information Management, Data protection, Unified endpoint management, One Identity. Quest were using various CRMs like Siebel, bhoomi etc to run the business operations, now they are migrating to Salesforce with additional new functionality for ease of doing business and better transparency. As part of phase one Quest released Q2C Sales process to business that covers the Salesforce modules such as Accounts, Contacts, Opportunities, CPQ, Approvals, Orders. In phase two its planned for Services followed by SAAS.

Roles and Responsibilities:

- Static testing on requirements documents
- Involved in designing End to End test cases.
- Part of SIT-1 (System integration testing) and SIT 2 testing.
- Involved in Regression testing.
- Attended daily scrum and retrospective meetings.
- Bugs / issues retesting and reporting the final status appropriately.
- Involved in spot Data check
- Involved in Security Testing
- Involved testing in various salesforce instances like
- DevPOC (Bugs Retesting, User stories)
- DevFull (SIT 1, SIT 2, Regression)
- TST (Pre UAT, UAT)
- Production (Smoke & Sanity Testing)

Project Name : StubHub-Email Newsletters & Templates

Summary :

StubHub is an online ticket exchange company owned by eBay, which provides services for buyers and sellers of tickets for sports, concerts, theatre and other live entertainment events. It has grown from the largest secondary-market ticket marketplace in the United States into the world's largest ticket marketplace.

Roles and Responsibilities:

- Developing responsive multichannel Email Templates and Campaigns.
- Developing UI campaigns, based on UX designs.
- Troubleshooting/Issue fixing related to HTML Templates, list segmentation, Ampscript for all the campaigns across Salesforce marketing cloud processes.
- Executing lifecycle campaigns on marketing automation on salesforce marketing cloud.
- Increasing deliverability by performing Litmus proofing for all the campaigns
- Email Open rates 20% above industry average, with similar click-through rates.

- Responsible for creating and maintaining quality standards for marketing automation platform (Email, Forms, Landing Pages, Campaigns) with adherence to both internal and external standards.
- Documenting and following extensive QA and test.
- Highly analytical and able to extract meaning from data through A/B testing and email optimization.
- Handling Audiences data, fetching/on boarding new customers into the database through SQL queries.
- Deploying all the process related tasks on Salesforce Marketing Cloud – Email Templates, Email Campaigns, Landing pages, Microsites, Lead generation, Contact Segmentation, etc.
- Scheduling Automations and Journey for wide variety of campaigns.
- Creating Groups and data filters, Subscriber Segments from SQL, populating Data extensions via FTP.
- Handling Contact Builder, Content Builder, Personalization Builder, Audience Segments and analysing Subscriber interaction

Date:
Gopi .Ginjudalli