**NAME: Prudhvi Ravula
Email:** **prudhvitechie88@gmail.com** **PH: +1 (405) 757-4340**

**Salesforce lightning Developer**

**Professional Summary**

* Over 9 years of IT experience and as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well.
* Extensive experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Strong understanding of Salesforce Commerce Cloud (Demandware) platform's capabilities, best practices & experience in implementing FCC(SFRA/Site Genesis) based
* applications using features like Pipelines, JS Controllers, ISML Templates, Content Slots, Page Designer, Custom Objects, Real - time/Jobs data exchange using Web
* services, OCAPI and 3rd party integrations
* Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Knowledge of VXML - based IVR systems.
* Good insight in to the Health and Financial Domain.
* Developed and recommended CRM roadmap for customers in the Financial Domain.
* Experience in implementing various Salesforce commerce cloud applications like SFRA.
* Experience in Development of Demandware Based E-Commerce Site (Commerce Cloud B2C).
* Worked on Payment Integration to Demandware based E-commerce SFRA site (Commerce Cloud B2C).
* Experience working in Agile methodology, Scrum methodology, Waterfall model and Test-driven development.
* Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
* Extensive exposure to Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing and User Acceptance testing(UAT).
* Created customized UI as per the client and application requirements using Visualforce.
* Review/Adjust/Write Apex and Visual Force page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
* Competent in analyzing and creating narrative Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram using UML Tools like MS Visio.
* Expertise in Business Analysis methodologies and iterative Software Development Life Cycle(SDLC) in relation with all the phases of Rational Unified Process(RUP).
* Experience in data migration from ACT, Excel, MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica.
* Experience in Creating page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail.
* Working with different aspects of Web Services (XML, WSDL, SOAP, REST).
* Expertise in customizing standard Objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts) and Dashboards and Report folders for different user profiles as per the requirements.
* Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like Pick-list, Field Dependencies, Custom Formula, Approval Process, Sharing rules for automated alerts, field updates and Email generation.
* Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Exposure to Apptus and Steelbrick, developed POC's in Apptus CPQ and steelbrick CPQ.
* Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Excellent communication and inter- personal skills, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce.com based development enhancements and implemented lightning applications from the scratch.
* Setting up Service Cloud Console, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
* Expertise in Lightning app builder (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed Lightning Component Framework and also built Lightning component using aura framework.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
* Built reusable UI/UX components with lightning component framework.
* Strong experience with source control tools Git, Bit bucket, Source tree, built salesforce code from the repository.
* Knowledge to work on Salesforce Wave Analytics product.
* Experienced in Object Oriented Analysis and Design and Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**Technical Skills**

CRM TOOLS: Salesforce.com

SALESFORCE TECHNOLOGIES: Apex Classes, Test Classes, SOQL, SOSL, Visual Force, Lightning pages (Pages, Component & Controllers), ETL, S-Controls, Triggers, Custom Objects, Web services, Commerce cloud, Validation Rules, Work Flows, Dashboards, Reports, Sandbox development and Testing

SALESFORCE API TOOLS: Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader

LANGUAGES: C, C++, Java, PL/SQL, Apex, Ajax, C#

OPERATING SYSTEMS: Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008 , Macintosh, Linux, Unix

WEB TECHNOLOGIES: Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, JQuery, OOD

Good Experience in Unit testing using Mocha / Chai test framework

Version Control Tools: CVS, Clear Case, Subversion, VSS

Web services: SOAP, Cast Iron, WSDL, XML, JSON, REST

Databases: MS SQL Server 7.0, Oracle 10g/9i/8i, MS Access

**Professional Experience**

 **Sr Salesforce Developer**

**Truist Financial Corporation -** [**Charlotte, NC**](https://www.google.com/search?rlz=1C5CHFA_enUS981US981&sxsrf=ALiCzsb9s1jZHGuxme7eVbqV5N1dJUCTvg:1663126849883&q=Charlotte+Mecklenburg+County,+NC,+United+States&stick=H4sIAAAAAAAAAONgVuLQz9U3SCtOsnjEaMwt8PLHPWEprUlrTl5jVOHiCs7IL3fNK8ksqRQS42KDsnikuLjgmngWseo7ZyQW5eSXlKQq-KYmZ-ek5iWVFqUrOOeX5pVU6ij4OesohOZllqSmKASXJJakFgMAHmxeL3QAAAA&sa=X&ved=2ahUKEwiL5OmorpP6AhU5lmoFHaJvAXgQzIcDKAB6BAgZEAE) **January 2021 to Present**

**Responsibilities:**

* Performed the role of Salesforce Developer in the Organization.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Develop unit tests for web services using Mocha.js, a Node js framework and Chai.js and ensure it meets business
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Familiar with Salesforce latest product launches including Wave Analytic.
* Developed wave dashboards using Salesforce platform as the backend.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Implement new Payment gateway (Vipps B2C) for an already existing site.
* Created multiple custom pagedesigner pages and components in Commerce Cloud.
* Worked on Salesforce Commerce Cloud (Demandware) Platform’s capabilities best practices in SFRA.
* Hands on experience in using the Aura framework, Commerce cloud (B2C) and Salesforce lightning Design System (SLDS).
* Worked on implementing various Salesforce Commerce Cloud (SFCC) based applications like SFRA, Site Genesis etc.
* Implementing the checkout flow using react in Commerce cloud.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Creating SFDC reports (functional and technical documents).
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Developed applications using Agile methodology.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Experience in configuring price quote(CPQ) with Apptus.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Used more than 55% of Apex for development.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer's cases in Cases Tab.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API.
* Integrated applications with salesforce.com using SOAP web services API.
* Used Informatica Power Exchange for integrating the SFDC with legacy system.
* Implemented communities and built external pages.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Very good experience of using Data loader and cleansing and de-duplicating Bulk loads.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used J Query, JavaScript for front-end validation.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
* Responsible for writing SOQL and SOSL queries.
* Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final implementation

**Environment**: Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, Cus, Workflows, Reports and Dashboards, CSS, HTML, JSP, J Query, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Commerce cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**Salesforce Lightning Developer**

**Cigna Corp. - Bloomfield, CT November 2018 to November 2020**

**Responsibilities:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Defined the lookup relationship and master-detail relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com SObjects.
* Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services. Developed various custom Objects, Tabs, Components and Visual Force pages and Controllers.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Implementing google reCAPTCHA in Commerce Cloud for the already existing site.
* Responsible for providing solution and Implementation of Apttus CLM, Commerce cloud (B2C) & CPQ for different business internally.
* Diagnose and solved technical problems related to Commerce Cloud (SFRA).
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Used Sales Wave analytics app with salesforce to perform other integrations and customizations.
* Created Wave datasets from using internal Salesforce data and external data sources
* Created CPQ process using Apptus CPQ and CL AppExchange tool in Quote.
* Integrated Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Responsible for setting up web service integrations.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System(SLDS).
* Created Aura based Components, Attributes, Controllers which can be compatible to access through Lightning App builder.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to instantly deploy apps to users with Salesforce1. Build user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Implementation of Salesforce Service Cloud from Business case to operation.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Leading testing effort, test plans, and test data preparation for System Integration and UAT testing.
* Interacted with various bussiness team members to gather and documents the requirement.
* Salesforce with recursive AWS IDE Instances for Clients utilizing GitHub and Amazon for stability
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Created custom buttons and links on Account and Relationship Group object for generating auto Reports.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot

**Environment**: Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Commerce cloud, Workflow, TDD.

**Salesforce Developer/Administrator**

**Fifth Third Bank -** [**Cincinnati, OH**](https://www.google.com/search?rlz=1C5CHFA_enUS981US981&sxsrf=ALiCzsZ7lXS5LI73T5qumT8HeyBqlIDE7Q:1663168852638&q=Cincinnati&stick=H4sIAAAAAAAAAONgVuLQz9U3MCzOy33EaMwt8PLHPWEprUlrTl5jVOHiCs7IL3fNK8ksqRQS42KDsnikuLjgmngWsXI5Z-YlZ-blJZZkAgBnmiItTwAAAA&sa=X&ved=2ahUKEwjErqblypT6AhVymGoFHd_oAWgQzIcDKAB6BAgWEAE) **January 2018 to October 2018**

**Responsibilities:**

* Extensively worked on Agile methodology and attended Daily status/standup meetings.
* Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.
* Reviews and streamlined existing CRM to endure accurate adoption metrics reporting. Deactivating users to release licenses.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Maintaining profiles roles and Standard Objects like user Accounts, Contacts, Leads, Campaigns, Dashboards, Reports.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Developed various Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visual force pages, Validation rules, Approval Processes and Auto-Response rules for automating business logic and Report folders for different users and profiles based on the requirement.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Involved in Steel Brick CPQ implementation and customizations around the app exchange.
* Developed customer management app for the customer services team to track client databases and financial transactions by collecting requirement for the application of the Salesforce CRM with the Customer Portal.
* Worked at the client site with the customer and manager the project from end-to-end.
* Involved in Developing, Testing and Deploying the application in UAT and QA servers.
* Written Triggers an order to process incoming service e-mail requests from customers to automatically create new case records.
* Created various Reports (Summary reports, Matrix reports, Pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as sales tool and configured various reports and door different user profiles based on the need in the organization.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Performed administrative tasks like Data management, User management (Creating and managing roles, profiles and users).
* Migrated financial transactions using Data loader tools that enabled ease of account reconciliation of various journal accounts.
* Migrating Components to different environments using ANT Eclipse and Change Sets.
* Integrated Salesforce.com with an external application using SOAP, REST based web services.
* Implemented multi-channel service desk including email to case, web to case, CTI integration using Ingenious open CTI, live agent setup, case escalation and assignment rules.
* Worked on Customizing service console.
* Used REST API for implementing Web Service Definition Language (WSDL) in the application for access to data from external systems and web sites.
* Used SOQL and SOSL for data manipulation.
* Designed web pages in Visualforce for capturing various customer's data.
* Developed User Interface using Apex controllers, Visual Force and Force.com IDE
* Created the Reports and Dashboards as per the business requirements.
* Migrated data from Excel and CSV files to SFDC using Data Loader and Data Import Wizard.
* Maintained Sandbox Environment for QA Activities.
* Worked on Process Builder based on the requirements.
* Migrated the code/components from Sandbox to other Sandbox using Change set.
* Experience with Salesforce Service cloud implementation and Sales cloud.
* Co-ordinate with the test team and provide the application flow demo before the test team starts Testing.
* Developed a SOAPUI based framework to enable testing of legacy SOAP/REST API implementations and Salesforce Service cloud integration with CI/CD Automation.

**Environment**: Salesforce.com platform, Force.com IDE, Apex classes, Triggers, Visualforce (Pages, Components & Controllers), UAT Server, QA Server, SOSL and SOQL, HTML, CSS, JSON service module, sales cloud, Apex data loader, Workflows & Approvals, Sandbox, Production, CTI, Java Script, Eclipse, Apex Triggers, Workbench, Steel Brick, REST API, SOAP, WSDL, Windows.

**Salesforce Developer/Admin**

**Dhruvsoft Services Private Ltd - Hyderabad, India June 2016 to December 2017**

**Responsibilities:**

* Performed the roles of Salesforce.com Administrator and Developer in the organization.
* Developed various Custom Objects, Tabs, Visualforce Pages and Controllers.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, Validation Rule, upgrade installation.
* 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.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization's need.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Assigned workflows for Lead conversion, transfers, merging duplicates, managing web-to-lead to track responses to online campaigns.
* Involved in Data mapping specifications to create and execute detailed system test plans. The data mapping specifies what data will be extracted from an internal data warehouse, transformed and sent to an external entity.
* Developed VF components in mobile apps.
* Created and used Email templates in HTML and Visualforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Conducted Administrative duties which included working with c-level executives, system administrators, and end users to gather their business requirements, then develop customized solutions to meet their needs.

**Environment**: Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Salesforce Administrator/Developer**

**Hilton Software - Hyderabad, India June 2014 to June 2016**

**Responsibilities:**

* Interacted with various business user groups and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Developed APEX triggers, classes, Visual Force pages.
* Used agile methodology to achieve high performance.
* Guided colleagues how to overcome the complex scenarios when they are experiencing some critical issues like duplicating of records, bug fixes in coding etc.
* Developing Test plans, distinct test cases and execution of Test cases and Performing UI Testing and Functionality Testing.
* Documented test cases, test results, test procedure and reported to client and also coordinated with development team for Bug fixing.
* Performed fields mapping of Salesforce and Legacy CRM systems.
* Involved in system integration using Call Outs, Triggers and outbound messaging.
* Performed data migration into Salesforce application using apex data loader through CSVfiles.
* Created custom controllers implementing complex code for retrieval from Salesforce to VISUALFORCE pages.
* Developed Apex class and triggers to format phone/fax/zip code in account object.
* Extensively used REST APIs for integration between Salesforce and on-premise systems.
* Developed and maintained SFDC analytical reports and dashboards for management review.
* Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.)
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Involved in Configuring Campaign Management, Lead Conversion and Case Management Process.
* Involved in querying Salesforce tables using SOQL & SOSL queries using Force.com Explorer.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Created Price books and migrated the active Products from these Price books.
* Created Workflows and Approval processes and developed validation rules.
* Imported accounts and contacts data through Import Wizard.
* Involved in UNIT testing and Integration testing.

**Environment**: Saleforce.com platform, Standard and Custom Objects, Validation rules, Workflow & Approvals, Record types, Reports, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, Conga Composer, HTML, Java Script, AJAX, Custom Tabs, Access and Security Controls