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| **Swathi Muppalaneni.**  **Phone: 860-329-5299** **Email: smuppalaneni@gmail.com** |

**Summary:**

* Experience in Salesforce as a Administrator for more than 11 years of experience.
* Business processes mapping on SFDC platform and processes streamlining and re-engineering.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and actions.
* Experience in data migration using Data Loader
* Ability to learn quickly in a dynamic environment.
* Worked closely with Business Users to enabled business process using SFDC.
* Acquainted with Salesforce.com sales policies and procedures.
* Excellent communication and inter-personal skills; accustomed to working in both large and small team environments.
* Have extensive knowledge on clinical trails data and integrated systems for the data efficiency
* Hands-on experience working with **Marketing Cloud** and integration with Salesforce.
* Developed **Cloud pages** like the Landing pages in marketing Cloud by using Content Blocks, **HTML and AMP Script**
* Experience in creating **Journey Builder and Automation Studio.** Worked on **Content builder and** creating custom **email templates** using **AMP Script**.
* Worked on Salesforce **Communities** and created VF pages for Communities.
* **Developed** **emergency** **notification** system to gather **customer** needs and pass it to the **help** **center**
* Manage **ExactTarget** / **Marketing** **Cloud** **implementation** for a large enterprise including multiple business units troubleshooting.
* Develop specialties in **SFMC** data **management**, **scripting** **languages**, **API**, and/or **integrations** with some **middle ware data source** to get in and out of data into **SFMC**
* Managing **subscriber data**, **import** and **segmentation** using a combination of **Salesforce Marketing Cloud** tools and database queries
* Used **the sandbox for testing and migrated** the code to the deployment instance after testing
* Responsible for technical coordination including email **QA in html**, **writing SQL query** and **Amp Script** logic and **deploy email campaigns.**
* Conduct **quality assurance reviews** and other activities to ensure the **accuracy** and **timeliness** of email deployments.
* Created **Microsites** using **Exact Target** and auto published them.
* Created **multiple webform** to **collect** the data and **trigger** **dynamic email** based up on the data collected from web forms.

**Certification Verification Link please click below:**

[**Click here**](http://certification.salesforce.com/verification-email?init=1&email=smuppalaneni@gmail.com)

**Professional Experiences:**

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| **Client**: Kaplan Inc  ***August 2014 – Current.*****Location**: Manhattan, Ny. ***Role: Marketing Technology Specialist/Salesforce SME.***  |

Project involves creation e-commerce application for the online purchase of products including usage of AppExchange products like Zuora, Cloud craze which are built on salesforce platforms. Project involves extensive use of salesforce out of the box features like creating reports, workflows, dashboard, email alerts and marketing cloud.

**Responsibilities:**

* Working with product managers contributing to blueprints, and assisting with planning of feature sets that impact multiple platforms
* Developing and Maintaining large volumes of deadline-driven email campaigns and assets Management of email channel calendar and Direct Mail.
* Understood client business requirements and provided recommendations and best practices for solutions in Salesforce Marketing Cloud.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud. Integrated with Salesforce by using Marketing cloud connector (V5).
* Worked on Content builder to creating content templates. Created custom Landing pages and Approval pages.
* Worked on Automation studios and created related Activities. Used AMP scripts while creating the Email templates and to get data from Data Extensions.
* Automated the import, extract and Query activity using Automation Studio. Used Dynamic content for subject lines.
* Build **complex onboarding journeys** to get more **subscribers** by using many complex **decision** **splits** and **engagement splits**.
* Automated the **import**, **extract** and **query** **activity** using **Automation** **Studio**.
* Tracking total number of **email sends** and **opens**, Extracting the **reports** according to the requirements to send follow-up emails.
* Experience on **ad hoc email campaigns** and **journey builder** email sends as well.
* Set up workflows for **marketing** in exact targets which will send out **automatic** based on time intervals.
* Configured the **customer journey** with the **company**, worked on **Journey** **Builder**, **Email** **Studio**,
**mobile** studio and **Automation** Studio of Salesforce Marketing Cloud (Exact Target).
* Used **AMP script** to reference data from **Lookup** **Data** **Extensions**
* Used **SOAP** **API** in order to invoke **triggers** and create redundant data
* Displayed the **quarterly** and **yearly** results on the **Dashboards** of the users
* Create and **maintain** email reporting **dashboards**, **conduct A/B** testing and provide test results to the **Marketing** team to drive **segmentation**, **delivery** and content decisions.
* Developed useful **reports** within **Salesforce** to **measure** the **data** quality
* Resolved **Salesforce** **sync** issues by deleting the expired **OAUTH** tokens
* Heavily involved in setting up **Sand** **Box** **account**
* Used the **sandbox** for testing and **migrated** the **code** to the deployment instance after testing
* Built **documentation** for the end users and **managers** for easy navigation and **access.**
* Worked on Lead creating process in Salesforce from landing pages.
* Create and maintain email reporting dashboards, conduct A/B testing, and provide test results to the Marketing team to drive segmentation, delivery, and content decisions
* Specialize in data mapping to determine how records enter Marketing Cloud and feed into automations, journeys, and deployment segments.
* Reporting on email campaigns (status and outcomes) for various stakeholders. Cross-departmental collaboration on major projects and new initiatives.
* Designed and deployed Custom tabs, validation rules, Approval Processes, Process Builder and Visual Flows for automating business logic.
* Integrated with Salesforce by using Marketing cloud connector. Performs troubleshooting and analysis to assess root cause of application issues
* Support specialties in salesforce marketing cloud data management, scripting languages, API and Mobile application.
* Created user Roles and Profiles, security controls and shared settings.
* Experience with working from applications on App exchange.
* Developed Custom Objects, Custom reports and configured Analytical Snapshots to dump the data into on a regular basis for sales performance and lead generation statics.
* Worked on various Sales force standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Strong knowledge on the Salesforce security model.
* Implemented field level security, profiles and system audit trail setup.
* Used eclipse Force.com toolkit for creating Apex Classes and Apex Triggers to develop custom logic and objects.
* Implemented Salesforce Lightning Components for building responsive applications for any device.
* Worked with SF Chatter which helps the users to communicate with the organization easily and quickly.
* Implemented field level security, profiles and system audit trail setup
* Developed complex workflows and approval processes for automating business logic
* Worked with Integration and web services. Integrated Sales force with legacy systems using Apex Web services and outbound messaging.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Reports, Case, Solutions and Opportunities.
* Created workflows like email alerts and field updates.
* 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.
* Supported the data migration activities for migrating the data from various business sources with the support of Sales force CRM
* Developed and deployed workflows wherever necessary.
* Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
* Created email templates and inbound emails using Visual force for the clients and customers.
* Developed Apex Test Classes with assurance of maximum code coverage.
* Created custom components to be used in visual force pages and visual force email templates
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards
* Provided ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow.

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| **Client**: Genisis Technology solutions  ***October 2013 – July2014*****Location**: Hillsborough, Nj.***Role: Salesforce Techno Functional Consultant.***  |

Genisis Technology Solutions Inc. was founded with the collaboration of the cloud experts. It is a leading cloud consulting services firm and a partner of salesforce.com. which provide cloud consulting services around Architecture, Implementation, Solution Design, Change Management, Training, and various other services to many clients ranging from small to enterprise level Clients. ​​

**Responsibilities:**

* Worked as enhancement developer and team member, performed the roles of Salesforce.com Developer and Administrator in the organization
* Worked closely with sales team and business analysts and performed detailed analysis of business and user requirements, designed the solution by customizing various standard objects of SalesForce.com (SFDC)
* Maintaining test coverage for all the classes and triggers and supporting deployment activities
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com Objects Used it to read, extract, and load data from (CSV) files.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.

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| **Client**: Aurolife  ***Jan 2012 – October 2013*****Location**: Dayton, Nj***Role: Salesforce Business Analyst.*** |

Project involved in the development of custom applications with Salesforce to build Lab Technicians portal where users can log in and see the information about the drug analysis.

**Responsibilities:**

* Led corporate-wide implementation of Salesforce.com customer relationship management system for the results of the drug analysis.
* Coordinated business process review meetings with multiple teams to establish standardized workflow processes and maintaining LIMS System.
* Handled day-to-day administration, maintenance and support of Salesforce modules for 50 users.
* Designed custom objects, tabs, records, and views within SFDC to support new workflow processes for entering results performed in HPLC,IR,UPLC and other chromatography techniques.
* Implemented SFDC web-to-lead functionality into the corporate site and established 30 plus auto-assignment rules for routing to the appropriate internal party.
* Analyzed and imported thousands of account and contact records, prior to using the SFDC import wizard, to ensure the accuracy of data for end users within the application.
* Developed and maintained SFDC analytical reports and dashboards for management review of pharmaceutical analysis reports through SAAS.
* Analyzed policies with regard to customer service efficiency; recommended and implemented process improvements for life science related projects.
* Integrated SFDC and SAAS for the clinical trails report data.

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| **Client**: Bactolac Pharmaceuticals. ***August 2009 – December 2011*****Location**: Hauppauge, NY.***Role : Salesforce Business Analyst.***   |

Project involves creation of Pharmaceutical Regulatory affairs application and development of a custom application for FDA Submissions.

**Responsibilities:**

* Used Data Loader for Data Management in force.com platform.
* Perform administration tasks as needed, managing custom fields, integration and data cleanup.
* Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
* Developed Salesforce.com site and customer portal for various organizational units and partners.
* Migrated Accounts, Leads, Contacts, Opportunities and sales data from external systems into Salesforce.com.
* Developed Salesforce.com triggers for custom objects as part of workflow rules.
* Identifying the need of third party tools, required number of licenses and users
* Estimating migration project efforts
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Developed various Custom Objects, Tabs, Components and Visualforce Pages and Controllers
* Developed and configured various Custom Reports and Report Folders for different user profiles
* 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 and deployed workflows and approval processes for opportunities
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.

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| **Client**: EVH(East Orange Hospital)  ***April 2009 – July 2009*** **Location**: East orange, NJ***Role : Salesforce Business Analyst.*** |

**Responsibilities:**

* Leading JAD sessions for gathering requirements.
* Analyzed the Business and System Requirements of the application.
* Interacted with user groups to derive the functional requirements.
* Involved in the planning of different project phases.
* Performed System Analysis and Design using UML.
* Involved in documentation during various phases of development life cycle.
* Developed Use case, Functional, Object diagrams using Rational Rose.
* Developed the Test plans for quality assurance based on functional requirements.
* Involved in the documentation of the complete testing process.
* Performed User Acceptance Testing.
* Interacting with the development and testing teams to improve overall quality of the software.
* Involved in creating periodic status reports.
* Performed GAP analysis for new functionality requirements and prioritized them based on the business needs.

**Education:**

Osmania University (Bachelor of Science) 2003 - 2007.

Long Island University (Master of Science) 2007 - 2008.