**Reethika Pallapati**

***Professional Summary:***

* IT Professional with 4 years of experience specializing in Salesforce for IT primarily, banking sector and E-Commerce industry by leading cross-functional teams in Application Software Designing, Development, Testing and Implementation (SDLC) with experience in Salesforce.com CRM and Force.com platform with proficiency as a Salesforce developer and administrator.
* Experience on creating Lightning Web Components and Lightning Applications along with Apex Coding.
* Created detailed analysis of business and technical requirements and created solutions by customizing various standard objects along with Visualforce, Force.com API and web services.
* Experience in designing Custom Objects, Custom Fields, Customizing Page Layouts, Workflow Alerts & Actions, Pick Lists, Record Types, Custom Tabs, Reports, and Dashboards according to application requirements.
* Hands on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Hands on experience on Salesforce Lightning for Customizing Reports and Dashboards for business use.
* Experience performing independently with implementation, documentation, testing and updating relating to Salesforce Business requirements.
* Experience in working across various SFDC implementations such as Sales Cloud, Service Cloud, Salesforce CPQ.
* Developed solutions on the Force.com platform, strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).
* Configured complete PLI with different charge types and charge type criteria combinations for all the products and services using Steel brick CRM.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Experience with Set up field service features according to client unique business needs. This includes installing the Field Service Lightning Managed Package and Field Service Lightning Mobile App.
* Experience with designing and documentation of SOAP, REST APIs, including JSON and XML formats.
* Good understanding of Software Development Life Cycle and various SDLC models like Agile-Scrum, Version One, and Rational Unified Process and Test management.
* Experience creating Object-Level Security (Profiles & Permissions Sets), Record-Level Security (OWD, Sharing Rules, Manual Sharing and Role Hierarchy based on Organization role hierarchy), Field-Level Security, Account Teams, Opportunity Teams, Case Teams and User Management.
* Extensive business knowledge on Campaign Management, Lead Management, Sales Processes, Product Management, Service processes & Case Management and customization.
* Experience on various Salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Products & Price Books, Cases, Forecasting, Reports and Dashboards
* Excellent knowledge of customer focused IT delivery methods, strong de-bugging and documentation skills.
* Team player with good interpersonal skills, strong understanding of fundamental business processes, excellent Communication and Problem-solving skills.

# *Career Experience:*

***Salesforce CPQ Analyst | Voya Financials, Windsor CT Oct 2019 – Till Date***

*Responsibilities:*

* Developed Lightning components for the communities’ page using custom Error Validation methods.
* Created multiple Lightning Components along with adding CSS and Design Parameters that makes the Lightning component look better.
* Familiar 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.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Worked on Apttus CPQ configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Configured Pricing factors like variance pricing, volume-based pricing, attribute-based pricing using Steel brick CRM.
* Integrated Steel brick and Salesforce integration for automating quoting, contracting and billing process.
* Elicited the business requirements for the project using One-One Interviews, Document analysis, Surveys, JAD sessions and used the standard template of the organization to develop requirements.
* Worked with Product Owners to prepare the Backlog for Refinement by breaking down larger User Stories, resulting in improved Sprint Planning session.
* Deployed reports to Report Manager, managed subscriptions, and performed troubleshooting when execution errors occurred.
* Performed Data Analysis by parsing XML, comparing different XML files and running SQL queries.
* Configured Business Process Security Policies for Business Processes like Advanced Compensation, Benefits, Unions and workforce planning.
* Developed complex custom reports with multi-layered calculated fields and exposed these as web services to be used as the basis for Enterprise Interface Builder (EIB) and Document Transformations.
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* Performed SWOT and Gap analysis for the new functionality requirements.
* Customized Application Workflow Engine (AWE) process in AP module which involved making changes to the Application Packages.
* Provided shadowing and mentoring for associate consultants & support to identify new outsourcing opportunities in the Finance Planning and Analysis (FPA) area specifically in procurement and reporting.
* Actively worked in Data mapping, date lineage & data transformation from source to target.
* Advanced skills in oracle database programming using PL/SQL (Stored Procedures, Functions, Packages and triggers), standard built-in oracle packages.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Worked extensively on developing various data base objects like Tables, Views, Materialized Views, Stored procedures, Triggers and Packages.
* Monitors agile projects from initiation through delivery including planning and work assignments.
* Utilized knowledge of various systems and integrations to lead new project & new functionality requirement discovery sessions by engaging with internal business stakeholders and suggesting potential solutions using various resources.
* Created Lightening Components (Aura framework), client-side and server-side controllers to meet the business requirements and added design parameters that makes Lightening Component look and feel better.
* Managed user Accounts and Security - including new user creation, profile and role management, sharing rules, and security controls and have a good knowledge in Organization wide defaults (OWD).
* Added Lightning Component to Lightning Pages and Record Pages and worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in an application.
* Used Lightning process builder for visualizing and creating automated business processes.

Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Service Cloud, Data Migration, Workflow & Approvals, Custom Reports, Dashboards, Oracle, Windows.

***Salesforce Admin\developer\ Delisis Informatics Pvt Ltd, Hyderabad, India Oct 2016 – Dec 2018***

***Responsibilities:***

* Interacted with various business team members and documented and Implemented the requirements.
* Worked on various standard objects like Accounts, Contacts, Opportunities, Leads, Reports and Dashboard.
* Created new Custom Objects, Custom fields, Page layouts, Custom Tabs as per the need.
* Created lookup, master-detail relationship, formula field and roll-up summary on the fields based on requirement.
* Worked on validation rules for specific value based on requirement.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for object.
* Used multiple Sales Cloud entities in Salesforce such as Lead Management, Contact Management, Accounts Management and Report Management.
* Imported Contacts, Accounts and custom object data into Salesforce using Apex data loader.
* Developed various pick lists, formula fields, master-detail relationships and lookup relationships.
* Created Sales Process, Record Types, Page Layouts, Sales Stages, Opportunities, Products and Price books.
* Worked on process automation tools like Process builder, workflow rules, Visual workflows, Approval processes.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Extensively worked on various Data Migration activities like Insert, Update, Upsert, Delete and Export using Apex Data Loader.
* Responsible for design in Salesforce Lighting modules internally and also with out of box functionality.
* Coordinating deployments from one to another org and successful production deployments and Lightning releases.
* Developing Visualforce pages on Health care application user interface page developments.
* Coordinating the development team in agile environment.
* Responsible for day-to-day activities and component migrations between upstream and downstream environments.
* Responsible for Functional and Technical design document for various modules in Salesforce application.
* Worked on Data Export to backup existing data in zip file during new deployment in production.
* Involved in resolving the deployment errors during the deployments.

Workflow Rules, Complex Approval Processes, Visual Workflow, Security Controls, Web-to-Lead, Auto Response Rules, Email-to-Case, Case Escalation Rules, Visual Force (Pages, Component & Controllers), Data Management, Salesforce.com Production, Salesforce.com Sandbox, Apex Language, Apex Data Loader, SOQL/SOSL Queries, Reports,Lwc, Dashboards, Microsoft Office.

***Certifications***

* Certified Salesforce Platform Developer (401)
* Certified Salesforce Administrator (201).

# *Education*

* ***Masters in Computer Science***

Western Michigan University, MI, USA.