**Sravya**

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**PROFESSIONAL SUMMARY:**

* Around 7 years of IT experience and 5 years of experience in Administration and Development of SFDC (Salesforce.com) CRM platform using Visualforce, Java and Apex Technologies as Developer and Administrator.
* Extensive exposure to different Software Development Life Cycle (SDLC) methodologies. Participated in each phase of SFDC lifecycle implementation.
* Accountable for Systems Analysis, Technical design, Coding, Unit Testing, data quality and Documentation of the assigned project(s).
* Implementing of Security and Sharing Rules at Object, Field and Record level for different users.
* Experienced in Analyzing Business requirements, Entity-Relationship diagram and implementing them to Salesforce Custom objects, Junction objects, Master-Detail Relationships and Lookup Relationships.
* Good understanding and some experience on Zuora.
* Proficient in using meta-data migration using ANT based tools and Eclipse IDE.
* Experienced in Administration, Configuration, Implementation, and Support of Salesforce CRM and SF applications based on Apex Language and leveraging Force.com Platform, SAAS (Software as a Service) application running in Cloud Computing Environment.
* Worked on SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Components, Apex Web services - Wide default, Sharing rules, Work Flows.
* Skilled experience in Apex Classes, Apex Triggers, Process Builder, Approval Processes, Outbound Messages &Visualforce Pages.
* Expertise in Customization, Configuring, Deploying and Integrating Salesforce.com.
* Experience in handling data migration using DATA LOADER and Demand Tools in SFDC environment.
* Designed and Developed complex integrations using BULK API, SOAP and REST API - Both Web Service Callouts and Publishing custom web Services and Apex Data Loader.
* Responsible for developing and customizing Salesforce applications using Apex, Visualforce, JavaScript, SQL, SOAP and REST Web Services
* Use common web service technologies like REST, SOAP, JSON and related technologies to transfer data between salesforce and Company's enterprise systems
* Strong Implementation and Integration experience using Custom objects, Triggers, Objects, Visual Force Pages, and Apex classes.
* Expertise in Apex Language, Controllers, Web Services API, Components, Tabs, Salesforce Customization, Security Access, Users, SOQL, SOSL and Analytic Snapshots.
* Extensive work experience in Sales Cloud and Service Cloud Application.
* Good understanding in CRM business process such as Case Management and Sales Processes. Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile Team Player with excellent analytical and presentation skills.
* Excelled in working with various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.
* Proficiency in development of design of Custom fields, Field Dependencies, Field Updates and Email generation according to requirement.

**CERTIFICATION:**

Certified Force.com Administrator (ADM 201)

Certified Force.com Developer (PD1)

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Force.com platform, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, Apex Web Services, AJAX, Data loader, Workflows, Validation & Approvals, Reports, Dashboards, Custom Objects. |
| **Salesforce Tools** | Force.com Eclipse IDE Plugin, Change Sets, Import Wizard, Force.com Data Loader, Workbench, Dataloader.io, Force.com Excel Connector, Connect for Outlook, Exchange Sync, Informatica Cloud Data Wizard, Mavensmate, AdobeEsign, S-Docs. |
| **Databases** | Force.com DB MySql, Oracle 8i/9i/10g/11g, Microsoft SQL Server 2000/2005/ 2008, DB2, Java DB. |
| **Web Application** | WSDL, SOAP, REST. |
| **Web Design Tools** | Visual Studio, SQL Query Analyzer, Adobe Photoshop, Dreamweaver, Tortoise SVN, GITHUB, MS Office, Visio 5.0, Adobe Acrobat Pro. |
| **Languages** | Apex, Ajax, C, C++, Java, J2EE, JSP, Java Script, JQuery, HTML, XML, SQL, CSS. |
| **Operating Systems** | Windows NT/2000/XP/Vista, Windows Server 2000/2003/2008, Linux, Unix. |

**PROFESSIONAL EXPERIENCE:**

**Salesforce Developer January 2017 to Current**

**IHeartMedia**

**Nashville, TN**

* Responsible for handling the client calls and gathering requirements functionally
* Analyzing and customization of existing VEEVA CRM functionality.
* Lead a team of 3 developers in the Confidential offshore team and provide guidance to the team and involved in designing phase.
* Experience in SFDC Integration (Bi-Directional data transfer) using Web Service and Apex Programming (SOAP and REST).
* Closely working with business team to gathering the requirements.
* Migrated ISR data from existing Safire system to new Global ISR system by using Apex Data loader.
* Modified Triggers for applying the business logic on Database events
* Modified front-end pages using Apex and Visual Force Programs.
* Extensively utilized Salesforce workbench.
* Integrated applications with [salesforce.com](http://salesforce.com) using SOAP web services API
* Implemented Approval Processes as per new Global business functionality.
* Performed Unit Testing in Developer Sandbox & Performance sanity testing in full sandbox.
* Extensively worked in Salesforce Communities.
* Customized of stages using Record Types.
* Customized the Invoice Receipt Layout and Invoice Payment receipt Layout to be able to receive the information from Invoice and payments Created Data migration load scripts.
* Created Test scenarios on Sandbox environment, created packages and moved it between Sandboxes and Production environments to place final implementations.

**Salesforce Developer/Admin June 2017 to December 2019**

**Citi Bank**

**Township of Warren, NJ**

**Roles & Responsibilities:**

* Performed the role of SalesForce.com Developer 40% and Administrator 60% in the organization.
* Analyzed the business requirements and mapped to Salesforce.
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Developed Apex Classes, Visualforce pages and Apex Triggers to develop the custom functionality as per the requirements.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Developed a website to manage itineraries for the customers on the Salesforce Community using Lightning component.
* Experienced in real-time integrations with Salesforce involving SOAP, REST etc. and understanding of concepts such as firewalls, reverse proxies, security certificates
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Worked on Apex classes, controllers, controller extensions.
* Developed applications visually using custom-built Lightning components.
* Designed various HTML Email templates for Auto-Response to customers.
* Deployment of code from sandbox to production using Force.com IDE tool.
* Wrote SOQL, SOSL considering the governor limits.
* Developed all the community support team trainings, group leader trainings, structure, and resources
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Worked on custom implementations of community builder lightning components, java script buttons, lightning compatible VF pages, lightning components.
* Worked on the designing of security model for business processes.
* 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.
* Created and used Email templates in HTML and Visual Force.
* Used Conga Composer to generate dynamic reports.
* Worked in Data Migration from Traditional Applications to Sales Force Using Data Loader
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Exported data using data loader to help organizations need to convertfrom salesforce to e-CRM.
* Worked with Security Controls like sharing settings, field accessibility and data accessibility to restrict data access.

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

**Salesforce Developer September 2016–May 2017**

**Idril Service Corporation**

**Atlanta, GA**

**Responsibilities:**

* Design and developed solutions based on functional, migration and integration requirements for SFDC platform.
* Involved in Developing Lightening pages using Aura, implemented lightening Controllers, Components using Lightening Design system (LDS) for Lightening Community builder.
* Created Custom Objects and fields for transactional and contractual information.
* Setup marketing campaigns, campaign hierarchies, web-to-lead and auto response rules.
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Involved with the integration of salesforce with Zuora.
* Active contributor to Salesforce MVC Communities.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Created and managed users, roles, public groups and implemented additional role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Interacted with various business users groups to gather the requirements for Salesforce Implementation and documented the requirements.
* Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Involved in integrating web services with Salesforce.com to load Users back and forth from Salesforce.com to Legacy and vice versa.
* Worked on customization of standard objects like Lead, Account, Contact and Opportunity.

**Environment:**Custom Objects, Leads, Contact, Opportunities, Salesforce.com Platform, Workflow rules, Web-lo-lead, Custom tabs, Validation rules, Approval Process, Auto-Response Rules, Fields, Apex Language.Reports, Custom Objects, Sandbox, Force.com IDE, MS Excel and PowerPoint.

**Salesforce Administrator February 2014 – August 2016**

**Mahivar Inc.,**

**INDIA**

**Responsibilities:**

* Designed Technical Specification Document based on the requirements and the Existing Systems.
* Conceptualized, built, and coordinated the development and implementation of multiple collaborative engagement platforms and global communities
* Work on customization of standard objects like Lead, Account, Contact and Opportunity.
* Perform day to day User Management on SFDC Org by configuring Sharing Rules, Permission Sets, Roles and Profiles.
* Create custom report types, custom reports and dashboards to meet the reporting requirements of the decision makers in the organization.
* Created and maintained the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management Module in Sales Cloud.
* Work on complex data migration projects using Data Loader.
* Designed and developed solutions based on functional migration and integration requirements for SFDC platform.
* Implemented minor enhancements on standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
* Configured sharing settingsandorganization wide defaults based on updates.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Actions.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.

**Environment:**Saleforce.com platform Account, Contacts, Opportunities, Quotes, Activities, Dashboards, Reports, Profiles, Leads, Custom Tabs and Approval Process.

**Java Developer Sep 2013 - January 2014**

**Sutherland Global Services,**

**INDIA**

**Responsibilities:**

* Involved in gathering requirements, Analysis, Design, Development and testing of the entire Application.
* Involved in all phases of SDLC (Software Development Life Cycle).
* Participated in the design and development of application usingJSP, HTML, CSS and JavaScriptand used AJAX for RUI (Rich User Interface).
* Used Eclipse as IDE tool to develop the application and JIRA for bug and issue tracking.
* JSON is used in conjunction with JavaScript for making HTTP requests and jQuery is used for validation.
* Developed the presentation tier of the application using Struts framework and MVC design pattern.
* Configured the HibernateORM framework as persistence layer for the backend by using hibernate.confg.xml and used Hibernate ORMfor the database operations on MySQL.
* Developed and modified the stored procedures, the DAO (Data Access Objects) and VO (Value Object) classes for separating the Data Access logic and business logic.
* Implemented interceptors for Spring and Hibernate.
* Developed Web Services using SOA, SOAP, WSDL, UDDI and JAX-WS, JAX-RPC programming models and consumed them as a gateway for payment through third party.
* Used Ant as build tool for building and deploying it into Web logicServer.Ant scripts are used for automating build process.
* Developed and executed unit tests and test suites for product components using JUnit.

**Environment:** Core Java, J2EE1.6.x, JDK, JSP, Struts 2.x, Tiles, JMS, Spring 3.x, Hibernate 3.0, MySQL, Eclipse, WebSphere Application Server, JBOSS, JSON, AJAX, JQuery, Web Services (SOAP, WSDL), Ant,

**EDUCATION:**

Bachelors of Technology (B-Tech) JNTUK, India 2013.