**Anudeep B**

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Professional Summary

● Around 8 years of experience as an IT professional, committed to maintain cutting edge technical skills and up-to-date industry knowledge including 5+ years of experience as a **Salesforce CRM**, **Sales Cloud,Service Cloud, Marketing Cloud** and **Force.com platform** Business Analyst, Administrator, Developer and Consultant.

● Hands on experience in SFDC development using the APEX classes, Triggers, Components, Reports, Force.com IDE, Eclipse with SOQL, SOSL and Force.com plug-in.

● Day to Day support and enhancement of all internal system like Customer Portal and Time management.

● Comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Opportunity Management, Case Management, Quote, and Forecasting.

● Pervasive experience in performing the administrative and development related tasks like consigning Roles, creating Profiles, Visualforce pages, Validation Rules, Users, Custom Reports, Workflows, Email Alerts, Entity Relationship Diagrams and Page Layouts.

● Proficient in dealing with the functionalities related to the Service cloud and Sales cloud.

● Thorough knowledge in the security and sharing model which is used to finely control the user’s access to different data.

● Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Reports, Dashboards, Actions, Tasks and Events.

● Extensive experience in lead, case management, web-to-lead, Web-to case, Email-to-case.

● Good experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.

● Experience in SFDC Integration using Web Service and Apex Programming, Salesforce.com Service Cloud expertise. Setup and Implemented Salesforce marketing cloud 2.0 org.

● Proficiency in installing App Exchange applications.

● Effective employment of Apex Data Loader, Import Wizard and Data Manipulation Language for data migration and management in bulk.

● Experience in web technologies like HTML, XML, JSP, JavaScript, SOAP Web services, and WSDL.

* Work well alone and as part of a team with excellent troubleshooting mechanisms and highly adaptable to different work environments.

**Technical Skills**

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| --- | --- |
| *Salesforce API tools* | *Eclipse, Apex Explorer, Offline Edition, App Exchange Data Loader* |
| **Operating System** | Win7/8/VISTA/XP, Server 2003/2008, Centos 6.5-7.1, Mac OS X |
| **SDLC** | Waterfall, Agile (Scrum), Integrated (hybrid), prototype, Incremental, spiral, RAD |
| **Business Modelling Tools** | MS Visio, MS Office tools, Star UML |
| SharePoint, JIRA | SharePoint, JIRA |
| ***CRM Tools*** | *Salesforce.com* |
| ***MS Office Tools*** | MS Word, MS Excel, MS PowerPoint, MS Outlook, MS Access |
| ***Testing Tools*** | HP-QC, Selenium, Bugzilla, Load Runner, ALM |
| ***Testing Skills*** | UAT, Integration, Regression, System, Black Box |
| ***Database*** | MS SQL server 2012/2008, Oracle |

**Professional Experience**

**Client: Commonwealth of Massachusetts July 2019 – Present**

**Role: Salesforce Solutions Analyst/ Apttus CLM SME**

* Experienced in system implementation for Contract Lifecycle Management (CLM)
* Create business process analysis artifacts, including but not limited to use cases, stories, activity diagrams, sequence diagrams, process flows and vision scope documents.
* Work with clients to gather and refine business requirements and user stories
* Deliver client demos for business requirement workshops
* Participate in creating test cases as well as aid in UAT efforts
* Configure contract management system per requirements
* Strong knowledge and experience with a variety of industry leading contract management platforms (DocuSign, Adobe Sign, Apttus CLM and Basic Conga)
* Conversion of Classic to Lightning for Apttus CLM.
* Deploy metadata (configuration and code) to different environments via tools such as Ant and Flosum.
* Experience in using tools such as Data Loader for data export, backup and migration between environments
* Designed user interfaces and create corresponding ERD (Entity Relationship Diagram) using LucidChart or similar tools to represent the data models and illustrate relationships between database elements
* Created and Developed modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.

**Environment:**Agile Scrum Methodology, salesforce,DocuSign, Adobe Sign, Apttus CLM and Basic Conga, HP QC, My SQL, JIRA, MS SQL Server, J2EE 1.4, Java 1.5, XML, JavaScript, Oracle, C, C++, SharePoint

**Client: Twilio, San Francisco, CA Aug 2018 – June 2019**

**Role: Senior Salesforce Developer/ Business Analyst**

**Responsibilities:**

* Define, document, prioritize requirements and translate business requirements into Salesforce-based solutions.
* Ability to Work with Legal and Contract Management business departments within Arthrex to build and manage a pipeline of Information Technology projects and enhancements with mentorship from the Business Solutions Manager and Enterprise Architecture.
* Experience in defining and operating business processes in one of the following areas: Sales, Marketing, Customer Service, Legal, or Corporate Communications.
* Experience with the technical organization to determine the timing and cost of specific projects.
* Experience with the Salesforce product suite, including: Sales, Service, Apttus CLM, and the Force.com platform.
* Experience with Apttus CLM in an enterprise setting.
* Apttus Contract Lifecycle Management (CLM) certification.
* Experience with process improvement techniques and tools. Lean or Six Sigma.
* Understanding of the major functions in a global organization.
* Strong communication (written and oral) and presentation skills.
* Ability to work comfortably at all levels within the organization up to the senior management level.
* Implemented CTI in Lightning using IVR system.
* Implemented custom dynamic lookup functionality in lightning, Floating text and convert App in lightning.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Used field level security along with page layouts in Lightning to manage access to certain fields.

**Environment:**Agile Scrum Methodology, salesforce, HP QC, My SQL, JIRA, MS SQL Server, J2EE 1.4, Java 1.5, XML, JavaScript, Oracle, C, C++, SharePoint

**Client: Riverbed Technology, San Jose, California Oct 2017 – July 2018**

**Role: Salesforce Admin/ Developer**

**Responsibilities:**

* Develop, Implement, and support the Salesforce.com application and integration of the Apttus CLM Quote to Cash App Exchange product. These tasks include but are not limited to: attending requirements gathering sessions, developing design documents, developing and supporting the Apttus CLM app, APEX coding, testing, and supporting the system.
* Created lightning components from scratch and also converted Visualforce Pages into Lightning Components using Lightning Style Sheets.
* Implemented custom Ideas App in lightning which is the replica of Ideas in Classic which is not available in Salesforce Lightning as a standard Functionality.
* Develop and debug APEX Classes, Triggers, Workflows, Validations, and Visualforce pages including HTML, Java Script that improve user interface.
* Completely Implemented Apptus CLM in our Instance from scratch and have complete understanding of Apttus CLM.
* Integrated Adobe sign using Apttus Eco Sign integration with Apttus CLM.
* Created various Reports (summary reports, matrix reports, Pie Charts, dashboards) to assist managers to better utilize Apttus CLM KPI Dashboards.
* Experienced in using Apttus Advanced Approvals IWA and created Approval delegation for users and completely moved from Salesforce Approvals to IWA.
* Experienced in creating templates using Clauses, Condition Clauses, Smart Fields, Signature blocks.
* Experienced in creating Apttus X Author Apps for our product rate schedules based on service types.
* Followed Apttus community for latest releases and created Apttus cases for issues while upgrading Apttus CLM packages to latest version.
* Deployed Apttus CLM on Salesforce1.
* Regular use of Data loader for loading complex data based on User requirements.
* Developed Pages, Sites that interact with salesforce.com from external links which directs from Verizon Partners solutions website and stores that data in Salesforce using Apex and Visualforce page. Ex: https://vps.secure.force.com/WSWeb2Lead/ and created lead routing process.
* Use of Jenkins, SVN, Eclipse for continuous integration between instances and Deployment handling using them.
* Using SQL Developer or other SQL (Toad for Oracle) development tool for Adding users into salesforce.
* Experience in ORG Split and completely handled ORG data during our ORG Migration.
* Cleanup of wholesale Data and Metadata from Wireless instance which requires a clear understanding of Apex within the system, So that it will not affect Wireless instance.
* Helping users to understand various tools like Apttus X author for Word and excel for creating Templates, Apps and handling Merge fields.
* Handling security and visibility of Contracts data within Verizon internal and external Employees.
* Immediate Response to requested changes and identify customizations based on business impacts and requirements.
* Configured single Sign-on SSO using SAML Federation.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created and configured custom reports and dashboards generating data for business managers to better utilize SFDC as a service tool.

**Environment:**Agile Scrum Methodology, salesforce, HP QC, My SQL, JIRA, MS SQL Server, J2EE 1.4, Java 1.5, XML, JavaScript, Oracle, C, C++, SharePoint

**Client: DBG Partners, Irving, Texas Jan 2016 – Sep 2017**

**Role: Salesforce Developer**

**Responsibilities:**

* Involved I Level-2 support for some applications to resolve showstoppers by working with the Dev team
* Built a custom App with CRM Lightning experience for sales reps to monitor their performance and close their deals fast.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Work with Asset Management marketing team, internal staff and production team to plan and execute development cycle.
* Create build and execute campaigns.
* Upgraded from Exact target 1.0 to Salesforce Marketing 2.0.
* Setup and Implemented Salesforce marketing cloud 2.0 org.
* Worked on Content builder to creating content templates.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Support the Email Marketing Manager in the development of new business requirements
* Developed Salesforce CRM Lightning Apps, Components, Controllers and Events.
* Implemented the Salesforce.com applications using Agile SCRUM Methodology that involves the iterative development methodology.
* Customized existing Visualforce to align with salesforce new Lightning UI experience.
* Good experience in developing salesforce CRM Lightning Apps, Components, Controllers and Events.
* Used Data Loader for insert, update and bulk import or export of data from Work.com S-Objects Used it to read, extract, and load data from comma separated values (CSV) files.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Implementation of different dashboards (Visualforce pages/ components) in Mobile and Tablet views.
* Access to product documentation and other relevant content to customers, including features such as subscriptions, comments, and ratings are provided.
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Used Metadata API within Salesforce to access workflow rules and pick list fields.
* Developed community dashboards on mobile for Broker, Advisor, Employer and Employee.
* Worked on Custom objects, Static resources, Page layouts, Workflows, Validation rules, Custom settings, Custom labels etc.
* Involved in UAT data preparations for Client demo and signoffs.
* Involved in Monthly release meetings to make Production deployment successful.
* Maintaining test coverage for all the classes and triggers and supporting deployment activities.
* Initiated stand up and offshore calls with development and testing teams from different locations for updates and backlogs if any.

**Environment:**Agile Scrum Methodology, salesforce, HP QC, My SQL, JIRA, MS SQL Server, J2EE 1.4, Java 1.5, XML, JavaScript, Oracle, C, C++, SharePoint

**Client: Magnaquest,Inc, Hyderabad, India August 2014- Dec 2015**

**Role: Salesforce Business Analyst/ Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Initiated and drove the adoption of Agile practices to improve productivity within Solution Delivery space.
* Worked closely with business users in defining the scope, analyzing business requirements and segregating them into high level and low-level requirements in Salesforce CRM solutions.
* Created new Sandbox Test Auto and setup of data for testing team to run Automation scripts in CRM.
* Created Objects and fields, Relationships and Record Types, Page Layouts, Profiles and Assignments Rules
* Performed the roles of Salesforce.com Administrator / Implementer in the organization.
* Involved in Design and development of Workflow Rules, Triggers, Validation Rules, and other customizations with Salesforce.com
* Personalized the user interface for each user or user group so customers are presented with the precise information they need using Customer portal.
* Implemented Marketing Sales, Customer Service, Call Center & Support Administration
* Developed Salesforce.com APEX and Web Services API on Force.com IDE
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Developed data migration scripts and implementing data cleansing tools.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components, and S Control to suit to the needs of the application.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationship among objects.
* Used Metadata API within Salesforce to access workflow rules and pick list fields.
* Created custom app and deployed instantly. Worked on Compact layouts. Office documents edition. Worked on Accounts and Contacts faster using Salesforce 1 mobile application.
* Developed custom pages using Apex, Visualforce and controllers for customized UI of application workflow.
* Created the workflows for automated lead routing, lead escalation, alerts and custom coaching plans.
* Worked as a Sales Force Chatter APP with the organization and regularly participated in the meetings and chatter community.
* Developed various Visualforce pages to manage sales plan call sheets within Salesforce, capturing prep data and call activity.
* Implemented various Custom Reports and deployed them for different business user levels.
* Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
* Experience in working with Development team for solving the gaps in Business requirements.

**Environment:**Salesforce.com Platform, Apex Language, Visualforce Pages, Data Loader, S-Controls, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Client: Lince Soft Solutions Pvt. Ltd., Hyderabad Aug 2013- Feb 2014**

**Role: Salesforce Intern**

**Responsibilities:**

* Identified, documented and reported bugs, errors, interoperability flaws and other issues within proprietary software applications.
* Customized Reports & Dashboards for business users and managers developed custom reports.
* Created Formula Fields, Validation Rules, Workflow and Approvals to build required functionality.
* Created Visual Force Pages to override the standard functionality of Salesforce.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Worked on fixing SOQL and SOSL queries in the apex code.
* Deployed salesforce components from sandbox to production using Force.com ant migration tool, Change Sets and Eclipse.
* Experience in creating Workflows, validation rules.
* Demonstrated methodical, detail-oriented and thorough approach to all assignments while adhering to compressed timelines. Completed all assignments on or ahead of schedule.
* Consistently recognized for excellent problem-solving and analytical skills by programmers, project managers and supervisors.
* Worked collaboratively with QA, development and business groups to complete comprehensive testing on 2 major new releases.
* Planned and documented procedures for data processing and prepared data flow diagrams for the new web-based database.
* Designed and developed use cases and activity diagrams using MS Visio to analyze and translate business requirements into system specifications.
* Conducted concept sessions, workshops and stand-ups successfully towards efficient outcome within given timeline and financial boundaries focusing on conflict resolution and client vendor relation management.

**Environment:** Salesforce.com Platform, Apex Language, Visualforce Pages, Data Loader, S-Controls, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.