** Reddy Prasanna**

 **Salesforce Admin / Developer**

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**Professional Summary:**

* Around**7** years of IT experience and a **Certified Salesforce.com Platform Developer, Salesforce Administrator** and excellent experience as **Java Developer** as well.
* 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.
* 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.
* Expertise in SFDC Development using Lightning Application, **Apex Language, Visual Force Pages, Classes, Controllers, Triggers**, **Indexes, Locks Web Services, Components, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows.**
* Worked on **Lightning Process builder flows, Connect API, Chatter** and quick Action.
* Integration Methodologies, different API, **Trigger framework, Recursive Triggers, VF Remoting**, Asynchronous Framework & options.
* Good Experience on **Salesforce Lightning**. Experience in third party integration with ERP
* Experience in SFDC Development implementing the **APEX Classes, APEX Triggers, and Visual Force pages, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
* Worked on continuous integration Flowsom.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Proficient in dealing with functionalities related to **sales cloud** , **service cloud,salesforce CPQ, field service lightning, 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
* Implemented **Security** and **Sharing rules** at **Object Field** and **Record levels** for different users in the organization.
* Developed and recommended CRM roadmap for customers in the **Financial Domain.**
* 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**, **and Approval Process**, **Sharing rules** for **automated alerts**, **field updates** and **Email generation**

**Technical Skills:**

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| **Sales Force Technologies** | Sales Force CRM, Sales Force SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Apttus CLM, Visual Force Pages, Workflow & Approvals, Lightning, CaseManagement Automation, SFDX,Custom Objects, Apex Data Loader |
| **Sales Force Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, WORKBENCH.  |

**Client: AIG, Houston Aug 2019 - Till Date**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Collaborate with other associates to design solutions that efficiently deliver the required enhancements on-time and within budget .
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Responsible for providing solution and Implementation of Apttus CLM & CPQ for different business internally.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* 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.
* 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.
* Responsible for performing all tasks required to develop, implement, and support the Salesforce.Com application integration of the Apttus CLM and CPQ.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* 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.
* Implemented the Web Services through WSDL in the Salesforce.com for outbound messaging.
* Worked on Integrating SAP and Salesforce systems using SOAP and REST API's.

**Client: Ridgeview Medical Center, MN Nov 2018 - Aug 2019**

**Role: Salesforce Developer**

**Responsibilities:**

* Extensively worked on agile methodology and attended Daily status/standup meetings.
* The server-based loan processing system to move loan documents between the two
* systems.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.
* Integrated Salesforce.com with an external application using Docusign based web services.
* 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.
* Worked on salesforce classic to lightning migration projects.
* 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.
* 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.
* Worked on Sales cloud such as Web-to-lead to support online lead capture, with auto-response rules.
* 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
* Worked on Customizing service console.
* 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.
* Worked on field on field service lightning (FSL) to track the order management.
* 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.

**Client: Kaiser Permanente, WA May 2018 to Nov 2018**

**Role: Salesforce Admin / Developer**

**Responsibilities:**

* Support and provide recommendations to the COO, CTO, VP of Sales, and VP of Services by tailoring Salesforce.com to meet agile business needs.
* Recommended, designed and implemented a Marketing process in Salesforce to automate communications between Sales and Marketing, associate campaign influence to opportunities for ROI reporting, and to provide real time status on campaign members.
* Migrated the JobScience Recruiting application to a new Vana HCM application which manages all HR Functionality.
* Implemented Sales force Development Cycle covering Sales Cloud, Service Cloud, Marketing Cloud Call, Center, Chatter & App-exchange applications.
* Cleansed duplicate data and defined dupe blocking parameters to maintain data integrity.
* Analyzed current processes and made recommendations for automated notifications to Sales Reps when maintenance renewals are due and when outstanding invoices need attention, standardized sales reps reports, installed and trained users in Cirrus Insight to track Sales appointments for call reports.
* Implemented and maintain several SFDC packages including Vana HCM, JobScience, PSA and Revenue Recognition by FinancialForce, Vartopia, Xactly, Intacct, Concurforce, Vertical Response, Conga Composer, and DupeBlocker.

**Client: CVS Pharmacy, RI. Feb 2017 to Feb 2018**

**Role: Salesforce Developer**

**Responsibilities:**

* Mastered implementations of multiple uses of Apex, SOQL queries, SOSL, custom object design & management, and the creation of Visual Force Pages.
* Developed and researched ways to improve productivity within and outside the SalesForce platform, with multiple companies worldwide.
* Consistently learns the ins and outs of **Salesforce Exact Target**and its capabilities to stay competitive in the email marketing space, including but not limited to: Automation Studio, Journey Builder, Amp Script, SQL, and SaaS.
* Understanding Marketing cloud application, web services and requirements for automating web services.
* Worked with a variety of clients from local, to Dubai India.
* Customized SalesForce layout & functions to best suit employer's needs.
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Tracked and performed daily routine necessary applications such as merging duplicates, task assignments, maintaining and upgrading security permissions, & more.
* Worked in a constantly ever changing environment in which clients wishes could change anytime
* Held training sessions on SalesForce applications and use
* Overall optimized workflow and increased both comprehensibility and potential of clients to utilize SalesForce to the fullest extent.

**Client: Polaris, Hyderabad, India. July 2013 to Dec 2014**

**Role: Salesforce Admin/Developer**

**Responsibilities:**

* Training of salesforce.com globally for the Sales and Marketing Teams
* Design of a standardized a Sales Process to be used by all team members in each service line and division based on Sales and Marketing preference and requirements
* Create reports and dashboards for each geography within service lines based on necessary analytics
* Auditing for data quality and training for users to increase quality usage leading to 100% of all required data included in Accounts created since November 2009
* Implement new marketing tools such as Genius.com and Discoverer for increased lead quality and marketing
* Research new applications and the benefits for each of the teams along with ease of use regarding Marketing, Mass Email, Reporting, and Sales
* Administrator for over 125 users

**EDUCATION:**

**Masters in Comuter Engineering** from Wilmington University, 2016

**Bachelor in Electronics and Communication Engineering** – JNTU-H, 2013