**Naveen Reddy**

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**PROFESSIONAL SUMMARY:**

* Overall 8+ years of IT experience including 7+ years as a Certified Salesforce.com Platform Developer.
* 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.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* 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.
* 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.
* Competent in analyzing and creating narrative Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram using UML Tools like MS Visio.
* Expertise in Business Analysis methodologies and iterative Software Development Life Cycle (SDLC) in relation with all the phases of Rational Unified Process (RUP).
* Experience in data migration from ACT, Excel, MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica.
* Experience in Creating page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail.
* Working with different aspects of Web Services (XML, WSDL, SOAP, and REST).
* 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.
* Exposure to Apptus and SteelBrick, developed POC’s in Apptus CPQ and steelBrick CPQ.
* Experience 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.
* Worked on Salesforce.com based development enhancements and implemented lightning applications from the scratch.
* Setting up Service Cloud Console, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
* Expertise in Lightning app builder (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed Lightning Component Framework and also built Lightning component using aura framework.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, Salesforce support communities and Chatter groups.
* Built reusable UI/UX components with lightning component framework.
* Strong experience with source control tools Git, Bit bucket, Source tree, built salesforce code from the repository.

**Areas of expertise include:**

**Salesforce Technologies**  **:** Apex, SOQL, SOSL, Visual Force Pages/Components & Controllers, S-Controls, Dashboards, Lightning, Reports, Einstein Analytics, Analytic Snapshots, Jitterbit, Workflow rule, Approvals, Case Management, Automation, Sandbox and Production

**Cloud**   **:** Sales Cloud, Service Cloud, Marketing Cloud, Communities, Commerce

**Methodology**   **:** Agile, Scrum, Waterfall

**Languages**  **:** C, Java, SQL, and Apex

**Scripting Languages** **:** HTML, XML, Java script, CSS, jQuery

**Database**  **:** Oracle, MS SQLServer, UDB DB2, MS Access, Azure

**Other Tools**  **:** Eclipse, MS Excel, MS Word, MS PowerPoint, MS Project, MS Outlook, MS SharePoint, MS Visio, Rational Clear Case

**ETL/Integration Tools** **:**  Apex Data Loader, Jitter bit, Mule Soft, Cast Iron, Force.com Workbench, Atlassian Jira, ANT

**OS** **:** UNIX, Linux, Windows

**WORK EXPERIENCE:**

**Albertson - USA, New York (Remote) Mar 2019 to Present**

**Salesforce Developer**

Albertsons Companies, Inc. is an American grocery company founded and headquartered in Boise, Idaho. This company is the second-largest supermarket chain in North America after Kroger. I was involve in the Salesforce.com development life cycle, application design patterns, integration patterns, deployment planning and Proficient in dealing with functionalities related to sales cloud &service cloud, Marketing cloud, Community Cloud and Custom Cloud.

**Responsibilities:**

* Develop, manage and maintain change management documentation to comply with IT change management processes.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Created CPQ process using Apptus CPQ and CL AppExchange tool in Quote.
* Integrated Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Implementation of Salesforce Service Cloud from Business case to operation.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in creating lightning web component pages.
* Created Aura based Components, Attributes, and Controllers which can be compatible to access through Lightning App builder.
* Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Work with business leaders and the current development team to document and develop enhancements to our current Salesforce.com org.
* Recommend, schedule, and perform software improvements and upgrades for optimal performance.
* Performs administrative responsibilities to include custom fields, workflows, validation rules, user management, etc.
* Provide hands-on, expert-level technical assistance to developers.
* Creating SFDC reports (functional and technical documents).
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Developed applications using agile methodology.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Experience in configuring price quote (CPQ) with Apptus.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.

**Environment:** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**Achievements:**

* Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Developed Lightning Component Framework and also built Lightning component using aura framework.

**Macy’s, Atlanta GA Nov 2016 to Feb 2019**

**Salesforce Developer**

Macy's is an American department store chain founded in 1858 by Rowland Hussey Macy. I am involve in various IT projects that deal activities related to Saleforce.com setup, Configuration, customization, Administration, Development, Data Migration, and deployment of application to force.com platform.

**Responsibilities:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Defined the lookup relationship and master-detail relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com Subjects.
* Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* Invoved in end to end QA and UAT testing and validation of CPQ including products, Pricing, Quoting etc.
* Testing the CPQ integration with ERP.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services. Developed various custom Objects, Tabs, Components and Visual Force pages and Controllers.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Used Sales Wave analytics app with salesforce to perform other integrations and customizations.
* Created Wave datasets from using internal Salesforce data and external data sources.
* Experience in building reusable UI components and pages with Lightning component framework.
* Enhanced in Communities by adding new fields, field sets using Sales force lightning.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Familiar with Salesforce latest product launches including Wave Analytic.
* Developed wave dashboards using Salesforce platform as the backend.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to instantly deploy apps to users with Salesforce1. Build user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, and partners.

**Environment:** Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Workflow, TDD.

**Achievements:**

* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.

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**Apple, Sunnyvale CA Feb 2015 to Oct 2016**

**Salesforce Developer**

**Responsibilities:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Defined the lookup relationship and master-detail relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com Objects.
* Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services.
* Developed various custom Objects, Tabs, Components and Visual Force pages and Controllers.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Used Sales Wave analytics app with salesforce to perform other integrations and customizations.
* Created Wave datasets from using internal Salesforce data and external data sources
* Created CPQ process using Apptus CPQ and CL AppExchange tool in Quote.
* Integrated Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Responsible for setting up web service integrations.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System(SLDS).
* Created Aura based Components, Attributes, and Controllers which can be compatible to access through Lightning App builder.
* Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in lightning App builder.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to instantly deploy apps to users with Salesforce1. Build user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, and partners.
* Implementation of Salesforce Service Cloud from Business case to operation.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Leading testing effort, test plans, and test data preparation for System Integration and UAT testing.
* Salesforce with recursive AWS IDE Instances for Clients utilizing GitHub and Amazon for stability
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Created custom buttons and links on Account and Relationship Group object for generating auto Reports.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot.

**Environment:** Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Workflow.TDD.

**Scorio Solutions, India May 2013 to Dec 2013**

**Java Developer**

**Responsibilities:**

* Involved in deployment of full Software Development Life Cycle (SDLC) of the tracking system like Requirement gathering, Conceptual Design, Analysis, Detail design, Development, System Testing and User Acceptance.
* Worked in Agile Scrum methodology.
* Involved in writing exception and validation classes using core java.
* Designed and implemented the user interface using JSP, XSL, DHTML, Servlets, JavaScript, HTML, CSS and AJAX.
* Developed framework using Java, MySQL and web server technologies.
* Validated the XML documents with XSD validation and transformed to XHTML using XSLT.
* Implemented cross cutting concerns as aspects at Service layer using Spring AOP and of DAO objects using Spring-ORM.
* Spring beans were used for controlling the flow between UI and Hibernate.
* Services using SOAP, WSDL, UDDI and XML using CXF framework tool/Apache Commons.
* Worked on database interaction layer for insertions, updating and retrieval operations of data from data
* Base by using queries and writing stored procedures.
* Used JDBC to invoke Stored Procedures and database connectivity.
* Used Log4J to capture the log that includes runtime exceptions.
* Developed JUnit test cases for all the developed modules.
* Involved in the complete life cycle of the project from the requirements to the production and also involved in UAT.
* Wrote Stored Procedures and complicated queries for IBM DB2. Implemented SOA architecture with Web.
* Used Eclipse IDE for development and JBoss Application Server for deploying the web application.
* Used Apache Camel for creating routes using Web Service.
* Used JReport for the generation of reports of the application.
* Used Web Logic as application server and Log4j for application logging and debugging.
* Used CVS version controlling tool and project build tool using ANT.

**Environment**: Java, HTML, CSS, JSTL, JavaScript, Servlets, JSP, Hibernate, Struts, Web Services, , Eclipse, JBoss, JSP, JMS, JReport, Scrum, MySQL, IBM DB2, SOAP, WSDL, UDDI, AJAX, XML, XSD, XSLT, Oracle, Linux, JBoss, Log4J, JUnit, ANT, CVS