**SRINIVAS**

**Salesforce Developer**

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**PROFESSIONAL SUMMARY:**

* **7 years** of working Experience in different roles of a Software Development Life Cycle including **Programmer, Admin, Analyst and consultant.**
* Experienced in **Administration**, **Configuration**, **Implementation**, and support experience with **Salesforce platform**.
* Strong implementation and rollout experience with salesforce.com CRM (**Sales cloud, Service Cloud, Marketing Cloud**), Communities, Sites and Force.com platform.
* Integrating **Marketing cloud** with sales and Service cloud using the API functionality and making the Synchronization happening for every 15 minutes.
* Good experience in Managing subscriber data, import and segmentation using a combination of **Salesforce Marketing Cloud tools** and database queries to pull the data from Sales & service cloud.
* Proficient in creating Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Experience in creating email strategies, test plans and detailed reports.
* Hands on Experience in **Salesforce Marketing Cloud Developer**with a proven track record of consistently exceeding performance goals.
* Strong hands-on writing **WSDL, SOAP (web services)** that supports the Big Machine BMI/SFDC integration. (BMI Integration on salesforce.com).
* Designed **Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, and Approval Processes for automated alerts, field updates, and Email generation** according to application requirements.
* Designed, developed, implemented, and optimized email marketing campaigns with an emphasis on **Email Studio**, **Journey Builder**, Data Extension, **Automation studio**, triggered sends**, Content Builder**, **Contact Builder**.
* Developed dynamic and responsive email templates using **HTML** and **AMP Script**.
* Hands on experience in writing queries using **SOQL** and SOSL in Apex Classes and Triggers.
* Sound experience in integration of Salesforce.com applications with external systems using - SOAP and REST Web Services.
* Developed various customized solutions like retail portal, Customer Portal, Inventory Management system, Customized Order Management, Order Processing and Billing applications using **FORCE.COM, Visual-force** **and Apex.**
* Expertise in developing **SOAP** and **REST** **apex web service**s classes and tested using tools like **SOAP UI** and Workbench.
* Designing and coding responsive email templates using Adobe Creative Suite, HTML and CSS3.
* Leverage Exact Target's Amp Script to automate email sending processes.
* Experience in salesforce security setup using Profiles, Permission Sets, **OWD**, Role Hierarchy and Sharing Rules.
* Sound experience in creating Custom Apps, Custom Objects, Custom Fields, Applying Sharing Rules, Page Layouts, Search Layouts, Related List and defining Field Dependencies, Custom buttons.
* Good understanding of the methodologies for email campaign management including, but not limited to, campaign set up, coding, importing data, validating distributions lists, optimization, segmentation, testing, deployment, tracking, reporting and monitoring.
* Experience in import/export of data using Data loader, Informatica cloud **connector** from legacy **CRM** database into salesforce.com.
* Strong experience in generating **Reports**, Dashboards and analytical snapshots for the management.
* Experience in deployment from Sandbox to Production using deployment tools like Force.com IDE, Force.com migration tool and **Change Sets**.
* Strong work experience in user interface Designing, System Testing, Performance tuning, Go-live support and Post-production support.

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce Marketing Cloud, Apex Language, Apex Classes/Controllers, Apex Triggers, Apex Data Loader, SOQL, SOSL, Visual Force Pages / Components, S Controls, Apex Web Services & Testing, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Mobile Studio, Analytics Builder, Automation Studio, Behavioral Triggers, Einstein. |
| **Salesforce Tools** | Eclipse, Metadata, Jira, Force.com Eclipse IDE Plug-in, ANT Migration, Apex Data Loader, Force.com, Workbench, Force.com Platform. (Sandbox and Production) Content Builder, Mobile Studio, Email Studio, Einstein. |
| **Databases** | Oracle 11g/10g/9i/8i, DB2, MS SQL Server, MS Access. |
| **Programming Languages** | Apex, Java, JavaScript, HTML, Bootstrap, jQuery, XML, SSIS, ETL, SQL, AMP Script, CSS3. |
| **Integration Tools** | Knowledge Tools, Apptus CPQ and CLM, App Exchange Tools, Sales Cloud, Service Cloud, Marketo. |
| **Methodologies:** | Agile Methodology, ER Modelling, Multi-Dimensional Modelling, Data Warehouse Life Cycle. |

**Education Details:**

Masters from Kent State University, Kent, United States.

Bachelors from Jawaharlal Nehru Technological University, Hyderabad, India.

**Certifications:**

Certified Salesforce Marketing Cloud Email Specialist

Certified Salesforce Platform Developer 1

Certified Salesforce Administrator

**Work Experience:**

**Client Name: Indianapolis Power & Light Company Indianapolis, IN**

**Salesforce Service Cloud/Marketing Cloud Developer**

**September 2019 to Present**

**Responsibilities:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes to suit to the needs of the application.
* Experienced in working with Lightning components and added **Lightning Component** to Lightning Pages and Record Pages.
* Administered Salesforce.com SFA setup, which involved modifying roles and profiles, creating/ modifying dashboards/reports and managing users.
* Worked on **Lightning Process builder flows**, Connect API, Chatter and quick Action.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Tested apps by appending multiple components to a Lightning application thereby deployed Applications from Sandbox to Production.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields
* Designed the **Custom objects**, Components, **Visualforce Pages** to suit to the needs of the application.
* Created profiles and implemented Object and field level security to hide critical information on the profile users.
* Created use case scenarios, **custom workflows** and business logic.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created various Reports (**summary reports, matrix reports, pie charts, dashboards and graphics**) and Report Folders to assist managers to better utilize **Salesforce** as a sales tool and configured various Reports for different user profiles based on the organization's need.
* Created and maintained the documentation for Design, Migration and Integration.
* Coordinated with IT development teams to build user stories, business requirements and monitor data quality for data feed process and Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.
* Experience in implementing **Salesforce marketing cloud solutions** across **web**, **mobile** and **email channels** to deliver impactful, profitable and tailored customer experiences.
* Implemented **SSO** for all users in marketing cloud using SSO SAML Metadata.
* Created multiple reports on various journey’s on daily or monthly basis using **Analytics Builder**.
* Responsible for technical coordination with QA and UAT Team to explain the outcomes of the HTML emails along with the various dynamic data attributes, writing SQL query and Amp Script logic and leveraging assets to build and deploy email campaigns.
* Develop end to end solutions for complex nurture **campaigns** (with potential optimization testing) to deliver personalized customer communications (social & email).
* Developed various dynamic and responsive email templates using HTML and AMP Script and send to customers using Journey Builder and Automation Studio.
* Strong interpersonal skills, experience in cultivating relationships with key stakeholders across functions and levels to achieve business objectives and drive strategic change.
* Created User-Initiated and Triggered Automations like **Data Extract**, Filter, Import and Transfer File, Refresh Group, Query, Wait Activity and Send Email using **Automation Studio** and **Journey Builder** with **Einstein STO**.
* Good experience in Scripting language skills such as AMP Script, SSJS for emails, landing pages, SMS, and push notifications.
* Extensive experience with Data Extensions and SQL Queries.
* Strong troubleshooting techniques to find out the issue and develop the work around.
* Worked cross-functionally with Marketing, IT, and Analytics teams to develop marketing assets and ensured data is correct.

**Environment**: Service Cloud, marketing cloud, Lightning, Workflow rules and Custom Objects, Custom Tabs, Page Layouts, Email Services, Security Controls, HTML, CSS, AMP script, SQL Query, Web Services, Reports, Sandbox, Workbench, Data Loader, Automation Studio, Mobile Studio, Einstein STO.

**Client Name: Nike Inc Beaverton, OR**

**Salesforce Marketing Cloud Developer**

**April 2019 to September 2019**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Designed, developed, implemented and optimized email marketing campaigns with an emphasis on **Email Studio**, **Journey Builder**, Data Extension, **Automation studio**, triggered sends**, Content Builder**, **Contact Builder**.
* Developed dynamic and responsive email templates using HTML and **AMP Script**.
* Good understanding of the methodologies for email campaign management including, but not limited to, campaign set up, coding, importing data, validating distributions lists, optimization, segmentation, testing, deployment, tracking, reporting and monitoring.
* Experience in Return Path and **Litmus** for designing and testing email campaign's compatibility across cross-browser, cross-platform email channels and variety of devices.
* Knowledge of email best practices including subject lines, messaging**, segmentation**, list management, deliverability.
* Created User-Initiated and Triggered Automations like Data Extract, Filter, Import and Transfer File, Refresh Group, Query, Wait Activity and Send Email using Automation Studio.
* Worked with Various teams in gather the data and making it integrated with **marketing cloud** using the internal comet requests. So, that the filtered data is injected into Marketing cloud on Time-driven Basis.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Designed the solutions for business and technical requirements by customizing various standard objects of **Salesforce.com (SFDC).**
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Worked with Digital team and Marketing Managers and deploying their strategy with the help of Email studio, Contact builder, Automation studio & Journey Builder.
* Worked on the Approved Email templates to add the AMP Script according to the business requirements.

**Environment:** Salesforce.com platform, Apex Language, Visual force Pages, Data Loader, Workflow & Approvals, Reports, Dashboards, Custom Objects, Custom Tabs, Email Services, Automation Studio, Interactions, Security Controls, Eclipse IDE Plug-in, Sales force, Sandbox, Email Marketing, Marketing Automation, Exact Target, Journey Builder.

**Client Name: Extreme Networks Salem, NH**

**Salesforce Developer/Administrator**

**July 2017 to March 2019**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Coordinate with IT development teams to build user stories, business requirements, and monitor data quality for data feed processes (batch & API).
* Worked with Various teams in gather the data and making it integrated with **marketing cloud** using the internal comet requests. So, that the filtered data is injected into Marketing cloud on Time-driven Basis.
* Provided custom reports and dashboards to support the needs of the users and executives.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Designed the solutions for business and technical requirements by customizing various standard objects of **Salesforce.com (SFDC).**
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Worked on the Approved Email templates to add the AMP Script according to the business requirements.
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Used **SOQL & SOSL** with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Used Sales cloud procedures of account management and converting leads to accounts.
* Responsible for technical coordination with QA and UAT Team to explain the outcomes of the HTML emails along with the various dynamic data attributes, writing SQL query and Amp Script logic and leveraging assets to build and deploy email campaigns.
* **Tested** apps by appending multiple components to a **Lightning Application** thereby **deployed** Applications from **Sandbox to Production**.
* Developed Web Service Callouts from Salesforce to External Applications using **SOAP** and **REST API.**
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Visualforce Pages for **Lightning Experience**, Alternates for **Java Script Codes**, Sharing Visualforce pages between **Classic** and **Lightning**.
* Used **field level security** along with page layouts in **Lightning** to manage access to certain fields.
* Hand On experience UI development with **JavaScript.**
* Analysed and imported thousands of account and contact records using Data Loader.
* Used **jQuery** to connect with html elements in the browser via the document object model.
* Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
* Used field level security along with page layouts to manage access to certain fields.
* Created custom Reports based on business need and associated them to **Dashboard**.
* Modified the existing Salesforce data by removing duplicate account records using Demand tools.
* Created **New Reports, New Dash Boards**, and worked on **Data Loader** by uploading about close to a million records and experienced in cleansing and De-duplicating bulk loads.
* Created Custom Objects and fields for transactional and contractual information.
* Created workflow rules, defined related tasks, email alerts, and field updates.
* Generated various reports and dashboards for the Sales Executives and Sales Managers.

**Environment:** Salesforce.com platform, Apex Language, Visual force Pages, Data Loader, Workflow & Approvals, Reports, Dashboards, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Sales force, Sandbox, Email Marketing, Marketing Automation, Exact Target, Journey Builder.

**Client Name: Revenue Solutions Inc Providence, RI**

**Salesforce Developer/Administrator**

**March 2016 to April 2017**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (**SFDC**).
* Implemented the requirements on **Salesforce.com** platform and Force.com **IDE Plug-in using Eclipse.**
* Created Custom objects to build new application functionality in the **Salesforce.com.**
* Worked as a marketing product expert and administrator of all SFMC processes (manage subscriber-level data).
* Hands on experience with building and maintaining custom objects and integrating salesforce with external systems.
* Designed various WebPages in **Visual Force** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to **Salesforce.com**.
* Good Experience in utilizing development framework such as **Lightning Component Framework, Salesforce Lightning Design system.**
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Developed Apex Classes & Triggers to implement the business logic as per the requirements.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and dashboards.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, **Page layouts, Components, Visual Force** Pages to suit to the needs of the application.
* Developed apex **REST** **web services** classes for external applications accessing salesforce.com data with restricted access.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Planned and performed analysis of e-support activities and/or functions and guides the subsequent design and implementation or improvement of existing support applications.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Project management activities such as **PMR** reviews, Status Reports, and day to day management activities.
* Performed Unit, Integration and Regression Testing.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Email Services, Eclipse IDE, Windows X.

**Client Name: Microexcel, Hyderabad, India**

**Salesforce Developer**

**August 2014 to Dec 2015**

**Responsibilities:**

* Worked with Business Users and Business analysts for requirements gathering, analyzing the requirements.
* Worked with various salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects.
* Implemented and optimized email marketing campaigns with an emphasis on Email Studio, Journey Builder, Data Extension, Automation studio, Triggered sends, Content Builder, Contact Builder.
* Written Apex Classes, Controller, Extension Controllers and **Apex Triggers** in the application for various Business/functional requirements.
* Developed Web Service Callouts from Salesforce to External Applications using **SOAP** and **REST API**.
* Developed Custom Web Services in Salesforce and published for External applications
* Written **SOQL, SOSL query language** necessary for the application in **Apex Classes** and **Triggers**.
* Developed Reports and Dashboards, validation rules, formula fields for the application.
* Strong experience in implementing **MVC** with **Salesforce.com**.
* Developed **UI** using **CSS, HTML tags, Visualforce components** and used **JavaScript** **for** front-end validation.
* Worked with Visualforce Controllers (Standard, Standard List, Custom and Extension)
* Integrated **salesforce** and **Siebel** using **cast iron** and **informatica** connector tool
* Created salesforce communities for customers and partners.
* Prepared data mapping document to map source and target system fields.
* Developed reports and **dashboards** in the communities
* Experience in Data cleansing by writing **apex classes** and identifying in ms-excel.
* Configured/Created Profiles, Roles, and Permission Sets for the organization and setting up Field-level, Object-level security rules for the application.
* Written Apex Test Classes for unit testing to ensure at least 75% of code coverage is met.
* Deployed application from **Sandbox** to different other Sandbox as well as into Production environments.

**Environment**: Salesforce.com, Apex, Visualforce, Forec.com IDE, Workflows, Data loader, JavaScript, HTML, AJAX, Force.com IDE, ETL, Demand tool, Java, J2EE, Webservices, Oracle, Windows 2002.

**Infotech Enterprises Ltd, Hyderabad, India**

**Software Developer**

**April 2013 to Aug 2014**

**Responsibilities:**

* Responsible for developing Use Case, Class diagrams and Sequence diagrams for the modules using **UML** and Rational Rose.
* Redesigned the web applications by replacing the Custom **MVC** **framework** with the **Spring MVC module**.
* Used spring framework for dependency injection with the help of Configuration files.
* Designed the Front-end Screens using **JSP, Servlets, HTML** and **JavaScript.**
* Implemented Ajax in web pages to make Asynchronous request to the server.
* Wrote **SQL** queries and **PL/SQL** procedures for **JDBC**.
* Involved in coding **DAO** layer using Hibernate to access the Oracle database.
* Implemented Web service calls using **JAX-WS** and **SOAP** that provide Global information support such as Customer and Account management.
* Tested **Web Services** using **SOAPUI** tool as a part of unit-testing.
* Used JMS for Asynchronous communication between the applications.
* Developed various test cases and performance unit testing using **JUnit**.

**Environment:** Spring 2.0, JSP 2.0, Servlets 2.4, JDK1.5, Oracle9i, AJAX, Java Script, Hibernate, HTML, XML, CSS, CVS, Eclipse, SOAP, WSDL, Web Services, SQL, PL/SQL, JMS, Eclipse, Windows XP.

**Adathon Advertising & Software Hyderabad, India**

**Salesforce Administrator**

**May 2012 to April 2013**

**Responsibilities:**

* Daily standup calls with onsite coordinator and client to get the requirements and deliver the status.
* Worked on various Salesforce.com Standard objects and custom objects, Tabs, validation rules, formula fields and custom business logic using Apex Classes & Visualforce pages.
* Developed Visual Force Pages, Apex classes and Apex triggers as per the functional requirement.
* Involved in creating various page layouts and associate Record types, Objects, Fields, Work Flow Rules.
* Email Alerts, Field Updates, Fields and configuration of Field-level Securities.
* Involved in implementing the security for CRM Service using Profiles, Permission sets, Sharing Settings.
* Involved in writing apex test classes.
* Involved in importing and exporting the data using Data Loader.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Email Services.