**Santosh**

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Profile Summary

* Qualified IT Professional with total **6.1** years of IT experience in software methodology and 4 years of experience in **Salesforce.com CRM customization & configurations**.
* Extensive knowledge of Marketing Cloud functionalities including **Email Studio, Automation Studio**.
* Build out Marketing Confidential in Journey Builder and Email & SMS campaigns
* Worked closely with **business partners** to realize the full capabilities of **Salesforce.com CRM**.
* Involved in **Salesforce.comApplication Setup activities** and **customized the apps** to match the functional needs of the organization.
* Experience in preparing**project deployment plans** and **formulated CRM strategies**.
* Experience in Designing and developing technical solutions for multiple **Salesforce projects**.
* Served as a **Code and Data Migrations Lead** for multiple **Sandbox** and **ProductionDeployments**.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Worked on data migration from databases to SFDC using Data Loader.
* Build the organization's role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization's hierarchy.
* Performing the Risk Analysis and Cost Assessment for the Project implementation.
* FExperience custom Reports based on business need and associated them to Dashboard.
* Experience in **Salesforce Sandbox migrations to Production Environments and**providing **24/7 support**.
* Experienced in working and Contract Life cycle Management with **Apttus**.
* Proficient problem-solver who envisions business and technical perspectives to develop workable solutions.
* Ability to work independently, with distributed teams and on-site team setting to deliver high quality results.

Highlights

Technical Proficiency

* **CRM**: Salesforce CRM
* **Languages**: JAVA, HTML, CSS, XML, SQL
* **Operating Systems**: Windows, LINUX
* **Tools**: APTTUS, JIRA, GIT, Eclipse, ANT, Bugzilla
* **Query Tools**: Apex Data Loader, dataloader.io
* **Documentation Tools**: MS Office – Word, Excel, Powerpoint, Google Docs
* **Databases**: SQL, Oracle

Certifications

* Certified force.com Administrator **(Admin 201)**

Professional Experience

* Working in **Anthem Inc** as a **Salesforce Administrator** from Sep 2018 – Jan 2021.
* Worked at **Adobe Systems** as **Salesforce/Apttus Business Analayst** from Mar 2018 – Sep 2018.
* Worked at **Colgate Plamolive** as a **Salesforce Admin/Consultant** from Sep 2016 – March 2018.
* Worked at **Kelly Services** as **Salesforce.com** **Administrator** from Oct 13 to Feb 15.

Project Experience

**Anthem Inc, Los Angeles Sep 2018 to Jan 2021**

**Role: Salesforce Admin/Business Analyst**

Anthem, Inc. is an American health insurance company founded in the 1940s, prior to 2014 known as WellPoint, Inc. It is the largest for-profit managed health care company in the Blue Cross and Blue Shield Association. It was formed when Anthem Insurance Company acquired WellPoint Health Networks, Inc., with the combined company adopting the name WellPoint, Inc. The project Anthem Balanced Fund deals with creating a group quote and enrolling them to cover their claims.

**Responsibilities:**

* worked in **customizing & Configuring** different **salesforce.com standard and custom objects**.
* Has done the many integrations and used the salesforce marketing cloud connector v5 to connect to multiple salesforce Orgs.
* Enabling dynamic content management and personalization using **AMPScript**
* Configured salesforce and marketing cloud integration user along with configuration in salesforce
* Leverage**AmpScript** to automate email sending processes
* Proficiency in **Salesforce Administrative tasks** which include creating **Users, Profiles, Roles, Page Layouts, Email Services, Approvals, Workflows, Validation rules.**
* Created custom **page layouts, custom links, Record Type, Assignment rules** and other components on a record detail and edit pages.
* Conducted **code migrations** and **implemented application configurations**.
* used **Agile (SCRUM)** methodologies for Development.
* Documented software requirements and prepared design documentation.
* Formulated architecture strategies and marketing plans.
* Created multiple **custom reports and dashboards**.
* Experience in supporting the management and maintenance of Salesforce and associated applications.
* Excellent communication and inter-personal skill, accustomed to working in both large and small team environment.

**Adobe Systems, San jose March 2018 to Sep 2018**

**Role: Salesforce/Apttus Business Analayst**

**Responsibilities:**

* Worked closely with the **Project Manager** and **Salesforce Architects** to bring the best use cases for **development and deployments.**
* Involved in Developing **Apttus Approval Process** and worked on **X-Author tool for Contracts.**
* Developed **Functional** and **Technical Design Documents** for complex requirements.
* Worked **closely with the developers and QE Team** to achieve accurate workflows based on business focus.
* Managed **Auto response rules** if customers approached beyond the business hours.
* Developed **complex workflow rules**, **time based work flows**, **Approval process** for effective business requirements.
* **Migrated** the developed components from **Sandboxes to Production** and taking care of **Test Classes.**
* Designed **Profiles, Roles** based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Involved in various Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.

**Colgate plamolive, New jersey Sep 2016 to March 2018**

**Role: Salesforce Apttus Administrator/Consultant**

**Responsibilities:**

* Performed the role of Sales force Developer in the organization.
* Designed and developed Apttus CLM for internal and External Contracts.
* Woked on Merge field functionality with X Author for Word and Excel.
* Configured Shopping cart for various functionalities on the Pricing
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Designed, and deployed the **Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts**, to suit to the needs of the application.
* Created new custom objects, assigned fields, custom tabs, components, custom reports.
* Created custom Reports based on business need and associated them to Dashboard.
* Customizing Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Designed and Developed complex approval processes for Apttus.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Designed **junction objects** and implemented different advanced fields like **Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates, and Email** generation leading to effective **Web-to-Lead** communication with customers.
* Interacted with the Salesforce.com premium **tech support** team on a regular basis.
* Support and training new end users and business users of the salesforce.com application.
* Support **external customers** as part of customer management who use related products.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created different Reports and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured different Reports for different user profiles based on the organization’s requirement.
* Migrated data from **Excel / CSV files** to **SFDC** using **Data Loader.**

Created different Scheduled and Batch apex jobs based on the business requirements.

**Environment**: Apex Language, Visualforce, SOAP, REST Web services, SOSL, SOQL, Force.com IDE, Import Wizard, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Desk.com , Service Cloud

**Kelly Services, Hyderabad Oct 13 to Feb 15**

**Role: Salesforce.com Administrator**

**Client: OTTER Group Pty Ltd, Australia**

**Responsibilities:**

* Responsible for customizing **salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Cases, Reports and Dashboards**.
* Involved in SFDC **Setup activities and customized** the apps according to the functional needs of the organization.
* Implemented pick lists, **dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects**.
* Worked with standard objects in customer and partner portals.
* Created several workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Installed Salesforce **AppExchange Apps**, configured and maintained user security permissions in accordance with organizational requirements.
* Created and used different **HTML Email templates**.
* Integrated the **Web Services** for extracting the data from external systems to display in pages of salesforce.com.
* Developed Visual Force Pages, Visual Force Custom Controllers Components, Custom Objects, Reports, Analytic Snapshots, Dashboards, Tabs.
* Developed and configured **Reports** and **Dashboards** as per requirement.

**Environment:** Saleforce.com platform, Visual Force pages, Apex Language, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services,Salesforce.com Data Loader, Security Controls, HTML, Java Script, Web Services, Sandbox.

Education

* Masters in Computer Science from Northwestern Polytechnic University,California,USA (2016)
* Masters in Business Administration (MBA) from William Jessup university,USA (2019)
* Bachelors in Information Technology from JNTUH ,India (2013)