******SUDHARSHAN REDDY**

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**SUMMARY:**

* Around **7** years of experience in IT industry with around years’ experience in the Salesforce.com CRM bothas Administrator and Developer in Salesforce.com Sales, service, Marketing, Customer Service and Support Administration.
* Experience in Salesforce Technologies includes Analysis, Design and Development, Testing, Implementation, production support and maintenance of various Applications.
* Salesforce certified profession for **Salesforce Einstein and Discovery consultant, Salesforce Platform Developer I and Admin 201.**
* Experienced in all phases of Software Development Life Cycle (SDLC), quality management systems and project life cycle processes.
* Experience building reports and dashboards, customizing them as per user requirements
* Strong knowledge of sales, marketing and service clouds.
* Expert in implementing Custom Objects, Custom Tabs, Workflow Rules, and Role based Page Layouts and Record Types, Approvals, Assignment Rules
* Expertise in creating security and sharing rules at object, field and record level for different users at different levels of organization and various profiles and configured the permissions based on the organizational hierarchy.
* Enabling Einstein Analytics on various Orgs, assigning permission set licenses, created and assigned permission sets.
* Implemented Einstein Connectors and Recipes in Salesforce.com sandbox and production environments.
* Integrated Salesforce data and external data into Einstein Analytics to enable users to explore and visualize the data with explorer and designer.
* Expertise in handling Einstein dashboard json and Ability to write complex SOQL queries across multiple objects within the SFDC database.
* Expert in Selection Bindings and Result Bindings in Dashboard JSON to combine Datasets.
* Handled replication and multi-threaded process for standard and custom Objects.
* Implemented Einstein Migration, Packaging and Distribution.
* Extensively worked on Business Objects Reports and Dashboards, Maintain and Troubleshoot user reports for users.
* Business Objects Report Migration from Production to Stage.
* Providing access to users and troubleshooting the reports in Business Objects Administration.
* Experienced in Training & Supporting end-user reporting needs using Business Objects.
* Good understanding of Data Warehousing Design Methodology, Data Warehouse Concepts and Database.
* Have knowledge in implementing various advanced fields like Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates & Email generation according to application requirements
* Well versed with analyzing company processes, translating business workflows into accurate Salesforce.com workflows and configuring Salesforce.com to meet business needs.
* Proficient in creating custom objects, custom Tabs, custom fields, Pick list values, Role based page layouts, Workflow Alerts and Actions, Workflow Rules and Approvals, Validation Rules, Custom reports and Report extractions to various formats.
* Created relationships between objects like Master-Detail, Lookup, Entity relationship, Data model etc.
* Extensive hands on administrative tasks like designing of custom objects, custom fields, and role based page layouts, profiles, users, reports, dashboards, email services, lookup and master detail relationships

**EDUCATION**

Bachelor’s in Engineering, Computer Science, India 2014.

**CERTIFICATIONS**

* **Salesforce Certified Platform Developer I**
* **Salesforce Certified Administrator**
* **Salesforce Certified Sales Cloud Consultant**
* **Salesforce Certified Einstein Analytics and Discovery Consultant**
* **Tableau Developer**

**TECHNICAL SKILLS**

* **Salesforce Technologies**: Salesforce CRM, Einstein Analytics, Apex Language, Lightning, SOQL, SOSL, Visual Force Pages, Apex Web Services, Workflow & Approvals, Dashboards, Case Management Automation, Custom Objects, Apex Data Loader.
* **Salesforce Tools**: Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Force.com
* **Languages**: Apex, C, C++, Java, Java Script, HTML, XML, SQL environments.
* **Databases:** MySQL, Oracle, MS-SQL server
* **Web Services:** SOAP, REST
* **Operating Systems:** Windows, Mac OSX, Linux, Unix.
* **IDE:** Force.com IDE, Eclipse, Visual Studio

**PROFESSIONAL EXPERIENCE**

**Client: Salesforce, San Francisco, CA**

**ROLE: Analyst, Global Pipeline Strategy & Analytics Feb’18 - Till date**

**Responsibilities:**

* Responsible for requirements gathering from business users and prepare technical requirement specification document Implemented **Agile Methodologies** in developing SDLC.
* Created**Objects, Page Layouts, Record Types, Relationships, Validation Rules, Workflows**and**Approval Process.**
* According to the business user’s requirement, creating **Reports** and **Dashboards**.
* Designed, developed and deployed the sales process dashboards in the Sales Strategy team.
* Worked with Team leads to transform and develop new requirements into design, implementation and documentation.
* Created Dashboards for Sales/Marketing leaders to see how their team performing day to day.
* Created Pipeline metrics, Pipe gen Hotspots, Pipeline Trends, New logo, close rates dashboards which makes easier for AE’s and Business Operations team to see their performance.
* Extensively Worked on AZPRD to get the large datasets updated using SQL.
* Helped in Automating the SQL queries into Einstein Analytics Datasets.
* Implemented Row Level security for Datasets that sensitive data should not be visible for everyone.
* Good Understanding on Pipe gen, Open pipe, ACV, AOV and Marketing related data.
* Extensively worked on Opportunities and Accounts when creating datasets and dashboards.
* Interacted directly with AE, SDR and BDR to understand the issues and how to give solutions from a Sales Strategy point of view.
* Worked on head count for regions which helps the sales leaders for allocation.
* Improved the Performance of the Dashboards with the help of latest release notes.
* Created Data flows, Recipes, Security Predicates and updating the dashboards.
* Worked on creating the Tableau reports to our business Stake holders.
* Created custom reports in Business Objects. Adding fields, Merge Dimensions, updating variables and fixing issues in reports.

**Environment**: SaleForce.com platform, Einstein Analytics, Lightning, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, HTML, Java Script, GitHub, APPTUS, Eclipse IDE.

**Client: Salesforce, San Francisco, CA**

**ROLE: Business Intelligence Analyst / Einstein Developer Jul ’15 – Jan ‘18**

**Responsibilities:**

* Performed Requirement Gathering for client preferences and data management.
* Documented and shared the requirements with SalesForce.com consultants for further implementation.
* Closely worked with SalesForce.com consultants while implementing the solutions for the needs of organization.
* Created new custom objects, assigned fields, designed page layouts, components as needed to meet design specifications.
* Configured different roles, profiles, and accounts in Salesforce.com
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Activities, and Dashboards.
* Customized the Dashboards to the track usage for productivity and performanceof business centers and their sales teams.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Involved in data migration and integration using Apex Data Loader.
* Worked in Administration, Configuration, Implementation and Support of sales force CRM and Sales force SFA applications.
* Implemented Einstein Analytics platform by enabling Einstein, assigning permission set licenses, and then creating and assigning permission sets.
* Implemented Row Level security for Datasets that sensitive data should not be visible for everyone.
* Knowledge on how to do Einstein Migration, Packaging and Distribution.
* Create structured data and model data to be used by Einstein.
* Installed Packages for Einstein Labs in an org and Installed Einstein connector for Excel Data.
* Implemented on Dashboard of set smart notifications for your business metrics, collaborate with dashboard annotations.
* Experience with Data model, SAQL, Security, Permission sets, Deployment etc. Familiar with common Einstein Analytics Terminology like App, Dashboard, Dashboard Json, Data Monitor, Dataflow, Dataflow Job, Dataset, Dataset Builder, Designer, Lens, SAQL, XMD.
* Familiar with classic and Flex Designer Dashboard (New) to build dashboards like Bar chart, Waterfall chart, Stacked Waterfall chart, Map chart and Pyramid chart.
* Created Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security and configured their sharing settings.
* Created Custom Objects, Tabs, and Sharing Rules as per the business requirements.
* Worked on various Salesforce objects like Accounts, Contacts, Leads and Opportunities.
* Worked on configuration, security and security controls aspects of Salesforce.

**CLIENT: Arija Soft PVT LTD, India**

**ROLE: Salesforce Developer Aug ’13 - Jul ‘14**

**Responsibilities:**

* **Involved in Salesforce.com application setup activities and customized the apps** to match the functional needs of the organization.
* Interacted with various business team members (JAD Sessions) to gather the requirements and documented the requirements.
* Worked with various Salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.**
* Developed various **Custom Objects, Tabs, Components and Visualforce Pages.**
* **Create and Customize Custom Objects, Formula Fields, Cross Object Formulas, Roll up summary fields, validation rules, dependent picklists and complex page layouts.**
* Create **complex workflows and Approval processes.**
* Implemented Data segregation through Record Types and Field level security.
* Developed and maintained **validation rules and custom workflow.**
* Used eclipse Force.com toolkit for creating Apex Classes and Apex Triggers to develop custom logic.
* Audited, uncovered and resolved data integrity issues with legacy systems.
* Complete **bulk imports of data using Apex Data Loader.**
* Batch reassignment of accounts and opportunities based on organizational changes.

**Environment:** Saleforce.com platform, Apex Language, Visualforce Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows.