**Venkata Raghu**

# PROFESSIONAL SUMMARY:

* Committed and skilled Software Engineer with more than **9** years of experience in Salesforce.com, along with working experience in various phases of Software Development Lifecycle.
* Experience in Salesforce Customization, Security Access, Workflow Approvals, Data Validation, data utilities, Analytics, sales, Marketing, Customer Service, and Support Administration.
* Expertise in SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Components, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, WorkFlows.
* Knowledge in Salesforce and Vlocity using Omni Script, Card UI Framework, DataRaptor, Salesforce Lightning Framework, Process Libraries.
* Execution of Apex Jobs & Data loader Jobs on servers and creating Apex Triggers on objects, Lightning OAP API, REST API & Bulk API
* Used Salesforce Lightning Design Systems (SLDS) to develop the Lightning components.
* Good Hands-on experience in implementing SOQL and SOSL in Apex Classes and Apex Triggers.
* Experience in deploying salesforce.com applications across different sandboxes using Change Sets, Force.com IDE and Force.com Migration tools like Ant, Maven with Jenkins.
* Expert in migrating data from various systems into Salesforce CRM using ETL tools – Informatica Demand, Cast Iron (CI) experience, to synchronize data between Sales.com and web service endpoints. Data Junction (Pervasive), Excel connector and DQC
* Extensively used salesforce.com tools like Force.com IDE, Eclipse with force.com plug-ins, Force.com Explorer and Data Loader.
* Experience in Sales cloud, Service cloud, Partner portal and Customer portal
* Experienced in automation of cases, leads and escalation cases, creating Leads, Case from web and emails.
* Experience in Integration of Salesforce with in-house legacy ERP systems using Apex Web services WSDL and outbound messaging.
* Strong Experience in Agile and Scrum methodologies.
* Committed to quality and excellence.

# educatioN:

* Bachelor of Technology in Computer Science &Information Technology, JNT University, India

# skills:

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| Salesforce technologies | Salesforce SFA, Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/ Components, Apex Web Services, Workflow & Approvals, Process Builder, Analytic, Snapshots, WSAD, REST and SOAP Web Services, Lightning Design systems. |
| Salesforce Tools | Force.com Explorer, Force.com Data Loader, Cast Iron Systems, Force.com Excel Connector, Force.com Platform (Sandbox, and  Production), SOAP API. |
| Languages | Apex, Java, C, C++, SQL, SOQL, SOSL. |
| Web Technologies | HTML, XML, Java Script, jQuery ajax, CSS, FLEX, SOAP API, REST API |
| Databases | MySQL, Oracle, SQL Server, MS Access 2003/2010. |
| Project Management | Waterfall, Agile (Scrum Methodology). |
| Custom Integration | Outbound Messages, Field updates, Reports, Custom Objects,  Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy |

# professional experience:

**Organization: Asurion, Herndon, VA** **(May’19–Present)**

**Position: Salesforce Developer**

**Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the applications to match the functional needs of the organization.
* Hands on experience on Lightning Components, Application and Events creation using Aura Framework, Aura enabled controller and implemented controller logics.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features for many functionalities like time sheets, pay periods, scrum board etc. Creating Lightning and VF Tabs for all required UI pages.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects. Automated the business processes using out-of-the-box tools and services of Lightning Experience.
* Experience in developing high-performance and scalable websites including experience implementing Salesforce Commerce Cloud (Demandware) eCommerce applications.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features for many functionalities like time sheets, pay periods, scrum board etc. Creating Lightning and VF Tabs for all required UI pages.
* Strong experience in implementing lightning design systems.
* Experience in using Workbench and Bitbucket for deployment.
* Performed the role of Salesforce.com Developer in the organization.
* Closely worked with SalesForce.com teammates while implementing the solutions for the requirements.
* Developed several Triggers, Apex classes and Visualforce pages as part of the application development.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
* Resolved major issues in previously existing integrations between SAP and Salesforce in the Cast Iron environment
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationship among objects.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements
* Customized tabs for different business user groups and business centers.
* Created the workflows for automated lead routing, lead escalation, alerts and custom coaching plans.
* Experienced in the use of Data Loader.
* Implemented escalation rules, automatic case generation and their escalation to call center representative, and generated email alerts for quick issue resolution.
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users.
* Supported the data migration activities for Migrating the data from various business centers and business center users with the support of Saleforce.com.
* Created one to one customer centric Journey Builder interaction and integrated with Sales service Cloud to track, report and manage customer lifecycle
* Conducted brainstorming sessions with the development team to actively involve them during the requirements stage level analysis. Sales Cloud and Service Cloud Implementation
* Build System API’s for the MuleSoft for integrating between Salesforce Org for deploying the Objects with data for Org Consolidation and Optimization
* Worked with CPQ to automate Proposals and have Proposal Templates.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Involved with Salesforce.com Premier Support and handled the support cases with the help of salesforce.com support.
* Provided the training to the internal business users to use the application and develop their own custom reports.

**Environment:**Salesforce.com Platform, Force.com, Force.com Eclipse IDE, Apex classes and Controllers, Data Loader, SOQL, SOSL, Scrum, Custom Settings, Custom objects,  MuleSoft,  Custom fields, Web Services, SOAP, REST, Knowledge User License, Github.

**Organization: Johns Hopkins Medicine Baltimore, MD (Nov’17– Apr’ 19)**

**Position:Salesforce Developer**

**Responsibilities:**

* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder, and Lightning Component features.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Created lightning system events and custom events in lightning to communicate between lightning components.
* Involved in coding for modules for all the Sub-Application of the CRM application which involves extending existing SFDC standard components using Apex, Visual Force and other utilities.
* Developed several Triggers, Apex classes and Visualforce pages as part of the application development
* Data migration from external systems to sales force using Data Loader.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Created different Workflow rules and Approvals for various campaign processes.
* Designed, and developed the Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visual force Pagesto suit to the needs of the application.
* Created community pages and developed lighting components for the community pages
* Designed, developed and deployedApex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application.
* Experience building Lightning Components that retrieve the integrations data from Web Service by making Apex REST callouts Created orchestrations for bi-directional integration of Salesforce and SAP using Cast Iron tool
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
* Implemented service cloud in the organization to leverage call center functionality in salesforce.
* Developed and configured various Reports for different user profiles based on the need in the organization.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Extracted the data from Salesforce.com application into the external databases for generating large data reports using the Informatica on Demand
* Worked on Custom Settings and Email Services for automation using Apex Classes
* 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.
* Configured Salesforce Automation (SFA) for campaign management.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.

**Environment:**Salesforce.com Platform, Force.com, Force.com Eclipse IDE, Lightning Experience, Lightning Components, Apex classes and Controllers, Service cloud. HTML, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP, REST.

**Organization:WPS Health Insurance - Madison, WI (Jan’16–Oct’17)  
Position: Salesforce Developer**

**Project Description:**Wisconsin Physicians Service Insurance Corporation is a leading non-for-profit health insurer in Wisconsin and provides services to reach active-duty and retired military personnel, seniors, and families in Wisconsin, across the U.S., and around the world. WPS Health Solutions offers insurance products like WPS Health Insurance, Arise Health Plan, EPIC Specialty Benefits.

**Responsibilities:**

* Worked on various standard Objects like Leads, Accounts, Contact, Opportunities, Products, and contracts that help the company to maintain their information and make sales of the product.
* Created many of the Roles and Profiles for the organization, which helps them in maintaining the Security for different individuals who are working in the organization.
* Developed Validation Rules for the Custom Objects and Approvals for some fields.
* Implemented field level Security, Profile, and audit trail setup.
* Used Informatica cloud service to integrate the data between systems
* Used extensible automation server for implementing continuous integration and continuous delivery
* Customized several Formula fields, Workflow Rules, Validation Rules, Triggers, Apex classes.
* Created several Validation Rules, Custom buttons, and links on custom and standard objects.
* Developed APEX class, Controller class and APEX Triggers for various functional needs in the application.
* Implemented knowledge articles and live services in service cloud.
* Created the many of the Reports and Dashboards, which helps the sales team in marketing their product.

**Environment:**Saleforce.com platform, Visual force, Apex Language, Triggers, Tableau, Agile, SOQL, Service cloud, Change Set, Standard and custom controllers, Data Loader, Force.com, Eclipse IDE Plug-in, Work Flow-Approval, Custom objects, Custom tabs, Email service, Html, Web-service (REST and SOAP).

**Organization:Direct energy - Houston, TX (Mar’13– Dec’ 15)**

**Position: Salesforce Developer**

**Project Description:**Direct Energy is a large company with a history of impressive growth. Acquired by Centrica, plc in 2000, Direct Energy has steadily grown to approximately 6,200 employees and nearly 5 million customers in North America. Direct Energy is one of the largest residential energy retailers in North America based on customer numbers. It provides residential natural gas and electricity products in in 13 U.S. states, as well as Alberta, British Columbia, and Ontario. It provides the insights our customers need to make smarter decisions, be more efficient, reduce their energy use, and potentially save money.

**Responsibilities:**

* Implemented requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Involved in data mapping and data Integration from JD Edwards ERP to Salesforce.com.
* Installed Pervasive Data Integrator from the AppExchange for two-way integration with a JD Edwards ERP system.
* Designed, and developed Apex Classes, Controller Classes, and extensions for various functional needs in the application.
* Developed VF pages replacing the existing standard opportunity page.
* Developed APEX Classes, Triggers on Opportunity and Account objects.
* Created a custom logging mechanism by inserting data into a custom object.

**Environment:**APEX, Web services, SOSL, SOQL, Informatica, Force.com IDE, Import Wizard, XML, Java Servlets, Visual Force Pages, Workflows, S-controls.

**Organization: Merkle, Inc. Columbia, MD (May’10– Dec’ 12)**

**Position: Salesforce Developer**

**Responsibilities:**

* Performed the roles of Salesforce.com Developer and Admin in the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Fully reviewed database schema to understand the types of relationships between standard and custom objects.
* Designed web pages and generated PDF’s with Salesforce data using Visual Force Pages.
* Developed Apex class and trigger to format phone/fax/zip code in account object.
* Improved the performance of the system by making code changes as well as removing workflow rules.
* Deleted workflow rules and implemented the field updates in before triggers to increase performance.
* Used error-handling techniques to handle the errors and send emails upon the severity of the error.
* Used oops programming concepts, code reusability, utility classes, and inheritance for implementing business requirements.
* Developed dynamic salesforce.com visual force pages using JavaScript, Ajax toolkit and JQuery.
* Worked with components, functions and global variables to embed links to default actions for creating new Accounts, Contacts and other standard objects.
* Worked with Global variables and expression language syntax to manipulate data types for conditionally executing operations
* Implemented service cloud in the organization to leverage call center functionality in salesforce.
* Implemented knowledge articles and live chat services in service cloud.
* Implemented case management and customized the case layout with VisualForce using cloud integration toolkit.
* Implemented Web2Lead and web2case for few websites using Salesforce.
* Designed various Webpages in Visualforce for customers to select a variety of services offered by the org and integrate them with the sales team.
* Have done call scripting to assist the call center agents.
* Written SOQL, SOSL query language necessary for the application in Apex Classes and Triggers.
* Extensively used Data Loader for insert, updates, and bulk import for Accounts, Contacts, Leads and Opportunities.
* Developed and configured Reports, Dashboards and Report Folders for profiles based on requirement of organization.
* Worked on integration web services features like REST and SOAP APIs.
* Worked for integrating the CTI with the agents interface for better assistance to the customers.
* Evaluated Salesforce.com support module for call-centre and help desk application.
* Configured security and organizational hierarchy for sales for Salesforce implementation.
* Integrated Salesforce.com with external systems using Salesforce Partner Web Services for approval and custom workflow solution.
* Developed Salesforce.com site and customer portal for various organizational units and partners.
* Worked with Organization Wide Defaults, Role Hierarchies, Sharing Rules and Manual Sharing to implement Record-based sharing.
* Defined permissions for Profiles and Administrative permissions to grant/deny users access to platform features.
* Deployed and debugged Force.com application in Eclipse development environment using Force.com Eclipse IDE plug-in.
* Implemented custom audit trail for account teams to track account team changes.Wrote complex triggers to control the Opportunity level access to users based on the account type and user role using Account Share object.

**Environment:** salesforce.com unlimited edition, Apex Language, VisualForce (Pages, component & controllers), pages, DataLoader, AppExchange, HTML, Web services, Reports, Custom Objects, Windows7/8.