**Sruthi**

**Email:** **sruthi23.sfdc@gmail.com**

**Contact: 682-253-1093**

**LinkedIn:** [**https://www.linkedin.com/in/sruthi-k-414732148/**](https://www.linkedin.com/in/sruthi-k-414732148/)

**PROFESSIONAL SUMMARY:**

* Around 9 years of work experience in the IT industry with 5+ years in **Salesforce.com platform** as **Developer and Administrator** and 3+ years of experience as SQL developer.
* Certified **Platform Developer I and Administrator.**
* Hands on experience with **Salesforce Lightening Component**, **Design System** **Styles** and **Aura** **framework**.
* Worked in developing **Lightning Component Bundles** and **Lightning Applications**, and **Events**.
* Good Technical work experience in **Lightning Design System** and **Lightning App Builder**
* Experience in **Administration, Configuration, Implementation, Lightning, and support** experience with Salesforce platform.
* Well versed with end to end functionalities related to **Sales Cloud**, **Service** **Cloud** and **Community Cloud**.
* Well versed with **CRM processes** like Sales, Marketing, Customer service, Customer support, Business processes and recommended solutions to improve using SFDC.
* Having good experience in all phases of **SDLC** like Requirement gathering, Analysis, Designing, Development and Testing.
* Proficient in designing the components using **Objects** and **Fields**, **Page Layouts**, **Visualforce** **pages, Apex classes, Controllers & Triggers.**
* Well experienced with **Approvals & Workflows** for automating different business processes and other components as per the client requirements.
* Experience in SFDC development in implementing **Apex classes, Apex triggers, Visualforce** and working on **Force.com IDE, Change Sets** and **ANT Migration Tool**.
* Maintained and supported various Functional areas like Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes and Activities.
* Good experience in working on **Developer Console** and **Workbench** for SOSL and SOQL querying.
* Experience in **Force.com Web Services API** for implementing web services in the application to provide access to Salesforce data from external systems.
* Implemented Security settings across the organization using **Roles, Sharing settings, Profiles** and **Permission sets**.
* Experience with data migration and updates through **Change Sets**, **Data Loader** and **Workbench** in Salesforce.com
* Well-versed in cloud technology and on-premise infrastructure integration for Salesforce.com using Force.com platform, **XML**, **WSDL** and third-party packages.
* Experience in working on **Salesforce.com Sandbox** and **Production** environments.
* Expertise in working with **SOAP** and **REST API’s.**
* Expertise in analyzing and documenting the workflows and functionality of existing systems.
* Good experience in Administration, Configuration, Implementation and Support of Salesforce CRM applications based on Apex Language and leveraging Force.com platform application running in Cloud computing environment.
* Work experience on various languages like **SQL, Oracle, XML**, and **JSON.**
* Hands-on experience in designing the front-end pages using scripting languages like **HTML, CSS,** **jQuery, JavaScript** and **AJAX**.
* Expert in using version control systems like **GIT** and **SVN**.
* Excellent written and verbal communication skills to keep executive staff and team members apprised of goals, project status, and resolving issues and conflicts.
* Self-motivated and capable of rapidly learning new technologies and processes and applying them to projects and operations

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce Technologies** | Salesforce.com CRM, Apex Language, Apex Classes & Controllers, Apex Triggers, Apex Scheduler, Salesforce1, Lightning (components, apps and system designs), Aura (Framework Handlers, Attributes), Visualforce (Pages, Components & Controllers), Apex Web Services, Batch & Schedule classes, SOAP API, REST API, Bulk API, Metadata API, AJAX |
| **Custom Integration** | Outbound messages, Workflow & Approvals, Field updates, Reports & Dashboards, Custom objects, Standard objects, Integration, Migration, Email Services, Security controls, Force.com Sandbox, Force.com IDE, SOQL, SOSL, WSDL. |
| **Salesforce Tools** | Force.com platform, Force.com DataLoader, Force.com Workbench, Eclipse IDE, Developer Console, AppExchange, ANT Migration Tool, Visual Studio Code, Salesforce CLI, Salesforce DX, Postman. |
| **Web Technologies** | XML, HTML, CSS, JavaScript, jQuery, GIT, SOAP/REST |
| **Database** | SQL Server, MY SQL, AWS Redshift |
| **Operating Systems** | LINUX, UNIX, Windows XP/7/10. |

**EDUCATION:**

* Master’s in Information Technology, Southern New Hampshire University, 2017.
* Bachelor’s in Computer Science, JNTUH, 2012.

**PROFESSIONAL EXPERIENCE**

**Client: JDRF International, NYC, NY April 2018 – Till Date**

**JDRF International is a nonprofit 501 Organization that funds Type 1 diabetes research and advocates for regulation favorable to medical research and that makes it easier to market new medical devices.**

**Project Description: JDRF has various Third-party Applications associated with them and the Project revolves around their enhancements and maintenance. Recently JDRF has moved to Salesforce’s native NPSP cloud which has enhanced its ability to make complete use of Salesforce OOB functionality.**

**Role: Sr. Salesforce Developer**

* Worked on migrating the organization from LCRM Managed package to Salesforce’s NPSP (Non-Profit Success Pack)
* Worked on **Sales cloud** and its related standard objects like **Leads, Account, contacts, Opportunities and custom objects like Recurring Donations, Pledges, MSD Account references, Payments**.
* Upgraded Apps from **Salesforce classic to Lightning** experience utilizing **SLDS** to develop rich user interface.
* Created multiple **Lightning components** to override standard button functionalities, add these on **custom Lightning App Home pages** and **record pages**
* Utilized **Aura framework** by adding **Aura attributes** and Handlers for Events to focus on logic and interactions between Parent and child components in Lightning apps.
* Built reusable UI components and pages with **Lightning web components (LWC)** framework.
* Created responsive layouts for mobile-ready components by combining **Aura framework** and **LWC framework.**
* **Integrate** Salesforce with third party systems like Luminate CRM, Wealth Engine Connector for Salesforce and Marketo Lead management.
* Tested apps by appending multiple components to a **Lightning application** and deployed them from **sandbox to Production**.
* Manage and monitor Advocacy Data Portal built on **Salesforce Community cloud integrated** with Marketo. Resolve Integration issues.
* Analyze and validate existing data by building complicated SQL queries in AWS Redshift.
* Develop Visualforce pages with **UI using HTML, CSS and Visualforce** Components and use JavaScript for front end validation and host these to create Web to Cases for various departments in JDRF like Finance, Client Services and Online Support.
* Maintain custom Visualforce pages in the Sales Cloud using native components like **Page Block, Command Buttons, Output Panel**, **Input field**, **AJAX Components** and **JavaScript Remoting** for requirements to merge duplicate Records, Location search and assignment.
* Used **Visual Studio Code** to create **Apex Classes, Extensions and Apex Triggers** for custom logic and objects for various functional needs like Greater Giving Account Update, NCOA (national Change of Address) Utility, Territory Realignment and Designation and Location Assignment.
* Use **AWS Redshift** to **build SQL scripts** for data remediation and data analysis.
* Manage deployment of code and migration of data from **Sandbox to Production environment** using native Salesforce Change Sets, ANT Migration Tool and Workbench.
* Write SOQL, SOSL queries with optimization in **Apex Classes and Trigger Handlers** for addressing requirements for Objects like Contacts, Donations, Accounts, Campaigns, CDS Detail, and to avoid hitting Governor Limits while processing large sets of data.
* Perform complex code reviews for Designation assignment, incorrect Location assignment, Batch Class failures, recalculate Contact sharing changes and so on and set up Debug logs to record errors and inherit granular logs for faster resolution in the **Sales Cloud.**
* Perform project gap analysis, establish and evaluate the functional requirements and communicate the same to Business Users.
* Apply design principles and architecture patterns to create reusable and flexible code and applications and develop standard processes for all users to follow.
* Monitor data flow in Production environment through Reports and Dashboards.
* User various types of testing like Unit Testing, Regression testing and End to End testing in **Sandbox** and Production environment for the developed functionality.
* Understand requirements for each Business enhancement and provide technical recommendation of the most suitable approach.
* Provide **Production Support** and resolve all Tier 3 or higher Technical issues related to Data Management, reported bugs, System maintenance and user- related tasks.
* Participated in **Full lifecycle implementation** (from gathering requirements to development to QA/UAT testing and deployment to Production)
* Write technical design document for all functional and non-functional requirements.

**Environment: Salesforce.com, NPSP, Apsona, Marketo, Luminate CRM, Standard Objects, Custom Objects, AppExchange, Data Migration, Asynchronous Apex, Reports & Dashboards, Workflows & Approvals, Visual Studio Code, GitHub, AWS Redshift, MS Outlook.**

**Client: John Wiley & Sons., Hoboken, NJ September 2017 – April 2018**

**John Wiley & Sons develop digital education, learning, assessment and certification solutions to help Universities, Businesses and individuals move between education and employment. By partnering with learned societies, the organization supports researchers communicate discoveries that make a difference. They collaborate with authors, societies, libraries and other members of the research community to generate, communicate and enable access to scientific and scholarly insights that are helping solve some of the world’s biggest challenges.**

**Project Description: This Project is about migrating current North American Global Education users to a single corporate platform – SFDC and maintain various requirements that come up with the collaboration.**

**Role: Salesforce Developer/Administrator**

* Worked on **Service Cloud** and its related standard objects like Accounts, Contacts, Cases and Custom Objects like Jive Spaces, Jive Space Categories, Jive Space Fields, Advance Workflows, Chat Business Hours, and Live Agent Button Routing.
* Created **Lightning components and server-side controllers** to meet business requirements.
* Created **Lightning Apps** combining **Salesforce Lightning Design System (SLDS),** Lightning App Builder and Lightning Component features and hosted on external facing web forms.
* Built **Lightning quick actions** and added them to the page layouts.
* Retrieved data from **Third party API’s** and displayed within the **Lightning component**.
* Configured **Live Agent Buttons**, **Web to case Buttons** and **Email to Case** for various Wiley Websites to manage **Service cloud**-oriented functionality
* Worked and configured Live Agent Configurations, Chat Buttons & Invitations, Skills and Deployments in Salesforce to set up the Live Chat for Wiley Websites.
* Customized **Omni-Channel** and **Omni-Channel Supervisor** in various Sandboxes. This involved setting up the Service Channels, Routing Configurations, Presence Configurations, Presence Statuses and Omni Queues which aid in handling the Omni routing for the **Service Cloud.**
* Wrote **Apex classes, developed Visualforce** Pages and worked on the maintenance and development support for various Wiley requirements.
* Worked on **Lightning Process Builder flows, Connect API, Chatter and Visual flows.**
* Debug Apex Scripts using **Debug Logs and System Log Console** to catch Exceptions and execute Governor Limits.
* Worked with **Apex Scheduler to invoke Apex classes at regular intervals.**
* Used **Visualforce** in Development mode to change the behavior and appearance of Visualforce components
* Used Visualforce Templates and Placeholders to encapsulate page elements to be reused across several VF pages
* Configuration of the Salesforce.com Platform including Custom Objects, Workflow Rules, Validation Rules, Roles, Profiles and Permission Sets.
* Worked on Cases assigned in Salesforce which have requirements other than enhancements/ development work.
* Created Page Layouts to organize fields, custom links, related lists, custom feed views and Visualforce pages on the record pages.
* Used Change Sets and **ANT Migration** Tool to deploy code from **Sandbox to Sandbox or Sandbox to Production**.
* Utilized Workbench to query and migrate both data and metadata in and out of the Production and Sandbox Environment.
* Evaluated data entry, import processes and ensure proper data quality standards along with **Apex Data Loader**
* Used **JIRA** for tracking the tickets created and assigned and monthly releases and make sure that they are delivered on time.
* Gathered the necessary requirements needed to work on the assigned tickets prior to the start of development work.
* Demo the worked tickets to the SQA team and the Business team and work on any bugs that populate from testing.
* Worked with other team members on-site and off-shore and mentor them in case of difficult fixes.
* Responsible for Sanity testing at every stage of ticket completion.
* Provided recommendations on various security configurations

**Environment: Salesforce.com, Data Loader, Apex Classes, Triggers, Visualforce Pages, Validation Rules, Sharing and Security Settings, Reports & Dashboards, Custom Objects, Standard Objects, MS Outlook, Workflows & Approvals, ANT Migration tool.**

**Client: FordDirect, Dearborn, MI February 2016 – April 2017**

**FordDirect is responsible for digital marketing and planning advertising solutions to Ford and Lincoln dealers. Here at FordDirect, the dealers are given a platform to drive more with increasing sales. This is a joint venture between Ford Motor Company and its franchise dealers which understands how the automotive and dealer business works. Since 2000, FordDirect has been working extensively to develop unique products for every possible need and offering solutions to satisfy the customers whenever and wherever they are.**

**Project Description: This project develops Accounts, Contacts, Cases and other standard objects which aid in automobile marketing and dealing. The project not only increases the productivity but also improves the efficiency of the overall services to the customers. This project is about building data structure, developing customization using Apex, VisualForce and Lightning components. Resolving technical issues, secure planning and deployments are part of the project.**

**Role: Salesforce Developer/ Administrator**

**Responsibilities:**

* Designed, developed, and deployed Apex classes, Controller classes and Apex Triggers for various functional needs in the application.
* Wrote **Batch Apex** and scheduled Batch classes to process large volumes of data at certain intervals of time.
* Worked on **Sales Cloud** to build Lead conversion and Opportunity creation process.
* Used **REST API** to integrate Salesforce with external system to capture Leads.
* Worked on version control of metadata using **GIT (GitHub** and **GitLab)** and **SVN**.
* Designed the custom **Visualforce** pages for Lead conversion and merging duplicates.
* Enabled and Integrated Salesforce for Outlook to manage tasks, opportunities, and activities more efficiently.
* Involved in analyzing implementation gap between Salesforce classic and Lightning.
* Scheduled retrieval of report data with analytic snapshots to dump the data daily.
* Designed Tabular, Summary and Matrix reports on Opportunity, Pipeline, Cases generated, Sales cycles and Accounts.
* Used Data Loader and Import wizard to insert, update and import bulk data of Accounts, Contacts, Leads and Opportunities.
* Maintained and developed Custom objects, Custom fields, Custom Tabs, Validation Rules and Pagelayouts.
* Implemented Users, Roles (hierarchy), Profiles, Permission sets to deny/grant access to Platform features
* Experienced in deployment/packaging effectively using **Metadata API, ChangeSet** and Jenkins.
* Created Email templates and Email Alerts and added them to Workflows to fire as auto-responses or time dependent events.
* Gathered user and functional requirements via workshops and workflow storyboards. Worked with Stakeholders and projects teams to prioritize collected requirements.
* Established constant communication with the Project Manager and the development team during different stages of the agile life cycle.

**Environment: Salesforce.com platform, Apex language, Apex classes, Apex Triggers, Validation rules, S-controls, Sharing and security settings, Chatter, Reports & Dashboards, Visualforce (Components & pages), Email services, DataLoader, Import wizard, Custom objects, JavaScript, Lightning (Design system and Components), Aura(Framework, Handlers, Attributes), CSS, HTML, MS Outlook, GIT, SVN, Jenkins**

**Client: Evolgence, Hyderabad, India July 2012 – November 2015**

**Evolgence has emerged as a pioneer in technology development and mobile communications. It has spiraling innovations across three major base capabilities – Mobile, Telecom and Information Technologies. The aim of**

**Evolgence is to enable organizations and individuals build a mobile and internet integration framework with the view to grow using minimal infrastructure and human resources.**

**Project Description: This project aims at automating and standardizing the operation of dealers, distributors and customers using Internet. The project involves in utilizing SQL to analyze existing data and develop Business models based on requirements.**

**Role: SQL Developer**

**Responsibilities:**

* Review project goals, outcomes and requirements. Identify tasks, assess and estimate effort to complete.
* Translate business requirements into Technical requirements utilizing established standards and bringing best practices to ensure high quality data mapping.
* Created Databases and schema objects including tables, Indexes, applied constraints and connected various applications to the Database.
* Working experience with Column store indexes, table partitioning in SQL Server.
* Working experience with in-memory concepts of OLTP Databases in SQL Server.
* Created Cursors and Ref Cursors as part of the procedures to retrieve selected data.
* Made use of Joins and sub-queries to simplify complex queries involving data across multiple tables.
* Used Triggers, Stored Procedures and manipulated data using DDL and DML functions.
* Used SQL Profiler to find badly performing queries and deadlocks
* Hands on experience working with SSIS for ETL process ensuring proper implementation of Event Handlers, Loggings, Checkpoints, Transactions and package configurations
* Used ETL (SSIS) to develop jobs for Extracting, Cleaning, Transforming and loading data from multiple data sources. Perform multiple complex transformations on this data and land it into SQL Server tables.
* Performed data consistency and performance tuning effectively with SQL Profiler and Index Tuning Wizard.
* Organized and facilitated Sprint Planning, daily stand-up meetings, reviews, retrospectives, release planning, demos and other Scrum-related meetings.

**Environment: SQL Server, SQL Profiler, SSIS, MS Office**