**Siddhu Marapatla**

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## **Professional summary**

* Overall, 6 plus years of experience as an IT professional, committed to maintain cutting edge on technical skills and up-to-date industry knowledge including 5+years of experience as **an Azure Developer Support, Salesforce Developer and Product support analyst, Administrator** and 1+ years of experience as a **.net Developer.**
* **Release Management, Major and Minor Releases and deployments.**
* In-depth understanding of the capabilities and constraints of the **Salesforce CRM application**, testing, migration, rollout, training and ongoing coupled with good understanding business goals and processes, requirements gathering, implementation administration.
* Having CRM domain knowledge and experience with Salesforce CRM and its technologies.
* Experience in interacting with all levels of customer and Salesforce management.
* Having knowledge on front-end web tier (HTML, DHTML, CSS, and cross-browser development) and back end (Java, .Net, SQL) software development
* Experience in Sales force development including Apex Classes / Controllers, Visual force, Apex Triggers, Scheduler and Batch Processes and used Sales force API, server-to-server web services (SOAP).
* Worked with command line interface, import wizard to migrate the data from Oracle database, also used Apex Data Loader to perform the DML operations by using CSV files.
* Hands on working experience in Role Hierarchy, Custom Profiles creation and user management.
* Experienced in creating the Lightning components and Lightning Applications.
* Installed Sales force AppExchange Apps, configured and maintained user security permissions in compliance with organizational needs.
* Experience in implementing Web-to-Case, Email-to-Case to generate cases for Case objects.
* Experience in Web Services to integrate with the third-party applications, MDM Integrations and AppExchange apps.
* Expertise in implementing field level security and page level security based on the profiles.
* Worked on sharing rules including Owner to Owner (Role/Public Group) and criteria-based sharing.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Working experience in Agile methodologies.
* Experience on different work environments included, Development, Test, UAT and Production.
* Experience in working with Eclipse IDE with Force.com Plug-in environment for writing.
* Answer technical questions through Zendesk and JIRA, solve technical problems and suggest appropriate workarounds related to supported applications.
* Self-motivated, self-directed and ability to work independently and on a team.

**Academic Credentials**

* Bachelor of technology (**Electronics & Communication Engineering**)**:** VMU Engineering College, VMU University -**2012**
* Master’s in Computer **Information Systems** & **Information technology** from University of Central Missouri – **June 2018 – Dec 2019**

## **Certifications**

* **Salesforce.com Certified Force.com Developer**
* **Salesforce.com Certified Force.com Administrator**
* **AWS Certified Solutions Architect – Associate**

## **PROFESSIONAL EXPERIENCE**

**Company: Gilead Sciences, NJ Feb 2020 – Present**

**Role: Sr. Salesforce Administrator / Developer**

Worked on implementing the Shield Link Master Group Application (MGA) Automation project for Small Group Business. This project involves automating the MGA application process using spreadsheet where the Application can read and create all the MGA records to SG Application and create Application plans, Admin contacts and kickoff the existing Employee Enrollment Application (EEA) automation process.

**Key Accountabilities:**

* Communicate technically complex information with our developer customers via telephone, written correspondence, and electronic services.
* Analyze customers programming problems and develop solutions to meet their needs.
* Involved in debugging, troubleshooting, writing code, and taking responsibility to see that the issue is fully resolved.
* Continually learn technologies and develop deep expertise in our products.
* Built customized Lightning components replacing the existing ones, using JavaScript on the client side and Apex on the server side.
* Apply that knowledge to real-world programming problems.
* Create Azure functions as per business requirements.
* Create and used Azure blobs, table storage.
* Support Azure customers real-time through chat, screen sharing, research, and call-back, as part of a global support delivery team
* Ability to go technically deep across Azure services (at least level 200-300) and actively seek solutions to customer needs and communicate trends to the product team.
* Turn Azure customers to Azure fans by improving support efficiency through finding opportunities to optimize existing processes and tools.
* Building a close working relationship with the teams related to assigned service areas to leverage in case of escalations, as well as to drive product improvement.
* Building and updating Azure product documentation to help customers deliver solutions on Azure.
* Work closely with the Engineering teams to report bugs, expedite bug fixes and bubble up feature requests.

**Company: Kroll, Reston, VA April 2017 - June 2018**

**Role: SFDC Developer / Salesforce Administrator / Product Support Analyst**

**Kroll Product (Parent company):**

* Compliance Risk and Diligence: Kroll is the market leading provider of solutions that help clients comply with the myriad of anti-money laundering (AML) and anti-bribery and corruption (AB&C) regulations worldwide.

**Key Accountabilities:**

* Experience in Salesforce CPQ platform and involving in various phases of Software development including SFDC Administrator, SFDC Implementation, Business analysis, System Analysis, Design, Testing, Production Support, Implementation of SFDC and Web based Applications.
* Resolve customers' questions or problems over the telephone or Internet focusing on product functionality, system configuration/setup.
* Serve in primarily functional capacity for Support of a complex software product.
* Serve as primary support liaison between company and customer and documents incidents in required tracking systems.
* Proactively keep customer informed of how and when problems are resolved with focus on retention and reference ability.
* Performed data analyst role and Data Migration using tools: Apex Data Loader, Demand Tools, Import Wizard, Workbench and Excel for data analysis, transforming, importing and exporting.
* Involve in any additional follow up, testing and troubleshooting including remote desktop viewing through tools such as WebEx.
* Able to handle high volume of issues and some challenging issues independently but is responsible for appropriate referral to other support analysts.
* Continue to develop application knowledge in specific product suite and technologies.
* Convey customer feedback to product development staff.
* Implemented the Salesforce.com applications using Agile SCRUM Methodology that involves the iterative development.
* Developed Apex classes, Utility classes to use them for multiple functionalities.
* Designed, developed, test and deployed custom Salesforce applications software using APEX.
* Classes, Controller Classes, Batch APEX and APEX Triggers for various functional needs in the application.
* Used SOQL and SOSL for data manipulation needs of the application using platform database objects.
* Setting up & customizing Service cloud console.
* Developing custom console components and integrating with console.
* Configuring Assignment rules & escalation rules for cases.
* Development &consumed SOAP and REST based web services.
* Created workflow rules, process builders, lightning flows to related tasks, time-triggered tasks, email alerts, and filed updates to implement business requirements.
* Involved in integration of Live Agent API and custom Email Services.
* SFDC Integration using Web service and Apex programming, Salesforce Service Cloud enterprise.
* Experience using version control system - SVN for managing source code.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
* Developed Apex Test Classes with assurance of maximum code coverage.
* Involved in Lightning Sync Outlook Integration with Salesforce to Sync Contacts and Events from Outlook.
* Development of Python APIs to dump the array structures in the Processor at the failure point for debugging.
* Worked on upgrading Salesforce classic application into Lightning application.
* Deployed the Metadata from the Dev Sandbox to the test Sandbox with ANT migration tool.
* Designed Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Using Java application integrated Salesforce by using SOAP, WSDL and BULK API to retrieve data for different objects, get record count, and generate queries.
* Developed Lightning components and Lightning pages using JavaScript and Aura framework.
* Involved in authoring Business Requirement Documents (BRD) into System Requirement Specifications (SRS) and identifying interface and business process specifications.

**Company: CVM Solutions PVT LTD, Hyderabad, India Dec 2012 – Mar 2017**

**Role: SFDC Developer / Administrator**

**Key Accountabilities:**

* Created profiles and implemented Object and field level security to hide critical information on the profile users.
* Customized Page layouts for Standard/Custom objects and assigned Record Types.
* Involved in developing Salesforce Lightning applications using Lightning Components, Controllers and Events and used custom CSS in the components.
* Developed Lightning Component Framework and built Lightning component using aura framework.
* Registered to events like listeners to handle Lightning events and Developed Events to interact with Salesforce1Application.
* Used libraries like SLDS and leaflet in Lightning components and Experienced in writing events for the Communication between components.
* Worked on integrating salesforce with external web application to send salesforce data by making apex callout using Http Request, Http classes.
* Created custom apex restful Web Service classes using @HttpGet, @HttpPost, @HttpPut annotations in Salesforce for external application to access data.
* Integrated Salesforce data and external data into Wave Analytics to enable users to explore and visualize the data with explorer and designer.
* Maintenance of installed Managed Packages in Lightning using Apex.
* Worked on cross platform usage of the project functionality using Lightning.
* Created a user interface in Lightning using Aura components, CSS, Bootstrap for a user to enter case details and submit into Salesforce.
* Used Salesforce Lightning Inspector to debug the lightning components during the development process.
* Created Apex methods for the lightning controller and helper methods to perform DML operations.
* Used Salesforce1 simulator to test if the lightning components works properly on the mobile device.
* Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Reports, and Dashboards.
* Created Workflow Rules to automate Tasks, Email Alerts, time-dependent actions, and Outbound API Messages.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Designed Visualforce pages with XML, HTML along with custom controllers and controller extensions.
* Written Apex Classes, Controller, Extension Controllers and Triggers in the application for various
* Business/functional requirements.
* Worked with SF Chatter, which helps the users to communicate with the organization easily and quickly.
* Worked with Integration and web services. Integrated Salesforce with legacy systems using Apex Web services and outbound messaging.
* Worked extensively with Sales cloud sharing model, user management, workflows, assignment rules, validation rules, records, dashboards, and Reports.
* Developed classes and triggers using Force.com IDE and Developer Console.
* Implemented field level tracking and audit trail setup.
* Implemented Anonymous Apex, Batch and Scheduled Apex.
* Developed different Visual Force Pages, Triggers, Components and Controllers to suit to the needs of the application using different Visual force components.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE.
* Supported data migration activities for migrating data from various business centers and business center users with the support of Saleforce.com.
* Have implemented an CTI integration with using salesforce application with CISCO calling and also Live agent with using the LDAP Technology.