**Sridhar Reddy**

**Certified Salesforce Developer/Admin**

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**PROFESSIONAL SUMMARY**

**12+ years** of IT Experience and **10+ in salesforce.com** Development and Administration on Force.com platform including Analysis, Modeling, Design, Coding, Testing and Implementation on various business domains like Financial, HealthCare and Telecommunications.

* Strong Experience working with **Apex classes**, **Triggers**, **Controllers** &**Controller Extensions**, **Components**, **Test Methods**, **Application Design** and Development on Multitenant **Force.com** platform.
* Analyzed Sales, Customer Service and Customer Support business processes used by **salesforce.com** customers and recommended ways to improve their processes using **salesforce.com**.
* Hands on experience in salesforce.com **CRM integration**, developing and deploying custom integration solutions.
* Excellent skills in creating/troubleshooting/modifying **Apex code** and **Visualforce pages**.
* Strong knowledge on **Administration setup, Apex, Visualforce** and experience with different SFDC development tools like **Force.com Eclipse IDE** and integration tools like **Dell Boomi.**
* Experience in Apex coding to implement the Complex Business Logic with in **Governor Limits**.
* Developed **Test Classes** and **Test Methods** to ensure maximum **Code Coverage** in production instance.
* Experience in developing client-specific solutions on **force.com** platform using **Apex classes** and **Triggers, Visualforce, Force.com IDE, SOQL**, **SOSL**
* Experience in integration of Salesforce.com applications with other applications with an emphasis of the **Web Services/XML**.
* Extensive experience in designing of **Custom Objects, Custom Fields**, **Pick List**, **and Role** based **Page Layouts**, **Workflow Alerts** and **Actions**, **Validation Rules**, **Approval Processes**, **Custom Reports**, **Report folders**, report extractions to various formats, design of **Visualforce Pages**, **Record Types**, **Dashboards**, and **Email** generation according to application requirements.
* Worked with team members for full-cycle projects, such as developers, to complete consulting projects on time, and deliver outstanding consulting services to **salesforce.com** clients.
* Experience in **Sales cloud, Service cloud** and **App Exchange** applications**.**
* Having administration experience on **CRM,** applications like data exports &imports, application support, security administration, maintenance, and user &security management.
* Strong experience in **Agile** and **Waterfall** methodologies.
* Experience in web technologies like **HTML5, XML, CSS**, and JavaScript.
* Customizing Company Profile, **Security Controls** and Communication **Templates** of the organization as per the organization requirements.
* 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.
* Excellent written and verbal communication skills to keep executive staff and team members apprised of goals, project status, and resolving issues and conflicts.

**Certifications:**

* Certified Salesforce Administrator.
* Certified Advanced Administrator
* Certified Sales Cloud Consultant.
* Certified Platform Developer- 1.
* Certified Platform App Builder.
* Certified Service Cloud Consultant.

**TECHNICAL SKILLS:**

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| --- | --- |
| **CRM Tools:** | Salesforce.com |
| **Salesforce Technologies:** | Salesforce CRM, Apex, Triggers, Apex Classes/ Controllers, Visualforce Pages/Components, Web Services, Workflow & Approvals, Case Management Custom Objects, Dashboards, Snapshots, SOQL, SOSL. |
| **Salesforce Tools :** | Force.com IDE, Force.com API tools (Data Loader), Force.com Explorer, Force.com Migration Tool, Force.com Excel Connector, AppExchange, Eclipse Plugins, Dell Boomi. |
| **Languages** | Apex, C, SQL, HTML5, XML, CSS, Java |
| **Java Technologies:** | Java, Servlets, JSP, JavaScript, |
| **Operating Systems:** | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003, Mac OS X 10.9/10.8/10.7, Linux. |
| **Databases:** | SQL Server 2008, 2010, 2012. |
| **Mobile Application Tools:** | Salesforce Lighting Tools |

**WORK EXPERIENCE:**

**Client: Assurant, Atlanta, GA June 2019 – Present**

**Role: Sales Force Lightning Developer**

**Responsibilities**

* Develop Visualforce pages using Apex for proprietary Salesforce application to track the flow of business.
* Deploy the Apex Pages, Controller Classes and Triggers into different Sandbox Environments using

Change sets and force.com IDE.

* Working collaboratively with functional owners, business analysts, technical staff, and project managers to implement application solutions in the Finance and HR administration systems for the University.
* Knowledge on Salesforce Lightning Process Builder, app builder and creating Visual Workflows and built salesforce communities to support the end user.
* Work on REST APIs for integrating Salesforce with middle ware tools Web Methods, Talend and on
* Premise systems.
* Work with Dynamic Apex to access sObjects and Field describe information, execute dynamic SOQL,
* SOSL and DML queries.
* Expertise in aura framework, Lightning Web Components and Salesforce Lightning Design System (SLDS).
* Created many Lightning Components and server-side controllers to meet the business requirements.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better. Leveraged APEX Controller to make a call for external requests to retrieve data from various API's and displayed them on to the component.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Worked on Salesforce Community cloud like how to engage with employees, customers, and partners.
* Develop force.com grants management application for tracking grantee and sub-grantee information using Force.com, Apex controllers, Visualforce, and custom objects.
* Designing robust, scalable, and secure features, efficient code and participating in the code reviews.
* Mentoring team members in getting up to speed with Salesforce Force.com and Apex Development. Sharing the knowledge and experience, and collaborate with team members.
* Experience in implementing custom solutions and integrating with Third Party applications including experience working with Web services.
* Experience configuring and developing in Salesforce.com and Force.com environments with focus on Visualforce, APEX, SOQL and Force.com sites.
* Develop or review development of test protocols for testing application before user acceptance. Review test results and direct further development
* Excellent interpersonal skills, with the ability to work independently and/or as a member of a team, including the ability to work with people from all levels of an organization.
* Excellent analytical, problem-solving, and decision-making skills.

**Environment**: Salesforce.com, Apex, Force.com sites, Visualforce, Communities, Lightning, triggers, workflow, validation rules, SOSL, SOQL, AppExchange, report, dashboard, Force.com IDE, J-query, JavaScript, HTML, XML, SQL Server, Agile Testing.

**Client: Yale University, New Haven, CT Jun 2017 – May 2019**

**Role: Sales Force Developer**

**Responsibilities**

* Working collaboratively with functional owners, business analysts, technical staff, and project managers to implement application solutions in the Finance and HR administration systems for the University.
* Identify opportunity for process optimization, process redesign, or development of new process/policies to reduce cost, improve quality or drive revenue growth through new functionality.
* Delivering custom applications that meet the expectations of stakeholders and intended end users, while hitting schedule timeline and budgetary targets.
* Combining the business and technical knowledge to determine the most appropriate approach to meeting a business need.
* Develop, maintain, create, and improve validation rules, custom workflows, Visualforce pages, Apex customizations, custom objects, fields, and formulas.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development.
* Designing robust, scalable and secure features, efficient code and participating in the code reviews.
* Mentoring team members in getting up to speed with Salesforce Force.com and Apex Development. Sharing the knowledge and experience, and partner with team members.
* Experience in implementing custom solutions and integrating with Third Party applications including experience working with Web services.
* Experience configuring and developing in Salesforce.com and Force.com environments with focus on Visualforce, APEX, SOQL and Force.com sites.
* Be a key member of project team meetings, communicate concisely in a technical & non-technical fashion with peers, technical architect, business analysts, project managers and key stakeholders
* Provide technical assistance and end user troubleshooting for bug fixes, enhancements.
* Make recommendations for enhancements and modifications to improve system performance, efficiency, internal business process, and reporting
* Develop or review development of test protocols for testing application before user acceptance. Review test results and direct further development
* Excellent interpersonal skills, with the ability to work independently and/or as a member of a team, including the ability to work with people from all levels of an organization.
* Excellent analytical, problem-solving and decision-making skills.

**Environment**: Salesforce.com, Apex, Force.com sites, Visualforce, triggers, workflow, validation rules, SOSL, SOQL, AppExchange, report, dashboard, Force.com IDE, J-query, JavaScript, HTML, XML, SQL Server, Agile Testing.

**Client: Global Foundries, Burlington, VT March 2016 – May 2017**

**Role: Sales Force Developer/Integration**

**Description:** Global Foundries is a semiconductor foundry was created by the divestiture of the manufacturing arm of Advanced Micro Devices (AMD) on March 2, 2009, expanded through the acquisition of chartered semiconductor on 23 January 2010, and further expanded through the acquisition of IBM Microelectronics on 1 July 2015.

**Responsibilities**

* Gathered requirements, estimated LOE and created functional requirement spec for Salesforce projects
* Collaborate well with an offshore team to deliver quality code as the only developer on site.
* Involved in design documentation and deployment preparation.
* Proficient in working with **Eclipse IDE and Force.com Plug-in** for writing business logic in **Apex programming language.**
* Configured Salesforce including but not limited to **Validation rules, Workflows, Custom labels, Custom Settings, Profiles** and **Permissions** worked on Salesforce.com Setup & Configurations, Data migration and conducting end-user trainings.
* Worked on **various Salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns and Reports.**
* Designed and implemented dashboards and tailored reports for sales departments
* Created **page layouts, search layouts** to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Created reports as per the requirement for the Organization, also created Report folders, Dashboard folders and assigned to the users and public groups.
* Deployed code into different sandboxes using Sub Version (SVN).
* Integrated Client downstream systems with Salesforce with the help of middle ware **Dell Boomi**
* Experience in building integration processes integrating cloud-based applications (SaaS/PaaS), and On-Premise Enterprise Applications.
* Worked on creating the Custom **Objects** and Created Relationships between Objects, created **junction objects** to establish connectivity among objects.
* Created Process Builder, Workflow rules and time**-triggered tasks**, email alerts, email templates and field updates to implement business logic.
* Designed and Analyzed Test case design document basing on the Functional Requirement Specifications to implement rough testing process.
* Performed Functional, Negative, Positive, Integration, Regression, End to End User Acceptance Testing.
* Proficient in Data Integration from Traditional Applications to Sales Force Using **REST/SOAP API**.
* Developed SOQL and SOSL queries to get data from different related objects.

**Environment**: Salesforce.com, Apex, Visualforce, triggers, test method, workflow, validation rules, SOSL, SOQL, AppExchange, report, dashboard, Force.com IDE, Java, JavaScript, HTML, XML, SQL Server, Dell Boomi, Manual Testing, Water fall Methodology.

**Client: Shire, Chicago, IL April 2015 - Feb 2016**

**Role: Sales Force Developer/Admin**

**Description:** Shire Plc is a Jersey-registered, Irish-headquartered global specialty biopharmaceutical company Originating in the United Kingdom with an operational base in the United States. Shire is now the leading global biotechnology company focused on serving people affected by rare diseases and highly specialized conditions.

**Responsibilities:**

* Closely worked with other **SalesForce.com** consultants while implementing the solutions for the needs of organization.
* Worked on different **Classes and Apex triggers** for various functional needs in the application.
* Worked on **Sharing Rules** based on Role Hierarchies and created **manual sharing** for accessing records. Worked on different things like **Components, Custom Settings**, **Sites and Static Resources, Debug logs and System Log.**
* Extensive Knowledge on **Visual Flows, Flow Designs and Workflows, Process Builder**.
* Extensively worked with SFDC Administration: Create and Manage apps, Tabs, **Page layouts, Search layouts, Record types, Custom fields, Workflows and E Mail Templates.**
* Proficient in Data Integration from Traditional Applications to Sales Force Using **REST/SOAP API**, Informatica on Demand.
* Experience in developing **Salesforce.com** **Custom Objects** and workflow business rules.
* Created **page layouts, search layouts** to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Developed and implemented both the time dependent and time independent workflows as per the requirement.
* Developed and deployed **Workflows and approval process** wherever necessary. Created **profiles**, **roles** and implemented object level, field level and record level security.
* Evaluated Data entry, import processes and ensure proper **Data quality** standards exist for the Salesforce.com application. Created **multiple visual force pages** for **various requirement needs**. Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Performed the role of **support engineer** for the internal users, helped them in getting used to the application, generated reports, and saved them for further access to the users. Involved with Salesforce.com **Premier Support** and handled the **support cases** with the help **salesforce.com support.**
* Deployed the **Apex Pages, Controller Classes and Triggers** into different Sandbox Environmentsusing **change sets and force.com IDE**
* Followed Agile Methodology for custom apps implementation
* Administered and monitored the company’s Salesforce CRM application.
* Used the **Sandbox for testing, created managed packages,** and migrated them between Sandbox and Production environments for final implementations.
* Used Force.com **Web Service API** for **Implementing WSDL** in the application for access to data from external systems and web sites

**Environment:** Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects Tabs, Email Services, Apex Language, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader, Web Services, SOAP, REST API, Process Builders, Custom Settings, OWD Sharing Rules.

**Client: Smooth Wall, Leeds, UK Jan 2014 - March 2015**

**Role: Sr.Salesforce.com Developer/Admin.**

**Client Description:** Smooth wall is a specialist developer and provider of Internet security and content filtering solutions. Web filtering capability is combined with next generation firewall and from globally recognized technology partners real-time anti-malware and spam protection. The Secure Web Gateway and Unified Threat Management products enable organizations of all sizes to have enterprise class protection.

**Responsibilities:**

* Interacted with various business team members to gather the business requirements and documented the requirements.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform-based technologies like **Visual force**, **Force.com API**, and **Web Services**.
* Worked on both **Sales** and **Service Cloud**.
* Implemented Service Cloud and worked on administration tasks like creating **Page Layouts**, building **Custom Objects, Configuring Workflows Validation Rules and Generating Reports and dashboards**.
* Worked on integration from Sales-force to SQL server working with different aspects of Web Services (SOAP, REST) & web integration with SDFC.
* Performed integration of [salesforce.com](http://salesforce.com/) with other orgs via real time, using web services like SOAP API and REST API.
* Based on requirements Created Custom Apps, Custom Fields, Record Types, Validation Rules, Workflows, Approval Processes, Email Templates, Tasks and Email Alerts.
* Worked on Salesforce.com **Setup** **Configurations**, **Data migration** and conducting end-user trainings
* Used workflow rules to automatically assign tasks, update field, or send e-mail alerts when certain business events occur, such as the creation of a new record or a change in the value of a record field.
* **Implemented Pick Lists, Dependent Pick lists, lookups, junction objects, master detail relationships** and formula fields to the custom objects.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization, also created various profiles and configured the permissions sets based on the organizational hierarchy.
* Worked on Agile Methodology for Salesforce custom app implementation.
* **Integrated Salesforce with Microsoft Outlook to synchronize contacts, events and tasks.**
* Implemented Case Management by creating **Record-Types** specific to the **User Groups, Assignments** rules, **Escalation Rules, Case Templates**, **workflow rules and actions**, etc.
* Used **SOQL** and **SOSL** queries to pull data from database for data manipulation needs.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Integrated **Outlook with Salesforce using the standard Salesforce for outlook (SFO) to associate emails to contacts, leads, and opportunities.**
* Designed, and deployed the **Custom objects, Entity-Relationship data model, validation rules** on the objects and **tabs, Page layouts, Custom tabs, Components, Visual Force Pages** to suit to the needs of the application.
* Worked on the **Apex Classes**, **Scheduled Apex Classes, Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Developed **Custom Objects, Custom Reports** and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Used the Sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, Outlook, Workflow & Approvals, Reports, Custom Objects, Scheduled Apex Jobs, Custom Tabs, Email Services, Security Controls, Ajax, SOQL, J-query, HTML5, CSS, JavaScript.

**Client: Solix Aug 2012 – Dec 2013**

**Location: London,UK.**

**Role: Salesforce Developer/Admin**

**Client Description**: Solix offers complete life-cycle grant management solutions to assist with the pre-and post-award process. Our services and expertise ensure that your program or award is well documented and measured for worry-free audits and improved compliance. Powered by our proprietary web-based system, Grant Ease, you benefit from outsourcing your programs such as Eligibility criteria review.

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and using other Platform based technologies like Visualforce and Force.com API
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization
* Implemented Case Management automation (on Case Object) to track and solve customer’s issues Implemented Email-to-Case entry and manual case entry for entering customer’s cases in Cases Tab
* Configuring standard objects and modules including validation rules, formulas, record types and page layouts
* Worked on the Apex Triggers, Visualforce Pages and Controller Classes for various functional needs in the application
* Developed integration between SQL database and salesforce using Informatica on demand.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Developed various Apex classes, Controller classes and Apex triggers for various functional needs in the application.
* Adapts existing methods and procedures to create possible alternative solutions to moderately complex problems.
* Created Reports, Report Folders and Dashboards for the user and assigned to the user profiles based on the need in the organization
* Participated in the training sessions provided by the Salesforce team

**Environment:** Salesforce.com, Import Wizard, Apex, XML, Controllers, Sharing Rules, Workflows, Email Updates, Eclipse IDE, JavaScript, Web Services API & Approvals, Reports, Custom Objects, Scheduled Apex Jobs, Custom Tabs, Email Services.

**Client: Molex Feb 2011- June 2012**

**Location: London, UK.**

**Role: Salesforce Developer/Admin**

**Client Description:** As a leading provider of electronic components and solutions, Molex views innovation as a tool for solving complex customer challenges. This philosophy has helped to not only create many pioneering electronic solutions, but also build a globally recognized company. Through standard-setting products, high-performance people and a globally collaborative process, they are committed to anticipating tomorrow's needs and helping the customers engineer breakthroughs that make the world better.

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of **SalesForce.com (SFDC)** and using other Platform based technologies like **Visualforce** and **Force.com API**
* Performed the roles of **Salesforce.com Analyst/ Developer** and **Administrator** in the organization
* Involved in **Salesforce.com Application Setup activities** and **customized the apps** to match the functional needs of the organization
* Implemented **case management automation** (on **Case Object**) to track and solve customer’s issues.
* Implemented **Email-to-Case** entry and **manual case entry** for entering customer’s cases in **Cases Tab**
* Created **Custom Objects** and defined **lookup** and **master-detail relationships** on the objects. Also created **junction objects** to establish connectivity among objects.
* Used **Force.com Eclipse IDE** for developing **Apex Pages**, **Controller Classes** and **Triggers** for deploying the projects components into different **Sandbox Environments**.
* Designed, and deployed the **Custom objects**, **Entity-Relationship data model**, **validation rules**, **Page layouts, Custom tabs**, **Components**, **Visual Force Pages** to suit to the needs of the application
* Designed, developed and deployed **Apex Classes**, **Controller Classes** and **Apex Triggers** for various functional needs in the application
* Developed and configured various **Reports** and **Report Folders** for different user profiles based on the need in the organization

**Environment:** Salesforce.com, Import Wizard, Apex, XML, Controllers, Sharing Rules, Workflows, Email Updates, Eclipse IDE, JavaScript, Apex Language, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader.

**Client: RGIS June 2008 - Dec 2010**

**Location: London, UK.**

**Role: Java/J2EE developer**

**Client Description:** RGIS, LLC is a privately held American company that offers a wide array of inventory services including: annual, physical, asset and cycle count inventories, supply chain, compliance audits, store mapping, merchandising, resets and store optimization.

**Responsibilities:**

* Interacted with administration group to gather and analyze Business/Functional requirements and creating technical specifications.
* Developed **Use Cases**, class diagrams and sequence diagrams using Rational rose.
* Developing the application as per the requirements and business rules.
* Developed the login screen for the application and checked for user authentication using **HTML5, JSP** and servlet under **MVC architecture**.
* Responsible for source code and **Version Control** (VSS), Involved in integration and deployment.
* Involved in coding reviews and enhancement of application.
* Involved in developing the **jQuery, JavaScript, HTML, CSS**.
* Establishing connectivity to Oracle database using Servlets.
* Retrieved the data from Oracle database using SQL queries.
* Deployed Enterprise application using **WebLogic Application Server**.
* Code Review & Debugging using Eclipse & MS JavaScript Debugger.
* Successfully executed all the test cases and fixed any bugs/issues identified during the test cycles.
* Used JUnit to implement test cases for Unit testing of modules.

**Environment:** Java 1.4, Servlet, JSP, HTML, PL/SQL, Java Script, Apache Tomcat, Eclipse, MySQL, HTML, CSS.

**Education**:

B-Tech (Electronics & Communication), JNTU, India. (Sep 2001- April 2005)

MS (Enterprise Systems Professional), Sheffield Hallam University, UK.