SWETHA MADDELA

***SENIOR CONSULTANT***

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**SUMMARY**

* + Consultant with overall 11+ years’ experience in Information Technology and 5+yrs in implementing SFDC solutions.
  + Hands-on experience in Development, Administration, Configuration and Implementation of Salesforce CRM/force.com applications
  + Experienced in leading end to end application development including requirements elicitation, solution design, implementation, security model, testing and deployment to production
  + Hands on experience in bi-directional data integration between MS SQL server and Salesforce using DB Amp, SOAP and Lightening Connector
  + Areas of expertise: Sales Cloud, Marketing Cloud, Apex, Visualforce, Triggers, Integration, Configuration, Lightning Connector, Lightening App builder, CloudSense and Salesforce CPQ
  + Served as Tech Lead and Senior Developer on multiple SFDC projects
  + Responsible for Collaborating with Sales Team to help them with the Proposed Solutions and Design
  + Supported pre-sales activities along with Sales team, in preparing of proposals, estimates, solution presentations, POC & demos.
  + Functional domain experience involves Banking, Health and Telecom

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| **PROFESSIONAL EXPERIENCE** | | | |
| **Company** | **Position** | **From** | **To** |
| **Virtusa Consulting Services Pvt. Ltd., Hyderabad** | Senior Consultant | Oct’10 | Till Date |
| **Citadel Research and Sol, Hyderabad** | Software Engineer | June’08 | Sep’10 |

**CORE COMPETENCIES**

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| --- | --- |
| * Customer Relationship Management * Team management and Technical leadership * Design and Implementation | * Deployment Management * Web Application Development * Requirement Congregation * Training and Knowledge transfer |

**Tools and Technologies**

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| --- | --- | --- |
| * APEX * Force.com IDE * Salesforce Workbench * LDS * Force.com Migration Tools * CloudSense and Steel Brick CPQ | * Visualforce * SOAP / REST * Lightning Connector * JavaScript * Data Loader * CSS,HTML, Excel Pivot | * Apex Data Loader * Salesforce Sites * Lightning Process Builder * SOQL/SOSL * Exact Target * Reports and Dashboards |

**Educational Qualifications**

* **B.Tech** in ECE from [Jawaharlal Nehru Technological University Hyderabad, AP, India](http://www.jntu.ac.in/)

**Achievements & Certifications**

* Certified Salesforce Administrator
* Certified Salesforce Sales Cloud Consultant
* Certified Salesforce Force.com Developer
* Certified Salesforce Platform App Builder
* Certified Salesforce Platform Developer I

**Project #5:**

**Deal Review Process (DRP)**

Associate Consultant (July 2016 – Till Date)

Description: DRP was developed for one of the top ITES Company based in USA. This application is built on force.com leveraging Sales Cloud.

The solution provided to help the finance team to review all the sales proposals with the appropriate profits/margins so that the sales team can go ahead and confirm the deal.

This application helps the senior management to approve or reject the proposals based on the segments and roles.

Project Role: Associate Consultant with the following responsibilities

* Analyzed requirements, Involved in the development of all modules.
* Interacted with the client to get requirements.
* Successful in handling and training a team of 5 resources
* Customized different page layouts and assigned them for different profile users
* Customized tabs for among different business users groups and centers.
* Schedules the reports, dashboards for management and all the department heads by emails.
* Migrated data from MS Excel / CSV files to SFDC using Apex Data Loader.
* Designed and developed Apex Programmed, Apex Triggers with Soql & Sosl queries for various functional needs in the application.
* Integration with SharePoint and .NET using Web services
* Implemented workflow foundation in .NET
* Involved in Unit Testing and Test Coverage for Triggers.

**Project #4:**

**Data Migration from Old Legacy System to SFDC (TCL)**

Senior Consultant (May 2014 – June 2016)

Description: TCL project involves implementing Lead2Cash Cycle primarily on Force.com using tight integration with CloudSense (Product Configurator and Order Orchestrator apps on Salesforce) and Geneva (external Billing System over Cloud).

This project has biggest E2E implementation over cloud for our Telecom client. This uses Salesforce for Lead and opportunity Management, CloudSense Configurator for CPQ, S-Docs as a document generator tool, CloudSense Orchestrator for Order Management and Geneva for Billing and finance.

Project Role: Consultant with the following responsibilities

* Interacting with Business users and gathering the requirements.
* Analyze the requirements and propose all possible approaches per their feasibility.
* Involved in the Product development in CloudSense.
* Continuous interaction with business users / product development team for rapid development and fulfilling new CRs.
* Successful in handling and training a team of 7 resources
* Customized different page layouts and assigned them for different profile users
* Customized tabs for among different business users groups and centers.
* Schedules the reports, dashboards for management and all the department heads by emails.
* Migrated data from MS Excel / CSV files to SFDC using Apex Data Loader and workbench.
* Designed and developed Apex classes, Apex Triggers for various functional needs in the application.
* Primary contact for all data uploads (Delta / Final) and given immediate resolution for the issues reported during the process.
* Done Sanity testing and worked with the business users closely to help them understand the functionality.
* Successfully launched the product within timelines maintaining the data consistent all over the time.

**Project #3:**

**CISCO – VEMT**

Senior Software Engineer (January 2013 – May 2014)

Description: This application is developed for Cisco client. Value Engineering is the action of reducing cost of an existing product while retaining or improving its current function.

A value engineering project changes a product currently in production, adding or removing component parts or assemblies to lower the overall cost of that product, thereby delivering savings to Cisco. The Value Engineering Management Tool facilitates the collection of VE ideas from Cisco’s various groups, tracks the qualification and conversion of those ideas to projects by the business unit, and manages the business plans and updates required by the VE Board for the funding of those projects.

Project Role: Senior Software Engineer with the following responsibilities

* Analyzed requirements, Involved in the development of all modules.
* Interacted with the client and getting requirements.
* Customized different page layouts and assigned them for different profile users
* Customized tabs for among different business users groups and centers.
* Schedules the reports, dashboards for management and all the department heads by emails.
* Conducted all data migration using the salesforce.com import tool. Migrated data from MS Excel / CSV files to SFDC using Apex Data Loader.
* Worked on MS SQL Server, Excel Pivot.
* Designed and developed Apex Programmed, Apex Triggers with Soql & Sosl queries for various functional needs in the application.
* Designed various Webpages in Visualforce for functional needs within Salesforce.
* Integration with Sql server using DB Amp
* Involved in Unit Testing and Test Coverage for Triggers.

**Project #2:**

**CISCO – GBSG**

Senior Software Engineer (January 2012 – December 2013)

Description: **GBSG** This Application is a complete web application. This application is using for storing the assets in to the DB library.

Using this application we can make the assets using the source files. User will upload the source files then those file would be converted as assets. Meanwhile the process is once user submit the source files then PM will send the quotation to the Client. Once client will give the approval then it’s become as a project. User can upload any number of source files then based on the source files assets will come. Based on the sources files pm will send the quotation to the user. For the quotation we have two types of things. One is Standard Pricing and Custom pricing. Standard Pricing is nothing but some sources files contain the some pricing. Custom pricing is nothing but the new prices for the sources files.

This Application is using for complete internal Cisco Employees using it. We have Cisco credentials to login.

Here we have integration and Migration for Filmmaker DB to Salesforce we are using as DB.

Here we have integrations with the java ldap servers for implementation of the SSO.

**Environment**: Apex, Visualforce, JavaScript, HTML, Java.

Project Role:

* Migrated the File Maker DB to Salesforce DB.
* Integrating SSO, LDAP to the Salesforce.
* Customized different page layouts and assigned them for different profile users
* Customized tabs for among different business users groups and centers.
* Creating Workflow Rules, Tasks, Email Alerts, and Components to suit to the needs of the application.
* Scheduled reports, dashboards for management and all the department heads.
* Designed and developed Apex Programmed, Apex Triggers with Soql & Sosl queries for various functional needs in the application.
* Designed various Webpages in Visualforce for functional needs within Salesforce.
* Involved in Unit Testing and Test Coverage for Triggers.

**Project #1:**

**CISCO – GBSGLogo Tool:**

Senior Software Engineer (August 2011 - December 2011)

Description: A survey questionnaire is created, in which dynamic questions and answers are generated based on the previous question. This is developed and deployed using Salesforce.com Sites. Based on the responses generated, we also have the reporting capability. Dynamic forms have been generated to capture user information.

**Environment:** APEX, Visualforce, Salesforce CRM 13, JavaScript.

Project Role: Developer with the following responsibilities:

* Designed and developed web pages using Apex & Visualforce.
* Prepared Database with 150 questions.
* Involved in unit testing and written test classes.

**Project #5:**

**JPMC – TSS – eServe Enhancements**

Senior Software Engineer (January 2011 - July 2011)

Description:

**JPMorgan eServe for ACH:** Manage a wide range of critical ACH transaction inquiries and related reporting activities online, including the ability to view specific transaction details, initiate investigations and efficiently execute reversals and reclaims.

**JPMorgan eServe for Global Clearing:** Conduct transaction searches, initiate inquiries, generate operational reports and receive near real time notification of payments or debits in U.S. dollars, euros or other currencies.

**JPMorgan eServe for Wholesale Lockbox:** Initiate and manage a wide range of time-sensitive transaction inquiries, including reports regarding items processed through the wholesale lockbox national network sites.

**JPMorgan ACCESS Online Support:** Perform keyword searches regarding portal applications and receive immediate solutions.

Secure Email: Communicate confidential and sensitive information with secure file delivery that you can access via the JPMorgan ACCESS home page.

**Environment**: Asp.Net, C#.Net, Ajax, Java Script, Web Services, Sql Server 2008.

Project Role: Senior Software Engineer with the following responsibilities

• Responsible for the testing, fixing the bugs and troubleshooting the technical problems.

• Modifying the User Interface and as well as the Functionality depending on the requirement.

• Actively involved in the Client Meetings and on-site calls.

• Involved in modifying Stored Procedures according to the requirements.

• Worked on Creating and using COM Components.

• Used JavaScript for validations.

**Project #4:**

**Virtusa Corporation, Internal Application**

Senior Software Engineer (October 2010 – December 2010)

Description:

Cubicle Allocation is an application developed to effectively allocate the systems to newly joined resources. It automatically displays the free/allocated/blocked spaces in each ATC/Block/Floor/Zone wise.

**Environment:** ASP.NET 3.5, Sql Server2008.

Project Role: Senior Software Engineer with the following responsibilities

* Designed and developed GUI using C# and VB.Net along with Asp.Net
* Implemented ADO.net technology to access SQL Server database
* Implemented JavaScript and CSS in web based applications
* Implemented Workflow foundation
* Wrote queries in SQLServer 2008 for database transactions
* Performed manual testing

**Project #3:**

**Citadel Research and Solutions Ltd., HIPaR – Drug Information System**

Senior Engineer (August 2009 to September 2010)

Description:

HIPaR, a Drug Information System was a comprehensive drug knowledgebase. HIPaR offered complete drug related information such as drug dosage, route of administration, side effects, indications, contraindications, drug to drug Interactions, drug-lab modifications, and drug-food interactions.  HIPaR followed international codes thereby making it easy to integrate into other clinic/hospital management software. It could also be shared across networks in hospitals, organizations, academic institutions, etc.

**Environment:** VB.Net, C#, Asp.Net, SQL Server 2005, IIS, Visual Studio .Net 2.0, Windows XP

Project Role: Team member with the following responsibilities:

* Analyzed the client requirements
* Designed and developed GUI using C# and VB.Net along with Asp.Net
* Implemented ADO.net technology to access SQL Server database
* Implemented JavaScript and CSS in web based applications
* Wrote queries in SQLServer 2005 for database transactions
* Performed manual testing

**Project #2:**

**Citadel Research and Solutions Ltd., Vehicle Tracking System**

Senior Engineer (June 2008 to July 2009)

Description:

VTS (Vehicle Tracking System) was designed to track a vehicle that has a vehicle tracking unit attached to it. VTS software could be used to track ambulances, school buses, etc. VTS Admin Tool mainly dealt with RTA Compliance & Maintenance, Trip details and Fuel details of all the vehicles in a particular organization. Trips could be monitored for all the vehicles. Reports can also be generated for specific day(s) for drivers, vehicles, expiry dates for RTA & maintenance of all the vehicles, and the distance travelled by a vehicle. Administrator received alerts when a particular vehicle's RTA/Maintenance service needs to be renewed.

**Environment:** C#, Asp.Net, SQL Server 2005, JavaScript, CSS, Ajax, IIS, Visual Studio .Net 2.0, Windows XP

Project Role: Team member with the following responsibilities:

* Analyzed the client requirements
* Designed and developed GUI
* Extensively used Ajax Controls
* JavaScript and CSS have been extensively used in the web application
* Website developed using Asp.Net with C#.net
* Implemented ADO.net technology to access SQLServer database
* Wrote queries in SQLServer 2005 for database transactions
* Performed manual testing

**Project #1:**

**Citadel Research and Solutions Ltd., - Employee Attendance**

Trainee Engineer (June 2007 to June 2008)

Description:

Employee Attendance was a project developed for A.V. Global Services for their Employees. Main objective of this project was to provide complete automation of attendance related activities. This application was capable of handling attendance, leaves, holidays and average working hours of every employee.

**Environment:** VB.Net, C#, Asp.Net, SQL Server 2005, IIS, Visual Studio .Net 2.0, Windows XP

Project Role: Team member with the following responsibilities:

* Analyzed the client requirements
* Designed and developed GUI
* Extensively used Ajax Controls
* JavaScript and CSS have been extensively used in the web application
* Website developed using Asp.Net with C#.net