Name: VENAKATASIVA REDDY NAKKALA

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# Professional Summary:

* **I Have Done InternShip Program of Salesforce.comCRM platform.**
* Experience in **Development**, **Administration, Configuration, Implementation** and Support of Salesforce CRM based on **Apex language** and leveraging Force.com Platform.
* Proficient Knowledge in **Salesforce Lightning UI, Lightning programming, Aura framework programming**.
* Created various Lightning Apps combining Lightning Design System, **Lightning App Builder** and **Lightning Component features.**
* Worked extensively on **Lightning component building**, worked on many components to convert

existing classic programming work like Visualforce into **Lightning components.**

* Experience in use of **Standard and Custom controllers** of **Visualforce** in development of custom

Salesforce pages as expected by business requirements.

* Primary level experience in working on web services and giving solutions by **SOAP and REST integrations**.
* Proficient knowledge of **Governor limits**. Experience in optimization of existing code in accordance to

the governor limits.

* Participated in all stages of **Software Development Life Cycle (SDFC)**

i.e., System Analysis, Design, Development and Testing Expertise.

* Strong Knowledge of SFDC standard Data structures and familiarity with designing **Custom Objects** and Force.com platform and **Force.com Sites**.
* Experience in understanding business requirement to design the required entities like custom objects, creating the **relationships and junction objects**.
* Developed **Apex classes** using other platform based technologies like **Visualforce, Force.com IDE**.
* Experience in creating various **Reports** (**summary reports, matric reports, pie charts, dashboards and graphics**) and **Report Folders**.
* Experience in using **Data Loader** for **insert, update** and **bulk import** or **export** of data from Salesforce.com Objects.
* Experience in using declarative features like **validation rules, workflows, approval process, dynamic approval process, sharing rules** automation for satisfying complex business process automations.
* Experience in implementing **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 permission based on the organizational hierarchy.

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| **SFDC Technologies** | Standard objects, Workflow & Approvals, Apex Classes/Controllers, Apex  Triggers, Visualforce Pages, Data Loader, Reports, Dashboards, Force.com IDE |
| **Languages** | APEX, Visualforce |
| **Tools & Technologies** | Force.com Data Loader, Force.com Platform (Sandbox and Production). |
| **Operating systems** | Windows 98/NT/XP/Vista/7/8 |

**PROFESSIONAL EXPERIENCE**:

# Company : Intelogik Solutions, Pune, India. Client : BCBS, USA

**About Client:** BCBS is a million-dollar business serving many customers across the globe, is using Salesforce platform to maintain its huge insurance business. They use various standard features of Salesforce like lead management, case management and ensure quick solutions to customer as well as business growth. By using featuring like web-to-lead, web-to-case they are providing an interactive platform for customers. Also we have used many custom objects, automation and custom code used like APEX, VFP in this project to main this insurance business on Salesforce.

We are working on classic to Lightning migration phase now.

# Roles and Responsibilities:

* Involved in gathering and analysis of business requirements and then effectively took part in sprint planning to achieve the requirement.
* Analysed the business process of client and then involved in creating the application and data model required

for the requirement.

* Creates custom application, objects, tabs, fields with the custom functionality to efficiently meet the business requirement.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish
* connectivity among objects.
* Created reports, dashboards, and processes to continuously monitor data quality and integrity and
* assisting users with report design and management.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user profiles and created permission sets where necessary.
* Worked on Assigning creating Roles Hierarchy, Profiles and Security setup within the organization.
* Responsible for setting up Filed Level Security.
* Developed custom Workflows and Assignment Rules for case escalation.
* Implemented Field Level security for sensitive data holder fields.
* Created and used Email templates in HTML and Visualforce.
* Involved in end-to-end testing and gathering feedback from business users
* Involved in Working with Standard Salesforce features like Objects, Workflows, Record Types,

Page layouts, Workflow Rules, Case Assignment Rules, and Escalation rules, Validation rules, Profiles, Roles, Reports and Dashboards etc.

**Company : Intelogik Solutions, Pune, India.**

**Client** : American Red Cross, USA

**About Client:** America Red Cross is a huge organization in USA which has many activities related to health

care. They have 1000s of clients and volunteers to run their activities in the world. For this mass process,

they regularly conduct corporate seminars throughout the world and for that they are using one mini

project of Salesforce. This project has information like seminar details, speaker details and various

process they followed. They mostly conduct 100s of such seminars in the world per month.

The project was created for employees of the organization to enter these data and maintain the details.

* **Roles and Responsibilities:**
* Worked as Salesforce admin support governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup.
* Involved in setting up field level access for each custom object created based on the user’s role within the organization.
* Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
* Involved in customizing custom objects, tabs, fields, page layout as per the business need.
* Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.

**PROFESSIONAL QUALIFICATION:**

**Masters in Computer Applications from Sri Sai IT And Management , JNTUA .**

**Bachelors of Computer Applications from IIMS, CCS University.**