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***Professional Summary***

* Business Analyst and Sr Software Developer having around 6 +years of IT experience with Salesforce CRM implementation with Marketing, Sales, Service and Communities, and 1 year of CRM Analyst experience in multiple Internship projects as part of Academics.
* Salesforce.com Certified Developer DEV(401) & App Builder Certified.

***Application Experience***

**Salesforce CRM :** Configuration and Customization

**Tools& IDE :** Eclipse, Force.com IDE, Force.com Explorer, Data Loader, Outlook connector, Excel Connector, Workbench, SOAP UI

**Languages :** C, C++, JAVA, Apex, SQL, HTML

**Web Technologies :** HTML, CSS, XML, AJAX, Java script

**Methodology :** Agile, Scrum, RAD, Waterfall

**Version Control :** Git and bit bucket

**Operating Systems :** Windows XP, Windows Vista, Windows 7, Windows 10

**Other tools** : MS Project, MS Visio, Word, Excel, PowerPoint, SharePoint, Remedy, CISM, Service Now

***Highlights***

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| * Comprehensive knowledge on Business Analysis core concepts and supporting competencies, Software Development Life Cycle (SDLC), having thorough understanding of various phases like Requirements, Analysis/Design, Development and Testing.
* Experience in gathering, managing and documenting business and functional requirements, communicating effectively with upper management, developers and QA engineers.
* Excellent facilitation skills in conducting walkthroughs, surveys, questionnaires, interviews, brainstorming and JAD and JAR sessions as part of Requirement and Stake holder analysis, elicitation and prioritization.
* Strong experience in conducting UAT and documentation of test cases. Familiar in designing and developing manual and automation test cases and test scripts
* Well versed in different management scenarios like Change Control, Quality Assurance, Defect Tracking, System Integration, and Scheduling.
* Have exposure in educating internal customers on business systems and procedures and working with other analysts and QA team to set priorities and schedules.
* Experienced in Project Management, Business Analysis, Business Modeling, and Data Modeling.
* Worked as part of Problem Identification, Requirement Analysis by its attributes and Requirement Elicitation using various activities and achieved results thereby.
* Strong implementation knowledge with Salesforce.com CRM, Force.cm Platform, Sales, Marketing, Service Cloud, Collaboration and Communities.
* Good knowledge with Salesforce Data Model and expertise in creating custom relationships using Lookup, Master-Detail and establishing Many-to-Many using Junction Objects.
* Strong experience in Configuration, Customization and Support of Salesforce.com CRM applications by using Out-Of the Box features and Customizing using Apex, Triggers and Visualforce pages.
* Profound experience in administering salesforce application like Creating Users, Roles, Profiles, Permission Sets, Sharing rules, Validation rules and configuring Single Sign-On.
* Strong experience in configuring business process automation using Workflows, Approval Process, Process Builder and implemented actions like Email Alert, Field Update, Creating Task and Outbound message.
* Experience in setting up data security using Roles, Groups, Sharing rules (Criteria-based, Owner-based sharing rules and Apex Managed sharing).
* Strong experience in developing customizations using Apex Classes, Controllers (Custom and Extensions), Triggers, Visualforce pages and Components based on business requirements.
* Written Apex Batch, Schedule classes by implementing Batchable and Schedulable interfaces to processing large volume of data on schedule basis.
* Experience in creating Report Types, Reports, Dashboards and Analytic Snapshot processes to continuously monitor data quality and integrity.
* Used Data Loader, Import Wizard for data migration from legacy systems to salesforce.
* Good experience with Eclipse with Force.com Plugin, Workbench, Force.com Explorer, SOAP UI tools and IDE for developing, testing and deploying.
* Strong experience in deploying applications across various sandbox using Ant Migration Tool, Change Set and Eclipse.
* Good understanding of salesforce.com Governor Limits and implemented in Apex Triggers, Controllers, Batch Class.
* Experience in installing, evaluating the AppExchange application under the salesforce.com platform.
* Experience in using Apttus CPQ and installed and configured Products, Price List and Product Catalogs in Apttus CPQ.
* Ability to work under pressure and deliver stiff targets with time management, excellent analytical and problem solving skills.

***Key Knowledge Areas:*** Gap Analysis, Feasibility Analysis, Context Model, Requirement prioritization techniques, Requirement Estimation parameters, Stake holder Analysis, Functional & Non-functional Requirements, Documentation, Level 0 Diagrams, Creation of Requirement/ Product/ Service portfolios, User stories and Use Cases creation, SWOT & PEST Analysis and Data Dictionary and Data Model Implementation. |

***Work Experience***

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| Facility:  | NTT DATA – GDS, Bangalore | 2015-till date |
| Position/Title: | Developer/ Daimler CRM (Waterfall/ Agile) |
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| * Worked closely with CRM architect in to develop business architecture by scope and processes.
* Analyze client’s business requirements and processes through document analysis, workshops, interviews and work flow analysis.
* Conducted multiple levels of testing including functional, regression, user acceptance, integration and performance thereby to verify client needs are met.
* Designed, developed and customized custom objects, entity-relationship data model using Process models.
* Liaise between business and technical personnel to ensure a mutual understanding of processes and applications
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Configured and created Out Of the Box Page Layouts, Record Types, Custom Tabs, Validation rules, Sales Process, Process Builders, Workflows and Approvals.
* Created workflow rules and defined related actions Email Alert, Field Update, creating Tasks and outbound messaging.
* Written Sharing rules for data security on various Objects, for records visibility across various users in the organization role hierarchy using Criteria-Based, Owner-Based and Apex Managed Share.
* Developed Apex Custom, Extension Controller classes, Triggers, Visualforce pages in the application for customizing Lead Conversion, Campaign, Opportunity and other Custom objects.
* Created communities with rich UI using visualforce, CSS and Apex classes.
* Worked with Exact Target marketing automation suite for email, landing pages, camping web analytics, lead scoring, assert management, and trigger workflow.
* Created and customized Reports and Dashboards on Custom and Standard objects for different channels in the Organization.
* Created Data Dictionary and Field level mapping of Salesforce and EP for Integration and Migration, performed data migration using Data Loader.
* Deployed salesforce components across Sandbox and Production instances using Force.com ANT migration tool, ChangeSets and WorkBench.
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| Facility:  | NTT DATA – GDS, Bangalore | 2014 – 2015 |
| Position/Title: | Developer/ Aruba Networks |
| Primary Responsibilities:  * Engaged with client to gather software Requirements to development team for Salesforce implementation and documented the Business and Software Requirements.
* To communicate stakeholder requirements to development team in the form of functional specifications, use cases, user stories, process diagrams, data models etc..
* Facilitate meetings with client to document requirements and to explore feasible solutions.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Designed and configured Custom tabs, validation rules, Approval Processes, Auto-Response, Escalation rules and Assignment rules for automating business logic.
* Worked on Case object and configured Email-to-Case, Assignment rule, Auto-Response and Escalation rule.
* Configured and Created salesforce standard Reports, Report Types and Report Folders for different user in the organization across various objects.
* Implemented Data Loader through the Command Line Interface to extract the data from database to run at scheduled times.
* Worked on Apttus quoting tool.
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| Facility:  | Unisource Technosys Pvt Ltd – Telstra Telecom | 2013-2014 |
| Position/Title: | Software Engineer CRM |
| Primary Responsibilities: * Implemented the Salesforce application using Agile SCRUM Methodology that involves iterative development methodology.
* Worked functional leads to design, implement and develop the business requirements by Salesforce CRM.
* To develop and document requirements and to update the changes in version control system.
* Performed administration setup activities like Creating Users, Roles, Profiles, Permission Sets, Groups, Queues, Sharing Rules and Security Controls.
* Configured Record Types and Page layouts to different Profiles and assigned Page Layouts based on Record Type to a Profile.
* Created various relationships using Master-Detail, Lookup relationships and customized formula fields, validation rules and workflow rules.
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| Facility:  | Unisource Technosys Pvt Ltd – Avaya Solutions | 2012-2013 |
| Position/Title: | Software Engineer CRM |
| Primary Responsibilities: * Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and non-functional requirements.
* Closely worked with Salesforce.com consultants while implementing the solutions for the needs of organization.
* Implemented minor enhancements on standard objects including Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes and Activities.
* Developed Apex Classes & Triggers and linked them to manage the workflows developed in the system.
* Designed, developed and deployed Apex Classes (Controller – Standard, Custom and Extension) and Apex Triggers for various functional needs in the application.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filled updates to implement business logic.
* Created various Custom Reports for standard objects as well as custom objects to give complete detail overview of Account, Renewal Forecasting, and Customer Balance Report with Multi-Currency support.
* Created profiles and implemented Object level, field-level and record-level security.
* Provided support ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow, campaign management.
* Created email templates and inbound emails using Visualforce for the clients and customers.
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| Facility: Matrix Cellular Services (2 months as part of Academic Internship) |  |  |
| Position/Title: Customer Relationship Management at Matrix Cellular Services |  |  |
| Primary Responsibilities: Lead Generation & CRM |  |  |

***Education***

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| Institution:  | Dhruva College of Management |
| Result/Degree:  | PGDM, Marketing & Systems (3.3 TGPA) |