**Sankeerth Reddy**

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**Salesforce Developer/Administrator**

**Professional Summary**

* Over **5+ years**of extensive knowledge and experience on Salesforce.com, CRM and Force.com platform with proficiency as administrator and developer with lightning experience, engaged with different domains like Health, Banking, Services and Automobiles in developing different Enterprise, Business and Platform based Applications.
* **Certified Salesforce Platform Developer1 and App Builder** with good knowledge in Requirements gathering and Security Administration, Maintenance, and User Security Management, Creating Reports, Dashboards, Approval processes, Application Support, Creating Custom Objects, Tabs, Custom Apps, Workflows, Validation Rules, Page Layouts, Data Mapping, Data Export and Imports, Apex Triggers, Apex classes, Data migration, SOQL, SOSL Queries.
* Extensive experience in Salesforce.com both Development and design and worked with Sales cloud and Service cloud, Marketing cloud.
* Supported projects and initiatives like **Data migrations**, **business process implementations**, and A**utomation**. With strong administration and support expertise in Salesforce.com, including Security.
* Involved in Data Migration by using **Data loader, Workbench** and **Command Line Data Loader.**
* Performed detailed analysis of business and technical requirements and designed the solution by customizing standard objects of Salesforce.com (SFDC) and other platform-based technologies such as **Visual Force and Force.com API**.
* Created **Visual Force Pages** and components to render data from associated controllers and embedded **Java Script** and **HTML**.
* Designed and developed **Salesforce**applications using **Apex Programming Language**and **Visual Force Pages, Process Builder, Visual workflows**and**Workflows& Approvals.**
* Strong knowledge in customized **Case Management** with **Validation Rules, Escalation Rules Approval Process, workflow, Lightening, Reports**and **Dashboards** for auto lead routing, lead escalation and Email Alerts.
* Expertise in **Agile/Scrum and Waterfall methodologies**, Software Development Life Cycle **(SDLC)** processes.
* Successfully implemented **Security/Sharing Rules**, Configured **Permission Sets**, **Field Level Security**, **Record Level Security, Profiles, and Roles** etc. at the different hierarchical level of organization.
* Worked on **Lightning Components** and reused them in various phases of the application.
* Performed Bulk **Data Migration** from Traditional Applications to Salesforce using **Import Wizard, Excel Connector, Dataloader.io, Workbench, Backupify, Apex Data Loader utility** and ETL tools, Cast Iron, ESB, Autosys.
* Customized **standard objects**, created **custom objects**, **Interfaces, Relationships,**and**Triggers**.
* Successfully integrated Salesforce with the external application by using **Web Services API** and **SOAP**.
* Hands on experience in creating **Custom fields**, **Pick Lists,**cross Object**Formula Fields, Lookups**and**Master-Details** etc.
* Created **professional grade documents** with images.
* Involved in working on various consoles like **Sales Cloud**, **Service Cloud**, **Health Cloud** and **Communities Cloud** as per the Client requirements
* Effective team player with excellent communication, interpersonal and presentation skills.
* Effectively work in a highly productive cloud focused team where I can efficiently contribute my skills and abilities for the growth of the organization and to build my professional career.

**TECHNICAL SKILLS:**

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| Salesforce Technologies | Apex Classes, Apex Trigger, Apex Scheduler, SOQL, SOSL, Visualforce (Pages, Components & Controllers), Apex Web Services, Aura Framework, Salesforce CRM, Service Cloud, Sales Cloud, Lightning Web Component (LWC), CPQ |
| Salesforce Tools | Lightning Application, Data loader, Migration tool, Force.com Connector, Web Services API, Force.com Eclipse IDE Plug-in.  |
| ETL/Integration Tools | Workflows and Approval, Custom Objects, Custom Setting, Label and Tabs, Roles, Security, Field updates, Reports & Dashboards, AppExchange package & Custom Application & Sandbox Data Loading |
| Languages | C++, C#, JavaScript, Apex, Visualforce, SOQL, SOSL. |
| Database | Microsoft SQL Server 2008, MS Access, Oracle 11g10g/9i/8i/, MySQL. |
| Web  | HTML5, XML, JavaScript, SOAP API, REST API, JSON, AJAX |
| Platforms | Windows 98/2000/XP/2003/2007, Windows Server 2003/2008. |

**Education:**

* Bachelor’s in Information Systems at St. Cloud state university, St. Cloud, MN

**Professional Experience**

**Salesforce Developer Wyndham, Parsippany, NJ 10/2020 – Present**

**Responsibilities**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects ofSalesForce.com (SFDC).
* Implemented the requirements on Salesforce.com platform and Force.com Confidential Plug-in using Eclipse.
* Implemented web-based case management automation - Web to Case (on Case Object) to track and solve customer's issues.
* Worked on various integrations with other platforms like CTI integration.
* Created Custom objects to build new application functionality in the Salesforce.com.
* Designed various tasks such as navigation wizard at the frontend using jQuery.
* Developed Lightning components and having experience on Aura framework.
* Worked on Visual flows & Process Builder.
* Implemented jQuery Tables, and enhanced with Java script.
* Developed visual force pages, Component, created tabbed view and designed these pages using style sheets.
* Designed various Webpages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to Salesforce.com.
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Managed Service Cloud Console, Partner portal, live agent, CTI integration, Knowledge Base and Cases.
* Developed Apex Classes & Triggers to implement the business logic as per the requirements.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Created Visual Force pages that use the lightning components.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and dashboards.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Implemented call center on Salesforce with CTI integration. Resolved issues connected to Call Centers, usage of CTI adapters and Mobile applications
* Developed apex REST web services classes for external applications accessing salesforce.com data with restricted access.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Planned and performed analysis of e-support activities and/or functions and guides the subsequent design and implementation or improvement of existing support applications
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files intosalesforce.com, checking for integrity of the data.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Project management activities such as PMR reviews, Status Reports, and day to day management activities.
* Performed Unit, Integration and Regression Testing.
* Created External data sources using Lightning connect to connect to SAP end point.
* Created Lightning Component Tabs and Visualforce Tabs.
* Worked in developing various lightning components, events and lightning applications.

**Environment**: Saleforce.com platform, Apex Language, Visual Force Pages, Web services, Bootstrap, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Lightning App Builder, Email Services, Eclipse Confidential, Windows XP.

**Salesforce Lightning Developer Citibank, Tampa, FL. 04/19– 09/20**

**Responsibilities**

* Worked as part of their Consumer Digital Experience (CDE) team in the customization of salesforce CRM and to provide the analytical output/reports/dashboards required by the business to run their day-to-day operations.
* In this role, I am fully responsible for fully responsible for full life cycle of Salesforce.com platform implementation and integration with several business systems, all design specifications, implementation (coding), unit and integration testing (automated and manual), monitoring and maintenance.
* Involved in CRM process like Design, development, Planning, testing and integration.
* Contribute to all technical aspects of projects from requirement gathering through deployment and driving the integration design.
* To configure the customer journey with the company, worked on Journey Builder, Email Studio, mobile studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
* Worked on Marketing Cloud data product, DMP activating and unifying the data to strengthen consumer relationships.
* Developing AMP script code to implement business requirements by creating dynamic content. Involved in Salesforce Marketing Cloud implementation, designed email automation journeys and segmentation.
* Created front end, UI/UX and back-end data systems for an interactive online event management system within their Exact Target Marketing cloud.
* Configured Salesforce Marketing Cloud connector.
* Implemented marketing cloud on campaign object in order to promote sales and designed UI components in reports in Salesforce Marketing cloud using jQuery and Bootstrap. Worked on Standard Objects and few Custom Objects that related to the business and developed custom relationships between the objects.
* Developed various Custom Objects, Tabs, Entity Relationship data model, Validation rules on the Objects.
* Customized lead conversion and created field mapping to Accounts, Contacts and Opportunities.
* Created the Account, Contact and Opportunity pages with web Service calls for the values to be populated based on the conversion. Inserting leads for respective campaigns.
* Created Workflow rules and defined related tasks, time triggered tasks, email alerts, field updates, Approval processes, outbound messages, formula fields, public groups to implement business logic.
* Created workflow rules and defined immediate and time-based actions to enhance the features to incorporate the new requirements.
* Created Profiles and Roles based on Organizational Role hierarchy, implemented Record-Level and Field-Level security and configured their sharing settings.
* Worked on managing the Profile Permissions for the users in Salesforce.
* Configure SSO (Single Sign On) authentication for user’s login from a Microsoft environment to a Salesforce Org and to integrate LDAP with Salesforce using SSO.
* Gave profile permissions and knowledge user licenses for all the users and support specific profiles.
* Created Visualforce pages, Classes and Test Methods and also created Visualforce pages with Iframe for integrating with other system.
* Designed and developed User Interface using HTML and CSS for portal built on force.com platform.
* Worked on custom page using Visualforce page, JavaScript, CSS to capture user’s comments which are posted as chatter feed on cases converted solutions to knowledge articles in multiple instances.

**Environment**:Salesforce.com platform, Apex Language, Visual Force Pages, Process Builder, Data Loader, Permission and Security, Sales and Service cloud console, SQL, HTML, CSS, Templates, Sandbox, JavaScript, SOAP & REST API, Reports, Dashboards, Custom links & buttons, jQuery.

**SFMC Developer/Admin Qwantegy, Staten Island, NY 05/18– 03/19**

**Responsibilities**

* Worked with business owners to understand their requirements for Salesforce Marketing Cloud application.
* Provided application support and coordinated with offshore team.
* Built high level data flows to meet business requirements.
* Monitored automations in Automation Studio and was responsible to enhance the system by implementing data retention methods.
* Created Email Templates in Content Builder and was responsible for email tracking.
* Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
* Effectively communicated between technical, operational and strategy groups. Created many Data extensions to accommodate custom scenarios.
* Automated the import, extract and Query activity using Automation Studio. Used Dynamic content for subject lines.
* Used AMP scripting to use data from Data Extensions. Used SOAP API in order to invoke triggers and create redundant data.
* Responsible for technical coordination including email QA in HTML, writing SQL query and AMP Script logic and leveraging assets to build and deploy email campaigns.
* Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions.
* Running data extracts for each business unit and determining the email sends volume per day daily.
* Coded mobile responsive emails, landing pages and digital ads from scratch, and stay up to date with emerging email marketing best practices. Assisted in building Journeys in Journey Builder for campaigns that are by the business team.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud.
* Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings. Closely interacted with Salesforce team to implement Data Retention policies for the business.
* Generated discover reports and presented campaign engagement statistics to business owners to direct future strategies and initiatives.
* Helped in developing strategy and roadmaps for email marketing programs to drive acquisition, customer retention, customer growth, and demand generation to achieve quantifiable revenue goals.
* Worked on Admin tasks related to Page Layouts, Fields, Dashboards and Custom Objects in Service Cloud.
* Created Users and granted permissions in Service Cloud as per the requirements.

**Environment Stack/Tools:** Marketing Cloud Marketing Cloud Admin, Marketing Cloud Integration, Automation Studio, AppExchange, Journey Builder, Audience Builder, Email Campaigns, HTML, Java Script, CSS, Triggers, Amp Script, SQL, Web Services, Reports, Email Services, Tracking, Data Import/Export.

**Salesforce Administrator Edward Jones, Saint Louis, Missouri 09/17 – 4/18**

**Responsibilities**

* Maintained several Standard Objects like Accounts, Leads, Contacts, Cases and developed various Custom Objects.
* Developed several types of Validation rules using formulas, Workflows and Approval processes.
* As a part of development, implemented Apex classes, Visual Force pages, Controllers and triggers as per customization to overcome standard rules.
* Good knowledge on creating Fields, Objects, Page layouts for dependability and flexibility of the custom application.
* Used Force.com and Eclipse IDE’s for developing environments.
* Worked with Data loader to handle bulk data and timely backup the data as per customization using Apex Data loader.
* Implemented Integration techniques for handling data from external sources by using REST/SOAP APIs.
* Involved in working with different sandboxes, data mapping, data migration, and with production sandbox.
* Implemented Object and Field level securities for take care off important data and information that will be available on profiles.
* Developed various reports using data provided from objects and reports for developing Dashboard components for better understanding.
* Created letter heads, email templates, and auto bounce messages for automation process whenever workflow rules are triggered. Created Record types for switch among layouts for proper usage of Object Fields.
* Developed rich UI using custom Cascading Style Sheets (CSS) in Visualforce pages and used Java Script, jQuery for client-side validations. Written SOQL, SOSL, Aggregate, Relationship queries in apex classes, triggers to retrieve optimized data from Objects.
* Developed custom Objects, Fields, Dependent picklist values, and validation rules, Page Layouts, Search Layouts and Tabs.
* Performed administrative tasks - creating Users, Profiles, Roles, Permission Sets, Page Layouts, Record Types and configured sharing rules based on Organization role hierarchy.
* Used Data Loader for insert, update and bulk import or export of data from Sales force Objects.

**Environment:** Force.com, Standard and Custom Objects, Record types, Permission Sets, Data Loader, Import-Wizard, Approval Process, HTML, Java Script, Eclipse IDE, OWD, sharing rules, Custom tabs, Web Services, Workflows, Approval process, Data loader, Reports, Dashboard, Sharing rules, Force.com IDE, HTML, CSS, JavaScript, jQuery, Ajax, C#, .NET, Windows 2003.

**Salesforce Administrator Intern CVS Pharmacy, Chicago, IL 05/17 – 08/17**

**Responsibilities**

* Captured business requirements from business analysts and translated them into data model and Technical Specification Document (TSD).
* Based on Data model created relationships among objects using Lookup, Master-detail and Junction Object relationships.
* Implemented customizations using Apex controller classes (Custom, Extension), Triggers and Visualforce pages.
* Used visual force components - Form, Page Block, Page Block Section, Command Button, Action support, Action Function, Page Block Table and Repeat for developing visual force pages.
* Created and maintained the documentation for application Design, data mapping document for Migration and integration technical design document.
* Designed and implemented archiving of data using Batch Apex and Scheduling.
* Ensure data integrity by merging duplicate Leads, Contacts, and Accounts; performing mass uploads and updates of data as required.
* Worked with Jitterbit tool to load data into salesforce. Worked with Jitterbit to develop process builder automation.
* Created workflow rules, approval process and defined actions like Tasks, Email alerts, outbound message and Field updates. Created communication templates used for Email alerts based of Text, HTML and Visualforce types.
* Developed customized Reports, Dashboards for business users and managers, developed custom report using visual force pages.
* Written apex unit test classes for Trigger, Apex classes to meet 75% of code coverage to migrate to Production instances.
* Good experience in preparing package.xml file for deploying applications from Sandbox to Production instances using Force.com migration script and Workbench.
* Implemented best practices to avoid governor limits by writing repeated code in triggers and apex classes.

**Environment:** Saleforce.com CRM, Apex Classes, Controllers, Visualforce pages, Web Services, SOAP, REST, WSDL, Sales Cloud, Service Cloud, Custom Objects, Tabs.