

JAIPAL REDDY  
Salesforce Developer  
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## SUMMARY

- 9+ years of experience with 3+ years on Salesforce.
- Proficient experience on Apex development in creating **Objects, Triggers, Apex Classes, Standard Controllers, Custom Controllers and Controller Extensions.**
- Experienced in **Creating Roles, Profiles, Users, Email Services, Page Layouts, Workflow Alerts, Actions, Reports, Dashboards and Approval Processes.**
- Implemented various advanced fields like **Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, sharing rules and Approval Processes** for automated alerts, field updates, and Email generation according to the application requirements.
- Experience working on data model and **SOQL, SOSL, DML** statements, **Objects and Governor Limits.**
- Experience working on **Custom Email Messaging** through Apex like mass email message, Single email message and inbound email.
  - Experience on **Batch Apex, Scheduled Apex, Schema Programming, Custom Settings and Custom Metadata Type.**
- A well-organized, goal-oriented, highly-motivated **effective team member** with excellent analytical, troubleshooting, and **problem solving Skills.**
- Excellent analytical, Interpersonal and Communication skills, **fast learner, hardworking** and good team player.

## TECHNICAL SKILLS:

**SFDC Technology:** Apex Classes, Apex Trigger, Visual Force, Force.com IDE for Eclipse, Force.com Explorer, Data Loader, Salesforce.com customizations like Workflow Rules, Role Hierarchy, Validation Rules, Formulae, Custom objects, Page Layouts, Record Types

**Office technology** : MS-Office, MS-Excel

## PROFESSIONAL EXPERIENCE

Organization	Designation
IIFL, Indiainfoline Finance Ltd, Bangalore	Account Officer– December 2010 – December 2012
Blueliner Software Services Private Limited, Hyderabad	Process Executive – July 2014 - February 2018
Webmatics Solutions Pvt Ltd, Hyderabad	Software Engineer - June 2018 – To till Date

## **EDUCATIONAL QUALIFICATION:**

- MBA(Finance) from Vivekananda Institute of Management, Bangalore, 2009
- M.Com( Finance) from Ocean Education Society, Malleshwaram Bangalore,2010
- B.Com from Gulbarga University, 2006
- Level 10+2 from B V Bumareddy College Bidar, 2003

## **WORK EXPERIENCE:**

### **IIFL, Indiainfoline Finance Ltd (Account Officer) from December 2010 – December 2012:**

#### **Roles and Responsibilities:**

- Advising clients on mortgages and raising loans.
- Providing Regular MIS Report to Higher Authority.
- Putting into effect new procedures and policies passed down from Head Office.
- Handling customer queries face to face, over the phone or via correspondence.
- Marketing new financial products or service.
- Verifying customer data to detect and identify gold fraud.

### **Blueliner Software Services Private Limited, Hyderabad from July 2014 - February 2018**

#### **Roles and Responsibilities:**

- Conduct secondary research to collect/update data from insurance regulatory websites, company
- Undertake research in the form of developing reports on Mergers &Acquisitions, Equity Offerings, Debt Offerings, Partnerships, Venture Financing, and Private Equity Transactions for the Media & Entertainment, Food Service and Retail industry
- Ensure timely delivery of daily, weekly, monthly, and quarterly datasets as and when required Using Microsoft office tools - Excel, Word, and PowerPoint
- Review and analysis of Form 10Q, 10K and Performing company SWOT profiling

### **Webmatics Solutions Pvt Ltd, Hyderabad from March 2018 – Till date**

#### **Project :**

Title : **Event Management**  
Environment : Salesforce Lightning  
Role : Team Member

#### **Description:**

The project is on sales and service app. Life Science Company with help of medical sales representative manufacture, sell and market their pharmaceutical products include medicines, prescription drugs and medical equipment to a variety of customers including GPs, hospital doctors, pharmacists and nurses.

**Roles and Responsibilities:**

- Involved in **gathering requirements** from the business and implementing those in Salesforce.com
- Worked on **Standard objects** like Accounts, Contacts and Cases, and **Custom objects like Event, Venue, Attendee, Budget etc.**
- Created multiple **custom objects, custom fields, relationship** between two objects, **page layouts** and **record types**
- Developed different **Validation Rules** to ensure that the valid data is being entered into the organization
- Applied many logic into sending out **email templates and field updates** firing through **Workflow** based on the requirement Utilized **Salesforce.com out-of-the-box** functionalities over customization wherever possible
- Developed **Apex Classes, Controller Classes (Custom and Extension) and Apex Triggers** for various functional needs in the application.
- Involved in Coding Business logic in Apex and Visualforce pages design.
- Troubleshoot various component dependent issues faced during the release and fixing them.

**Personal Details:**

Date of Birth: 15/06/1984

Marital Status: Married

Children: Two

Languages known: English, Hindi, Telugu, Kannada and Marathi

Address: 28A, Block-6, Phase-1, Janapriya Apartment, Miyapur, Hyderabad, Telangana.

**Declaration:**

I hereby declare that all particulars stated in this form are true to the best of my knowledge and belief.

**Date:**

**Place :**

**(Jaipal Reddy)**