

**Shravani**

**Salesforce Administrator & Business Analyst**

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**Profile Summary:**

* More than **5+ years** of professional **IT experience** and solid involvement in **Salesforce.com** which includes **Configuration, Customization, Deployment, and Integration** in Salesforce.com CRM stage. Also, involved in different phases of SDLC including **analysis, design, development, implementation & enhancement of projects in SalesForce.com.**
* Excellent knowledge in **Force.com Apex Classes, Apex triggers, Visual Force, Batch Apex, Salesforce Integration, REST, SOAP based Web Services, Force.com API, Salesforce AppExchange.**
* Expertise in **Administration, lighting Configuration, Salesforce CRM, SAAS (Software as service), and Apex language.**
* Outstanding skills in performing various administrative tasks includes **Custom Objects, Custom Fields, Roles, Profiles, Page Layouts, Workflows & Approvals, Workflow Triggers, Validation Rules, Custom Tabs, Custom Reports, Report Folders, Report Extractions to various formats, Design of Visualforce Pages, Snapshots, Dashboards, Salesforce lightning Process builder and Email generation according to application requirements.**
* Worked on salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts,**
* **Opportunity, Forecast, Cases, Reports.**
* Experience in **Data Mapping, Cleansing, Data Export and Imports, Application Support, Performance Tuning, Security Administration, Maintenance, and User Security Management.**
* Good knowledge in SFDC technology and salesforce lightning design technology which includes **Apex Language, Lightning design System, Visual Force pages, Java, Apex trigger, modern enterprise apps using Lightning App Builder and Lightning Components.**
* Outstanding knowledge in Object Oriented Programming Concepts and Programming in **Apex and Java.**
* Worked on different CRM modules like **Sales cloud**, **Service cloud**, and **Marketing**.
* Working experience in SFDC implementation including **Call center, Chatter & App-exchange applications.**
* Extraordinary experience on **Debug Apex.**
* Excellent knowledge in querying salesforce.com database using **SOQL & SOSL** queries using **Force.com explorer.**
* Experience in web services like **HTML**, **XML**, **CSS**, **JavaScript**, **WSDL**, and **SOAP**, **JSON**, **AJAX**, **Restful API’s**
* Experience in Customized existing Visualforce to align with salesforce new **Lightning UI experience**.
* Hands on experience working on **data migration tools** and **data management tools** like **Apex data loader, import wizard, Force.com, excel connecter, and configuration data loader.**
* Experience in salesforce.com sandbox and production environments for deployment and experience in managing **Full Sandbox, Developer Sandbox and Configuration-only Sandbox.**
* Experience in enabling Lightning components and extensive experience in **Salesforce configuration and customization.**
* Experience in working with **Eclipse IDE Force.com, ANT migration tool Plug-in environments.**
* Experience with the Salesforce **API (REST/SOAP/Metadata, Salesforce Einstein analytics.**
* Responsible for the **data maintenance and data integrity within the Force.com platform.**
* **Soft skills** love to learn and share my insights by building my own role and know when things to get done.

**Technical Skills:**

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| **Salesforce Technologies** | Apex, visual force, SOQL, SOSL, Email template, formula, Validation rules, apex trigger, workflow and approvals, App exchange, Eclipse, salesforce.com IDE, Apex data loader. |
| **Custom Integration** | Outbound messages, Workflow & Approvals, Field updates, Reports & Dashboards, Custom objects, Standard objects, Integration, Migration, Email Services, Security controls, Force.com Sandbox, Force.com IDE, SOQL, SOSL, WSDL. |
| **Salesforce Tools** | Force.com platform, Force.com Data Loader, Force.com Workbench, Eclipse IDE, Developer Console, AppExchange |
| **Workflow**  | Force.com IDE, E Data Analysis, Data Cleansing, Data Normalization, Data Migration, Data Loader, time-dependent actions, field updates, email alerts, Field Level and Object level security, role hierarchies, sharing models, Campaigns, Reports, Dashboards, Formula Fields and Cross Object Formula Fields Configuration Skills, Overall User Management, Security and Sharing Model, Translation Workbench, Documentation Templates, Salesforce Lighting.  |
| **Web Technologies** | XML, HTML, CSS, and JavaScript. |

**CERTIFICATIONS:**

Certified Salesforce Administrator

Certified Salesforce Platform Developer 1

**Professional Experience:**

**Client: HOLLY FRONTIER COMPANIES**

**Location: DALLAS, TX**

**Role: Salesforce/Lightening Developer**

**Duration: Nov 2018-Present**

**Responsibilities:**

* Involved in communication which are made between Business Analysts and Business team by improvising the business needs and suggested my opinions among the team.
* Worked of **Communities** from scratch.
* Involved in the Production support as well were, I had experience building **Knowledge article, Get Feed Survey, Log a call, DocuSign and Omnichannel** according to business requirements.
* Strong understanding of data management and **Integration experience** with ECC systems.
* Expertise in various administrative tasks like creating **Profiles, Roles, Page layouts, Workflows, Reports, Creating Custom Objects, Validation Rules, Email Templates, Public Groups, Queues, Permission Sets, and Security Settings.**
* Hand on experience working on different Sandboxes from QA Sandbox to Production Sandbox Org. Deployed various components and made changes in Production Org Successfully with more than **80% of code coverage.**
* As a part of Production support Admin involved in **Continues Integration and Release Management.**
* Used various Web Services like, **REST and SOAP API’s** to Integrate salesforce with other application.
* Involved in actions like **Data Cleansing and Data Transformation** from External System into Salesforce Using **Apex Data Loader.**
* Excellent Understanding regarding the business requirements and Hands-on development and Integration experience. I see myself as Salesforce expertise in all the accepts on SFDC platform.
* Supported and maintained more than **300** **users** from starch involved in requirement gathering and user development trainings.
* Worked closely with **Marketing** **team** to implement **Pardot** based on business needs.
* Developed custom UI using **CSS, HTML, Visualforce** components and used **jQuery, Java Script for front-end validation.**
* Used **Data Loader** to transfer the data to production andFull sandboxes**,** used Eclipse IDE for complete Apex Programming.
* Worked on different **Sandboxes for development & testing.** Also,involved in migrating code tothe production instance in installments using **Change Set** and **Eclipse IDE** and **GitHub.**
* Involved in **Test configuration within Sandbox environments** to ensure that once users are granted access, all the aspects are fully functional.
* Working on **Pardot** implementation from starch for multiple business units. Interacting with Marketing team for implementation of **Connected Campaigns.**
* Played different roles based on my **educational expertise** by improving myself in certain areas where identifying certain dependencies on the business logic that have been implemented previously.
* Successfully deployed more than **25 items** for every **sprint release with no failures**. Actively researched **latest releases** and made good enhancements with the real-time data which helped business users to experience the **UI** much efficiently.

**Client: YETI**

**Location: Austin, TX**

**Salesforce/Lightening Developer**

**Duration: July 2018 – November 2018**

**Responsibilities:**

* Involved in communication which are made between Business Analysts and Business team by improvising the business needs and suggested my opinions among the team.
* Developed **Lightening Components** from **Scratch** by using **Aura framework**. Also, involved in **Data mapping** from external system utilized lightening connect to get real -time data from external system.
* Worked of **Communities** from scratch by building various lightening components for **Trading post**, which is involved **SAP integration**.
* Involved in the Production support as well were I had experience building **Knowledge article, Get Feed Survey, Log a call, DocuSign and Omnichannel** according to business requirements.
* Strong Implementation and **Integration experience** using **Apex classes, Visual Force pages and Triggers.**
* Expertise in various administrative tasks like creating **Profiles, Roles, Page layouts, Workflows, Reports, Creating Custom Objects, Validation Rules, Email Templates, Public Groups, Queues, Permission Sets, and Security Settings.**
* Hand on experience working on different Sandboxes from QA Sandbox to Production Sandbox Org. Deployed various components and made changes in Production Org Successfully with more than **80% of code coverage.**
* Developed Multiple Lightening Component for the current project and made high Customization on **Email to Case** which looks great on business needs.
* Experience in **Configuration and Customization** using **Apex classes, Visualforce Controllers, Visiualforce pages, Batch Apex, Schedule Apex, SOQL&SOSL** queries for Integrating external SAP application with Salesforce.
* As a part of Production Admin and Developer involved in **Continues Integration and Release Management.**
* Used various Web Services like, **REST and SOAP API’s** to Integrate salesforce with other application.
* Involved in actions like **Data Cleansing and Data Transformation** from External System into Salesforce Using **Apex Data Loader.**
* Expertise in Developing UI using **HTML, CSS and VF Components** and using **Java Script** for front end authentication.
* Excellent Understanding regarding the business requirements and Hands-on development and Integration experience. I see myself as Salesforce expertise in all the accepts on SFDC platform.

**Client: US Client (Worked Offshore)**

**Location: Hyderabad**

**Salesforce Administrator**

**Duration: Feb 2013 - June2015**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce.
* Implemented and documented the Business and Software Requirements.
* Involved in **Salesforce.com Application Setup activities** and **customized the apps** to match the functional needs.
* Created detailed **data mapping document** for **integrating** various systems with Salesforce.com.
* 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.**
* Worked on various **administrative tasks** includes **Custom Objects, Custom Fields, Roles, Profiles, Page Layouts, Workflows &Approvals, Workflow Triggers, Validation Rules, Custom Tabs, Custom Reports, Report Folders, Report Extractions to various formats, Design of Visualforce Pages, Snapshots, and Dashboards.**
* Worked with various salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports and Dashboards and Reports.**
* Created and managed **User Roles, Profiles, and Role Hierarchies, Public Groups, Security Controls** and **Shared Settings.**
* **Designed and developed Application on Force.com Platform in Salesforce.com.**
* Involved in **customizing custom objects, tabs, fields, page layou**t as per the business need.
* Integrated Email with Salesforce.com for **mass E-mail management** and designed various **custom E-mail templates.**
* Customized **Applications, Page Layouts, Lookup Fields, Standard Related Lists, Tabs, and defined dependent Pick Lists**.
* Created **page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.**
* Developed and configured **Dashboards, Reports and Report Folders for different user profiles based on the need in the organization.**
* Involved in development of **Time-based Workflow Rules, Triggers, Validation Rules, and other customizations with Salesforce.com.**
* Used **Data Loader** for i**nsert, update, upset and bulk import or export of data from Salesforce Objects.**
* Deployed Salesforce components using **Inbound and Outbound** change sets for every sprint release.
* Created **unit test cases** and coordinated change requests to drive the business requirements during Integration and Testing stages.
* Participated in the **training sessions** provided by the **Salesforce team.**
* Worked on **lookup and master-detail relationships** among the objects. Also created junction objects to establish connectivity among objects in data model.
* Created Tabular, Summary, Matrix and Joined Reports using standard and custom Report Types.
* Used the **sandbox for testing and migrated the code** to the deployment instance after testing.
* Develop **Visual force pages, Visual Force Custom Controller Components, Advanced Search functionality, Custom Objects, Tabs, Tags and Components.**
* Proficient in using **Eclipse based Salesforce.com IDE to develop and deploy into production.**
* Having **good experience** with **custom settings** to **develop the auto search functionality in salesforce.com.**

**Environment:** Salesforce.com Platform, Sales cloud, Service cloud, Apex language, Apex Custom Controllers, Visual force pages, Data Loader, HTML, JavaScript, Workflows, Approvals, Reports, Custom-Objects.

**Education and Certifications**

**Bachelor of Engineering in (Information Technology).**

**(Master of Science in Information Technology).**