**Shirisha Boorla**

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# PROFESSIONAL SUMMARY

* Adept in Agile story writing and SCRUM framework
* Highly skilled software professional around 7 **years** of CRM experience in **Salesforce.- com CRM Salesforce.com Customization**, Security Access, Workflow Approvals, Data Validation, Analytics, Sales, Marketing, Customer Service and Support Administration.

# Salesforce.com development, Sales cloud, Service cloud, Marketing Cloud, Form stack, Communities, Salesforce LMS, Apex Classes, Apex Triggers, Visual force pages, Integration, SOQL, SOSL and Force.com API.

* Strong implementation and working experience with S**alesforce CRM** and development life cycle.
* Experience working in **Enterprise Edition with SFDX CLI** Commands
* Experience with creating S**cratch orgs for Unmanaged Packaged Data**
* Experience working with **VS code Using GitHub as the deployment tool.**
* Experience working on multiple Debuggers **ISV debugger (Independent Software Vendor), Apex Debugger, Interactive Debugger**
* Extensive implementation in customization/configuration tasks like creating **Profiles, Roles, Users, Page Layouts, Search layouts, Validation rules, Email Templates, Workflows, Approvals, Reports, Dashboards, SSO** and **Network settings**.
* Implemented **Web-to-lead** and **Email-to-case** functionality in Lead and Case objects re- spectively.
* Good salesforce Lightning experience using Lightning components, Controllers and Lightning Styles.
* Used tools like - **Developer console, Force.com IDE and Eclipse IDE** Force.com plug- in for developing Apex classes, Visual force pages, Triggers and creating Objects, Fields and data tools like **Data Loader** for data import and export operations.
* Implemented **Salesforce Outlook Connector** for creating and synchronizing contacts and activities with salesforce.com
* Experience in **Administration**, **Configuration**, **Implementation**, **Lightning**, and sup- port experience with **Salesforce platform**.
* Experience in **Salesforce Customization**, Security Access, Workflow Approvals, Data Validation, data utilities, Analytics, sales, Marketing, Customer Service, and Support Administration.

# Expertise in SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Locks Web Services, Compo- nents, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows.

* Worked on **Lightning Process builder** flows**, Connect API**, **Chatter** and **quick Action.**
* Good Experience on **Salesforce Lightning.**
* Hands on experience in writing queries using **SOQL** and **SOSL** in Apex Classes and Triggers.
* Creating Custom Apps, **Custom fields, Profiles, Applying Sharing Rules**, Handling Page Layouts, **Search Layouts**, and Related List and defining Field Dependencies, cus- tom buttons, **Validation Rules, workflows**, approval processes.
* Profound experience in customizing **Reports** and **Dashboards,** setting up **Analytic snapshot**, to dump data on regular basis.
* Written Apex batch and Scheduled classes to process large volume of data on a periodic basis.
* Good experience in Integrating Salesforce.com with other internal/external applications using **SOAP** and **REST** based web services.
* Experience in working with Salesforce.com **sandbox** and **production** environments.
* Experience of working with excellent understanding of the **MVC** Model View Controller design pattern.
* Good experience in modeling salesforce objects using relationships like **Lookup, Mas- ter-Detail and Junction object**.
* Experience in managing **developer, configuration-only, developer pro and full copy**

sandbox.

* Strong Knowledge integrating **AppExchange** managed and unmanaged applications with salesforce.
* Sound experience with **Object Oriented Programming** concepts and developed web technologies using JSP, Servlets, ASP, C.
* Written SQL, PL/SQL using Oracle11/10i, My SQL.
* Excellent domain knowledge on Applications: CRM, Insurance, Finance, Retail and Health Care.
* Committed to excellence, self-motivator, quick-learner, diligent, team-player, and a pru- dent developer with strong problem-solving skills and communication skills.

# TECHNICAL SKILLS:

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| --- | --- |
| Web Technologies | jQuery, JavaScript, Visual Force pages, XML, HTML |
| SalesForce.com, Force.com, Salesforce CRM | Apex, Visual Force, SOQL, SOSL, Apex Webservices, Callouts, SOAP API, REST API, Change Sets, Apex Data Loader, Salesforce for Outlook, Chatter, Knowledge One, Enterprise Edition, VS code, Git, CLI commands |
| Databases Products/ Domain | Oracle 9i, Oracle 10g  MySQL, SQL Server, SOQL, SOSL |
| IDE Operating Systems  Tools | Force.com IDE  Windows, MS-DOS, Unix, Linux Apex Data Loader and Import Wizard Mavens mate for Sublime Text  MS Office, VS Code using GitHub |
| Project Management Tools | JIRA, VersionOne |

**PROFESSIONAL EXPERIENCE**

**Project 1:**

**Client: Cirrus Aircrafts, Tennessee December 2019-Till Date Role: Sr. Salesforce Developer**

**Description:** Cirrus Aircraft is owned by a subsidiary of the Chinese government-owned AVIC, and is headquartered in Duluth, Minnesota, United States, with additional operational locations in both Grand Forks, North Dakota and Knoxville, Tennessee, United States. The company pro-

duces all of its aircraft with composite materials and is known for pioneering new technologies in light general aviation aircraft manufacturing, including glass cockpits and full-airframe ballis- tic parachutes. In 2001, Cirrus sold a majority of the company to Bahrain-based Arcapita Group. Ten years later, the manufacturer was acquired by China Aviation Industry General Aircraft (CAIGA), which is a division of the Aviation Industry Corporation of China (AVIC).

# Responsibilities:

* Designed, and deployed the **Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts** to suit to the needs of various customized applications.

# Working on Service Cloud development, Sales cloud, Marketing cloud.

* Developed project using Formstack and also worked on communities.
* Managing different Salesforce Instances and Releases and Involved in Data Migration and Deployment activities
* Developed customized functionality **using visual force and apex classes**

# Experience in SFDC Integration using Web Service and Apex Programming, Sales- force Service Cloud expertise.

* **Worked on Apex development** to create objects, triggers & AJAX toolkit, standard & custom controllers/extensions.
* Implement web services in application for different user’s data access using Force.com Web services API.
* Implement data security/visibility rules using **sharing rules and configure OWD.**
* Worked with Model View Controller (MVC) design pattern and implemented in Sales- force customization using **Apex controller classes and Visual-force pages.**
* Implemented Translation workbench and custom labels
* Configured Web-to Case and Email-to-Case Functionalities
* Well versed in cloud technology and on-premise infrastructure integration for Sales- force.com using Force.com platform, XML, Web services and third-party Package
* Used Salesforce Automation for Territory Management and Opportunity Management.
* **Used SOQL & SOSL** with in Governor Limits for data manipulation needs of the appli- cation using Force.com Explorer.
* Worked extensively with **Sales cloud sharing model**, user management, workflows, as- signment rules, validation rules, records, dashboards and Reports.
* **Configured Single Sign-on using SAML** and Worked on Mass imports and exports of data.
* Worked on standard **Salesforce Chatter** and customizing it by including Custom Logics on chatter objects using triggers, Classes and Visual force pages.
* Created published action to implement custom functionality using custom actions with Visual force to expose in **Salesforce 1 app**.
* Installed and Uninstalled packages from AppExchange.
* Experience in migrating data from legacy systems to Salesforce.com using **Apex Data Loader**.

**Environment:** Salesforce.com, Salesforce 1 Mobile App, Salesforce Lightning, Apex, SOQL, SOSL, Visual force components, Data Loader, Eclipse IDE, CSS, JavaScript, AJAX, AppExchange, Informatica, CPQ, CLM, SVN, SQL Server, Webservices, XML

# Project 2:

**Client: iPipeline Inc, Salt Lake City, UT**

**Role: Sr. Salesforce Developer March 2019 – December 2019**

**Description: i**Pipeline is a leading provider of cloud-based software solutions for the life insur- ance and financial services industry. Through SaaS-based new business acquisition platform, we accelerate and simplify sales, compliance, operations and support. We provide process au- tomation and seamless integration between every participant in the financial services industry including carriers, agents, general agencies, advisors, broker-dealers, RIAs, banks, securities/mu- tual fund firms, and their consumers. Our innovative solutions enable automated processing for pre-sales, new business and underwriting, policy administration, point-of-sale execution of ap- plications, post-sale support, data analysis, reporting, consumer delivery and self-service, and agency and firm management.

# Responsibilities:

* Dev Hub for managing scratch orgs
* A Salesforce CLI binary that runs side-by-side with the Heroku CLI, Build and package creation using Jenkins
* Preparing quotes using sync records with the third party ESB team for generating JSON

files.

* Created multiple **Profiles**, **Roles**, **Page Layouts, Record Types** and configured the **Per- missions/Permission sets** based on the Organization hierarchy requirements.
* Support for the Lightning Test service and Lightning to Salesforce CLI
* Continuous integration with test automation
* Worked with the user group for requirement gathering throughout the planning and im- plementation.
* Responsible for porting custom java script buttons into lightning experience
* Replaced visual force pages with custom lightning components
* Built reusable custom button components and modal window components in the lightning experience.
* Involved in implementing accordion functionality using jQuery.
* Implemented custom UI look and feel according to business requirements using SLDS
* Worked with private managed package reusable lightning components.
* Scratch org Creations using CLI commands and GitHub for Deployments
* Worked on Debuggers, Interaction with partner community and logging salesforce sup- port tickets.
* Interaction with Salesforce Evangelist on latest releases.
* GitHub with VS as Version Control System for deployments
* Salesforce DX is a series of tools, features and APIs to make it easier for Salesforce teams to adopt modern DevOps

**Environment:**Salesforce.com CRM, Apex Classes, Controllers, Triggers, Visual force pages, Custom Objects, Scratch orgs, VS Code, GitHub, Tabs, Email Templates, Workflow Approvals, Sharing rules, Reports, Dashboards, Eclipse, Force.com IDE, Salesforce outlook connector, Web service, SOAP.

# Project 3:

**HillSoft Business solutions LLC, Sugar Land, TX Mar 2017 - February 2019 Role: Salesforce Developer**

**Responsibilities:**

* Interacted with Business users for requirements gathering, analysis and development.
* Involved in Salesforce.com application setup and customization activities to match the functional needs of the organization.
* Configured and customized sales cloud, service cloud, Standard objects like **Accounts, Contacts, Opportunities, Products, OpportunityLineItems, Leads, Campaign, Events, Tasks, Cases**.
* Created **Custom Objects, Tabs, validation rules, Components** with respect to business requirements**.**
* Written customization code using **Apex Classes, Visual force pages**, used Visual force components like **Page Block, Command Buttons, Action Support, Action Function**.
* Worked with **SOQL,SOSL** queries with **Governor Limitations** to store and download the data from Salesforce.com platform database.
* Created relationships among objects using **Lookup** and **Master-detail** relationships.
* Created multiple **Profiles**, **Roles**, **Page Layouts, Record Types** and configured the **Per- missions/Permission sets** based on the Organization hierarchy requirements.
* Developed **Custom tabs**, **validation rules, Approval Processes** an**d Auto-Response** for automating business logic.
* Created **workflow rules** and defined associated **Tasks, time triggered tasks, Email alerts, FieldUpdates** to implement business logic.
* Developed several **Custom Reports Dashboards** which are used by Business user and Management for reporting and setup analytic snapshot to dump data on regular basis.
* Generated stubs in salesforce from the WSDL of external application.
* Written **apex REST web service** classes for inbound calls to salesforce.
* Implemented **Data Loader** through the **Command Line** Interface to extract the data from database to run at scheduled times.
* Worked on **Single Sign-on SSO** to integrate internal enterprise application with Sales- force using SAML configuration settings in SFDC
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder** and **Lightning Component features.**
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Compo- nents** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* **Retrieved** some data and its functionality from **Third-Party API’s** and **displayed** within the lightning component.
* Created multiple **Lightning Components**, added **CSS** and **Design Parameters** that makes the Lightning component look and feel better.
* Leveraged **APEX Controller** to make a call for **external requests** to retrieve data from various API’s and displayed them on to the component.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers for Events**

to focus on Logic and Interactions in Lightning Applications.

* Minimized code in **JavaScript Controllers** by adding reusable functions in **Helper**

Component.

* Updated the **APEX Controller** and **Helper functions** regularly making the **Component Context Aware** as per business requirement.
* Created modern Enterprise **Lightning Apps** combining **Lightning Design** System,

**Lightning App Builder** and **Lightning Component** features.

* **Tested** apps by appending multiple components to a **Lightning Application** thereby **de- ployed** Applications from **Sandbox to Production**.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.

**Environment:** Salesforce.com CRM, Apex Classes, Controllers, Triggers, Visual force pages, Custom Objects, Tabs, Email Templates, Workflow Approvals, Sharing rules, Reports, Dash- boards, Eclipse, Force.com IDE, Salesforce outlook connector, Web service, SOAP, REST, HTML, CSS, Java script, Windows7.

# Project 4:

**Client: Dhruvsoft Services Private Limited, Hyderabad, India Jun 2014 – Dec 2016 Role:** Salesforce Developer/Admin

**Objective:** AppExchange application, mailing services and Help desk application for IT In- frastructure

**Project Description:** Project has Standard forms. Incident, Problem, Change Request, Task, Broadcast, Management, Administration, Dashboards, Workspace, Portlets and Quick Views as main modules.

Overall modules deal with raising tickets, broadcasting problems, assigning task to the staff and

Monitoring response time and Administration setup shows various forms required to apply set of rules.

# Responsibilities:

* Interacted with Business users for analysis, requirements gathering and development.
* Performed detailed analysis of technical and business requirements.
* Worked extensively in customization of Service Cloud Console by embedding **Visual force pages** in custom console components, highlight panel and interaction log.
* Created user **Roles and Profiles, security controls**, Territory implementation, shared set- tings.
* Developed various **Apex classes**, **Apex Triggers,** and Controller classes for various needs in the application.
* Developed various **Custom Objects**, **Tabs**, **Master-Detail**, **Lookup relationships**, For- mula fields, validation rules.
* Designed and deployed **Validation rules**, **Approval Processes**, **Custom tabs,** and Auto- Response for automating business logic.
* Created various **Roles**, **Profiles**, and **Page Layouts** and Configured the permissions based on the hierarchy requirements of the organization.
* Responsible for setting up **Field Level Security.**
* Designed **Visual Force pages** to add more flexibility and a rich look.
* Configured Sharing settings to specify the level of access the users must each other's data.
* Created **Workflow rules** and defined email alerts, related tasks, and field updates.
* Implemented **Data Loader** for loading the data.
* Developed business documents for **Salesforce.com** Custom objects.

**Environment:** Saleforce.com CRM, Apex, Visual force Pages, Data Loader, S-Controls, HTML, Java Script, Apex Triggers, Web Services, Reports, Custom Objects, Custom Tabs, Email Ser- vices, Security Controls, Apex Data Loader, Force.com IDE, Windows XP.

# Education Details:

Master’s degree in computer science from Eastern Illinois University, IL, USA

Bachelor’s Degree from Electronics at Jawaharlal Nehru Technological University, Hyderabad, India.