

RAVALI U

Email: ravaliu31@gmail.com

Phone: 512-662-4285



Professional Summary:

- 7 years of professional IT experience, including hands-on expertise on **Salesforce.com** in development, application security, integration, deployment, data migration and configuration, Involved in all phases of Software Development Life Cycle (SDLC).
- Experience working across various **SFDC implementations** covering **Sales Cloud, Service Cloud, Chatter & App-exchange applications**.
- Proficiency in Salesforce.com administrative tasks like creating **Profiles, Roles, Users, Email Services, Security Settings and controls, Approval Process, Workflow Rules and Actions, Reports, Dashboards**, Developed **Formula fields, Validation rules, Record types**, designing and creating **complex relationships, Page Layouts**.
- Extensive business knowledge and customization experience on various salesforce.com standard process.
- Created customized UI as per the client and application requirements using **Visualforce**.
- Hands on experience in implementation and customizations using **Apex Classes, Triggers, Apex scheduler, Batch Apex**, Test methods, Visual Force pages, CSS and JavaScript.
- Dealt with querying Force.com database using **SOQL & SOSL queries**.
- Good experience in developing **Salesforce Lightning Apps**, Components, Controllers.
- Experience in Salesforce.com **MVC architecture**, designed and developed Salesforce customizations using Apex Classes, Triggers and Visual force pages with Standard, Custom, and Extension controllers.
- Worked on developing rich user interfaces using Visual force pages with standard components, **CSS, JavaScript**, and **JQuery** and developed Custom Visual Force Components.
- Experience in system bulk data load process (**Data Loader**).
- Experience of Integration using **SOAP and REST-based Web Service APIs**.
- Deployment experience using Force.com IDE and change sets as well as hands on **Sandbox** management experience. Data migration using Data Loader, Import/ Export Wizard.
- Expertise in analyzing and fixing the applications using Salesforce CRM.
- Ability to perform tasks related to day-to-day operations including managing users, creating and maintaining **custom objects and fields, handling data migration and application maintenance**.
- Hands on experience in the areas of **test development, test planning, test execution, defect management, test efficiency**, and **Code Coverage**.
- Experience in **Agile** development methodology/**Scrum**.
- Used **JIRA** Agile for project management and bug tracking. Always willing to learn new skills to improve efficiency and increase knowledge base.
- Excellent communication and inter-personal skills, technical documentation and reporting skills, accustomed to working in both large and small team environments.

- Ability to effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally; to handle full workload and meet proposed deadlines
- Support and training new end users and business users of the Salesforce.com application.

Technical Skills:

Salesforce Technologies	Salesforce CRM, Apex Classes/Controller, Apex Triggers, Lightning Experience/Application, SOQL and SOSL, Apex Web Services, Visual Force Pages & Components, Apex Custom Controllers & Extension, Salesforce Einstein analytics, Apex Custom Controllers & Extension, Workflow & Approvals, Salesforce Chatter, Community cloud , Process builder, Reports and Dashboard, Email Template & Formula
Salesforce Tools:	Eclipse, Force.com Eclipse IDE Plug-in, Change sets,Force.com Explorer, Apex Data Loader, Force.com Platform (Sandbox, and Production).
Web Technologies:	APEX, Visualforce, HTML5, XML, CSS, JSON,SOAP and REST-based Web Service APIs.
Scripts/Languages:	Apex, C#, C++, Java, JavaScript
Databases:	SOQL , RDBMS, TSQL, MS SQL Server 2016, Oracle 9i/10g
Operating System:	Windows 10/7
Environment:	Client/Server, Windows Based, and Web based
Others:	Agile Scrum, Excel, JIRA

Certifications:

Salesforce Certified Administrator	Salesforce
Microsoft Certified Technology Associate	Web development fundamentals

Professional Experience:

Kestra Financial
Austin, TX

Jun 2018 – Present

Salesforce Administrator/ Developer

Project Description: Kestra Financial Inc. leads the industry in wealth management, service and technology solutions, and practice enrichment. Kestra independent RIA and broker/dealer services have over 20 years of industry experience. Implemented salesforce service cloud CRM for Kestra support. Case object functionality was highly used for customer support.

Responsibilities:

- Interacted with Business users for analysis, requirements gathering.
- Performed detailed analysis of technical and business requirements.
- Worked closely with business partners to realize the full capabilities of Sales force CRM.
- Implemented the requirements on **Salesforce.com** platform and Force.com IDE Plug-in using Eclipse.
- Worked with various salesforce.com objects like Accounts, contacts, Case, Solutions and **Custom Objects**.
- Developed various **Custom Tabs**, Tags,**Components**, Master-Detail, **Lookup** relations, **Formula fields**.
- Designed and deployed **Validation Rules**, **Workflows Rules**, **Approval Process** and **Reports & Dashboards**.
- Performed Unit testing and supported other test cycles
- Worked with different Record types to setup for different **Page layouts** based on **profiles**.
- Involved in setting up Profiles and assigning the Profiles to the **Users**.
- Involved in setting up the **Role Hierarchy** and assigning the Users as per the role.
- Created different profiles and setup the **permissions** based on the roles in the organization.
- Configured **Sharing** settings to specify the level of access the users have to each other's data.
- Created Workflow rules and defined email alerts, related tasks and field updates.
- Responsible for Salesforce.com System Integration with external applications and systems using Apex Web services and Apex Callouts with **RESTAPI**.
- Developed **Apex Classes**, Controller Classes and **Apex Triggers** for various functional needs in the application.
- Implemented Einstein chatbot to provide quick messages.
- Wrote **SOQL** and SOSL statements within custom controllers, extensions and triggers.
- Developed various Components and **Visual Force Pages**.
- Worked with Amazon Web Services (AWS), Platform Events, CPQ
- Worked with **Data Loader** for importing data and App Exchange Applications.
- Worked with different Deployment Plans for each release and Sandbox Refreshing.

Tools & Services: Salesforce.com platform, Salesforce Community cloud ,Data Loader, Apex language, Visual Force (Pages, Component & Controllers), Salesforce Einstein Analytics Sandbox data loading, Eclipse IDE Plug-in, Einstein Chatbot, Workbench.

Kroger

Orlando, FL

Salesforce Administrator/Developer

Dec 2017 – May 2018

Project Description: Kroger, initially tapped Salesforce to become their order management system and manage customer profiles, so their sales, service, and production teams could see complete customer views as soon as leads came in from the web. Custom apps, built on Salesforce App Cloud, manage the ordering process and help provide a winning customer experience. A custom shopping cart is integrated with Salesforce to automatically maintain a

record of every purchase. And an accounting and payment system, also built on App Cloud, generates a personalized landing page where customers can view orders and pay.

Responsibilities:

- Involved in **Salesforce.com** Application Setup activities and **customized apps** to match functional needs.
- Performed Salesforce.com **Developer and Administrator roles**.
- Interacted with various business team members to gather and documented requirements.
- Implemented requirements on **Salesforce.com platform and Force.com IDE Plug-in using Eclipse**.
- Managed Business Requirements Documents and Functional Requirement Documents for the Service cloud implementation modules.
- Developed **email-to-case** functionality to captures customer inquiries in the Service Cloud.
- Expertise in **Service Cloud Applications, Automation of Case Management**
- Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Cases, Reports and Opportunities**.
- Designed, Implemented and deployed **Custom objects, Page layouts, Custom tabs, Components, and S Control** to suit to application needs.
- Created Custom Objects and defined **lookup and master-detail relationships on objects and created junction objects** to establish **many-to-many relationship** among objects.
- Created various **profiles and configured permissions** based on organizational hierarchy requirements.
- Implemented **Apex Classes & Triggers** and linked them to manage **workflows** implemented in system.
- Implemented various **Custom Reports** and deployed them for different business user levels.
- Provided training to internal business users to use application and develop their own custom reports.
- Used **sandbox for testing and migrated code** to deployment instance after testing.
- Supported **data migration activities** for migrating data from various business centers and business center users with the **support of Salesforce.com**.

Tools & Services:Force.com Platform, Salesforce Enterprise Edition, Web Services API, Eclipse, Force.com Eclipse Plug-in, SalesForce.com sandbox data load, Sandbox data loading, html, Java Script, css, wsdl, soap, ajax.

Charter Communications
Denver, CO
Salesforce Developer

Oct 2016 – Nov 2017

Project Description: Charter communications kicked off their customer company transformation by moving various global divisions onto Sales Cloud, and have begun using Service Cloud for customer relationship management. Salesforce Marketing Cloud helps Charter

listen to conversations on social networks about their brand and their competition. And Salesforce Chatter helps everyone from sales reps to call center employees share information and collaborate to help customers. Salesforce1 Mobile App to access account information, keep a record of every interaction. Sales Reps to log tickets for customer issues and work with the customer service team to find solutions.

Responsibilities:

- Preparation of design documents of various application based on gathered requirement.
- Worked on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.**
- Implemented **Web-to-lead** to track and solve leads from the website.
- Created different **Workflow rules and Approvals** for various campaign processes.
- Designed, and developed the **Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visual force Pages** to suit to the needs of the application.
- Designed, developed and deployed **Apex Classes, Controller Classes and Apex Triggers, packages** for various functional needs in the application.
- Performed detailed analysis of business and technical requirements and developed the **Apex classes** using other Platform based technologies like **Visual force, Force.com IDE.**
- Developed and configured various **Reports** for different user profiles based on the need in the organization.
- Participated in Unit testing and supported other test cycles
- Created email templates and inbound emails using Visual force for the clients and customers.
- Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.
- Participated in the training sessions provided by the Salesforce team and support end users.

Tools & Services: Salesforce.com platform, Eclipse Plug-in, SalesForce.com sandbox data load, Sandbox data loading, workbench.

Electrotherm Ltd

Ahemdabad, India

May 2015 – Apr 2016

Salesforce Developer/Administrator

Project Description: Electrotherm India is at the forefront of worldwide innovation in the engineering metal melting industry. Electrotherm implemented Salesforce sales cloud and service cloud. Using salesforce agents and engineers have a complete view of customers, products and supplies in one place that is easy to access from anywhere. Managers finally have an end-to-end view of leads and can track these in Salesforce. They also have rich analytics in real time dashboards. Management has detailed reporting on customer complaints and resolution using service cloud.

Responsibilities:

- 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 of Salesforce.com (SFDC).
- 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.
- Worked on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.**
- Designed, and developed **Apex Classes, Controller Classes**, extensions and **Apex Triggers** for various functional needs in the application.
- 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.
- Planned and performed analysis of e-support activities and/or functions and guides the subsequent design and implementation or improvement of existing esupport applications.
- Used **Data Loader** for insert, update, and **bulk import** or export of data from Salesforce.com sObjects. Used it to read, extract, and load data from comma separated values (CSV) files.
- Defined **lookup** and **master-detail** relationships on the objects and created junction objects to establish connectivity among objects.
- Developed and configured various **Reports** and Report Folders for different user profiles based on the need in the organization.
- Created **email templates** and inbound emails using Visual force for the clients and customers.
- Maintained data cleanliness and accuracy by adding custom validation rules, **custom formulas**, reports and **dashboards**.
- Participated in the training sessions provided by the Salesforce team and support end users.

Tools & Services: Apex, Visual force, Salesforce 1 , XML, Data loader, HTML Force.com IDE, Java Script.

Octave Technologies

Hyderabad, India

Quality Assurance Analyst

April 2014 – Apr 2015

Project Description: Octave Technologies is a global IT Development and consulting firm as well as offshore services provider, with corporate business offices located in India. Octave Technologies provide end-to-end software solutions in a variety of industry verticals, including gaming, finance, real estate, travel, medical, sports, high-end technology, retail and others. HMS is a software designed to improve the quality and management of clinical-care and hospital health care management in the areas of clinical process analysis and activity based costing. HMS is complete ERP solution, powerful one point integrated platform that connects all the

departments namely stores, patient service oriented departments (Labs, Operation theatres, Blood bank, Billing, etc.).

Responsibilities:

- Test new development related to applications and reporting
- Used **Selenium** automated testing tool to write and execute test scripts
- Assisted in building processes while performing hands on testing and script writing for Agile code releases for in-house proprietary software.
- Used automated testing tools to write and execute regression testing suite.
- Worked closely with business analyst team to make sure code meets defined business requirements.
- Implemented test plans for releases and identify areas of risk to existing functionality
- Logging defects and worked closely with development team in the defect resolution and retest process.
- Involved in Plans, created, maintained and executed detailed test plans, and test scripts both automated and manual for verification of, but not limited to, software functionality, load, and performance.
- Performed automation for **Functional** and **Regression Testing** using **Selenium WebDriver**.
- Expertise in writing Selenium WebDriver automation scripts in **Java**.
- Implemented **Data Driven Framework** using **WebDriver, Junit**.
- Used Several **Java collection classes**, wrote code to handle textbox, dropdown, checkbox controls using **XPath**, selenium **WebDriver** classes.
- Used **JUnit** as driver to launch selenium scripts.
- Expert in writing **SQL scripts** for data validation in **TOAD**.
- Developed and executed manual/automated scripts for Functional, Integration, End-to-End and Regression testing.
- Managed requirements, Bug Details using **JIRA** and reporting details to development team for follow up.

Environment: Selenium WebDriver, Java, JavaScript, SOA testing, Oracle 10g, TOAD, HTML, JIRA.

Education:

Bachelor of Technology in Computer science, Jawaharlal Nehru Technological University, India

Reference: Available on Request