



### Santhoshi Kuruva

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### Professional Summary:(Nov 2013- Till Date)

- **Over 10 years of experience in IT industry including more than 4 years of experience in Salesforce.com CRM Platform.**
- Experience in **Development, Administration, Configuration, Implementation** and Support of Salesforce CRM based on **Apex language** and leverage Force.com Platform.
- Experience in creating various reports (**summary reports, matrix reports, pie charts, dashboards and graphics**) and Report Folders.
- Experience in using **Data Loader** for **insert, update and bulk import or export** of data from Salesforce.com Objects.
- Experience in using declarative features like **validation rules, workflows, approval process, dynamic approval process, sharing rules** automation for satisfying complex business process automations.
- Experience in implementing **security and sharing rules** at object, field, and record level for different users at different levels of organization, also created various profiles and configured the permission based on organizational hierarchy.
- Strong Knowledge of SFDC standard Data structures and familiarity with designing **Custom Objects** and Force.com platform and **Force.com Sites**.
- Experience in understanding business requirement to design the required entities like custom objects, creating the **relationship and junction objects**.
- Developed **Apex classes** using other platform based technologies like **Visualforce, Force.com IDE**.
- Experience on Lightning Web Component which uses core Web Component Standards. Developed Lightning Web Component with custom HTML elements, built using HTML and modern JavaScript.
- Deliver continuous support in the areas of SFDC Marketing cloud configuration, administration, reporting, data migration, solution design and project coordination.
- Developed Various Apex classes, controller classes and Apex Triggers for various functional needs in the application of **LWC with best practices**.
- **Developed Lightning Web Component Framework** to create web applications that run anywhere.
- Worked as an enhancement Team member and performed the roles of **Salesforce Developer on Lightning Framework**.
- Good experience in aura framework, Lightning Components and Salesforce **Lightning Design System (SLDS)**.

- Implemented **Salesforce Lightning Components to connect to external Cloud based** tools using Rest API.
- Proficient Knowledge in **Salesforce Lightning UI, Lightning Programming, Aura framework programming.**
- Experience in use of **Standard and Custom controllers** of **Visualforce** in development of custom salesforce pages as required by business requirements.
- Proficient knowledge in **Governor Limits**. Experience in optimizing the existing code in accordance to the governor limits.
- Deliver continuous support in the areas of SFDC Marketing Cloud configuration, administration, reporting, data migration, solution design and project coordination.
- Create journeys and implement marketing campaigns using marketing cloud tools like Journey Builder, Email Studio and Automation Studio.
- Writing SQL query and Amp script logic and leveraging assets to build and deploy email campaigns.
- A team player with strong work ethic, a positive attitude and ability to make the best use of individual resources. Committed to excellence, and a prudent developer with strong problem-solving, analytical skills and communication skills.

SFDC Technologies	Standard objects, Workflow & Approvals, Apex Classes/Controllers, Apex Trigger, Visual Force Pages, Data Loader, Reports, Dashboards, Force.com IDE, Email Studio, Automation Studio
Languages	APEX, Amp script
Tools & Technologies	Force.com Data Loader, Force.com Platform (Sandbox and Production)

### Project Details :

1		Project Name: Incentive Management			
Organization		Accenture			
Role		Salesforce Developer			
Team size	6	Duration	From Jan 2022 To Till date	Location	Offshore, Hyderabad
Roles and Responsibilities		<ul style="list-style-type: none"> <li>• Involved in gathering and analysis of business requirements and then effectively took part in sprint planning to achieve the requirement.</li> <li>• Created custom application, objects, tabs, fields with custom functionality to efficiently meet the business requirement</li> <li>• Created Rebate Reports to end users.</li> <li>• Implemented solution through data processing engine to writeback the transformation results as new or updated the records.</li> </ul>			

	<ul style="list-style-type: none"> <li>• Participated in testing and QA meetings.</li> <li>• Involved in UAT testing as a support to the business users.</li> <li>• Supported end to end in deployments from QA Sandboxes to Prod environments.</li> <li>• Developed Apex Triggers to update fields and child objects.</li> <li>• Well maintained Test Code Coverage Unit Testing for all the codes in the system following the Salesforce limits.</li> <li>• Worked extensively on Lightning component building in Partner community.</li> </ul>
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<b>2</b>		<b>Project Name: 1QEM</b>			
<b>Organization</b>		<b>Cognizant Technology Solutions</b>			
<b>Role</b>		<b>Salesforce Developer</b>			
<b>Team size</b>	10	<b>Duration</b>	From Jan 2021 to Dec 2021	<b>Location</b>	Offshore, Hyderabad
<b>Roles and Responsibilities</b>		<ul style="list-style-type: none"> <li>• Involved in gathering and analysis of business requirements and then effectively took part in sprint planning to achieve the requirement.</li> <li>• Created custom application, objects, tabs, fields with custom functionality to efficiently meet the business requirement</li> <li>• Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects</li> <li>• Worked on Assigning creating Roles Hierarchy, Profiles and Security Setup within the organization.</li> <li>• Responsible for setting up the Field Level Security.</li> <li>• Involved in Working with Standard Salesforce features like Objects, Workflows, Record Types, Page layouts, Workflow Rules, Case Assignment Rules, Escalation Rules, Validation Rules, Profiles, Roles, Reports and Dashboards.</li> <li>• Used Force.com developer including Apex classes, Apex Triggers, Components, Controller and Visual force to develop custom business logic.</li> <li>• Used SOQL, SOSL with in Governor Limits for data manipulation needs of the application using Force.com Explorer.</li> <li>• Developed Documentation of all the Projects those I worked on and maintained them in repository.</li> <li>• Developed Visualforce Pages with standard and custom controllers.</li> <li>• Developed Apex Triggers to update fields and child objects.</li> <li>• Debug Apex scripts using Debug Log Console to catch Exceptions and execute Governor Limits.</li> </ul>			

	<ul style="list-style-type: none"> <li>Well maintained Test Code Coverage Unit Testing for all the codes in the system following the Salesforce limits.</li> <li>Worked extensively on Lightning component building, worked on many components to convert existing classic programming work like Visualforce in to lightning components.</li> </ul>
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<b>3</b>	<b>Project Name: TechOps</b>				
<b>Organization</b>	<b>Cognizant Technology Solutions</b>				
<b>Role</b>	<b>Salesforce Marketing Cloud Developer</b>				
<b>Team size</b>	5	<b>Duration</b>	From Jan 2020 to Dec 2020	<b>Location</b>	Offshore, Hyderabad
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"> <li>Used Journey Builder in running different campaigns along with Automation Studio and Contact Builder.</li> <li>Enabling dynamic content management and personalization using AMP script.</li> <li>Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.</li> <li>Send emails through Exact Target and track campaign results and efficacy. Leverage existing email templates to create new email campaigns.</li> <li>Built and maintained a dynamic email program, targeting email subscribers while collaborating with clients to ensure relevant and impactful messaging for all recipients.</li> <li>Delivered personalized and coherent online experience, including targeted content and promotions.</li> <li>Working with Various teams in gathering the data and making it integrated with the marketing cloud using the internal comet requests. So, the filtered data is injected into the Marketing cloud on a Time-driven basis.</li> <li>Worked with Data Extensions, <b>Profile management</b> and subscriber DE.</li> <li>Managed strategies and functions of <b>triggered</b> email campaigns including design, HTML coding, Amp script, email scheduling and deployment.</li> </ul>				

<b>4</b>	<b>Project Name: TechOps</b>				
<b>Organization</b>	<b>Cognizant Technology Solutions</b>				
<b>Role</b>	<b>Salesforce Developer</b>				

<b>Team size</b>	8	<b>Duration</b>	From Jan 2017 to Dec 2019	<b>Location</b>	Offshore, Hyderabad
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"> <li>Involved in SFDC application setup and customization to match the functional needs of the Company</li> <li>Worked as Salesforce Admin Support governing user account creation, personal information setup, password reset, roles and profile creation, user group creation, updating company profile, Network access setup.</li> <li>Analyzed the business process of client and then involved in creating the application and data model required.</li> <li>Manage ongoing support requests and administrative needs of the users including troubleshooting issues.</li> <li>Created reports, dashboards and process to continuously monitor data quality and integrity and assisting users with report design and management.</li> <li>Used Data Loader for insert update and bulk import or export of data from Salesforce.com Objects</li> <li>Created sharing rules for providing cross functional teams of the organization access to records.</li> <li>Followed Agile methodology for the execution of day to day work related activities.</li> <li>Configured Custom objects, Custom tabs and deployed Workflows, Approval processes, Validation rules and sharing rules to meet the requirements of the application.</li> <li>Created various Record Types, Public Groups, Queues, Time-Based Workflows etc.</li> <li>Implemented relationship fields for proper data loading and maintaining the quality of the data.</li> <li>Managed Salesforce platform for 1500 end-users.</li> </ul>				

<b>5</b>	<b>Project Name: AQWA</b>				
<b>Organization</b>	<b>Cognizant Technology Solutions</b>				
<b>Role</b>	<b>TrackWise Consultant</b>				
<b>Team size</b>	5	<b>Duration</b>	From Sep 2014 to Jan 2017	<b>Location</b>	Offshore, Hyderabad
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"> <li>Worked on Installation of TrackWise application. Installed Apache Tomcat servers and Crystal Reports as well.</li> <li>Worked on Workflows and TrackWise Configurations from the basic level.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Worked on Crystal Reports 2013 to enhance existing single and multi-reports. Performed cosmetic changes and new data fields addition.</li> <li>• Worked with Sparta Systems (Vendor – developer of TrackWise Tool) on known issues and bugs in the system. (Issues related to Version Upgrade, Import Utilities)</li> <li>• Hands on experience of Track Wise Utilities: PR Import, Selection Import, Person Import, Data Archival.</li> <li>• Worked on Interface (SAP and Reports) related issues and worked closely with other teams.</li> <li>• Worked on Transitional activities and worked efficiently in solving L2/L3 issues reported.</li> <li>• Proficient in issues related to Track Wise Configuration</li> <li>• Contributing to Knowledge Management by creating documents that can help new users to solve a particular issue and acted as TrackWise Trainer for the support Team.</li> <li>• Good understanding of ITIL process (Information Technology Infrastructure Library).</li> <li>• Proactively schedules and drives meeting with business and other stakeholders for the business requirements and issues.</li> </ul>
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### Professional Achievements:

- Won “Appreciation award” in recognition to my contribution and efforts during the Transition.
- Won “Customer Champion Award “(Special Recognition) for outstanding contribution towards Customer Focus.
- Won “Best New Comer Award” (Special Recognition) for outstanding contribution to Overall Engagement.

### Educational Summary :

Graduated with 76.7% from Bhoj Reddy Engineering College For Women (affiliated to JNTU) with specialization in Electronics and Communication Engineering.