**Muralidhar Adduri**

Senior Salesforce Developer

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**Summary**

* 15 Years of IT Experience in Object Oriented Design, Modeling, Programming, Analysis, Application Development, Testing, Maintenance and support of Enterprise Applications which includes 7 years’ experience in Design, Develop and implementations of end to end marketing/Service solutions using Sales Force Marketing Cloud (SFMC) and Salesforce.com CRM.
* Experienced in Salesforce.com CRM application and Force.com platform. Experience in Apex Triggers, Visual Force modules, creating dashboards and reports.
* Experienced in developing Lightning Web components, Aura component bundles, Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. Created custom objects, Visual Force pages, triggers, validation rules by using Apex as per Customer requirement.
* Developed and implemented several custom workflows, entities, objects, attributes etc within Salesforce Sales and Service Cloud and Force.com applications.
* Created and implemented marketing campaigns using Email Studio and automation studio. Experienced in developing and maintaining large volumes of email campaigns and assets management of email channel calendar and direct email. Reporting on email campaigns for various stockholders.
* Proficiency in SFDC administrative tasks such as Profiles, Users, Page Layouts, Custom Objects, FLS, OWD, Roles, Web-to-Lead, Web-to-Case, Email-to-Case, Record Types, Permission Sets, Workflows, Process Builder, Visual Workflows, Business Teams, Approvals, Reports, Dashboards, Tasks and Events.
* Extensive background of 7 years of experience in Analysis, Design, Development and Implementation of Enterprise Applications using JAVA, JSP, Servlets, JDBC, EJB, Struts, Spring, JSF, Hibernate, MyBatis, JMS, Web Services, Spring Boot, XML, Tomcat, Web logic, JBoss, SQL and Pl/SQL
* Experience in developing and consuming SOAP/RESTful web services.
* Proficient with the Continuous Integration and Continuous Delivery (CI/CD) process with GitHub, Jenkins ,Salesforce DX, Gearset and AutoRabit(Third party tool).Worked on Jenkins with groovy CI/CD pipeline jobs for end-to-end automation to build, test, and deliver artifacts and troubleshoot the build issue during the Jenkins build process.
* Proficient in using Salesforce development tools like Salesforce Extensions for VS Code, Developer Console, Workbench, Salesforce CLI, Ant Migration Tool and Salesforce Lightening Inspector.
* Experiences in Developing, integrating and migrating solutions in various content management systems like File net, Documentum, EDMS and Bluestream.
* Expert in dealing all kind enterprise applications like developing from scratch, value added maintenance of existing applications, refracturing of applications and supporting existing legacy applications.

**Certifications**

Salesforce Platform Developer I

Salesforce Certified Administrator

Salesforce Marketing Cloud Email Specialist

**Education**

Masters in Computer Applications

Bachelors in Computer application

**Technical Skills**

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| **Salesforce Skills** | Aura, LWC, Process Builder, Visual force modules, Apex Classes, Apex Triggers, Email Studio, Mobile Studio, Automation Studio, Journey Builder and AMP Script. |
| **Database** | MS-SQL Server 2012/2008/2005/2000,ORACLE 8i/10g/11/12 |
| **Programming Languages** | Java, Visual Basic 6.0 ,VB.Net, C#.net,Asp.net, SQL, PLSQL and UML |
| **Reporting Tools** | SSRS, Report builder and Crystal Reports |
| **Quality management tools** | HP Quality Center, Service Now Change Management and JIRA |

**Experience**

**Cuna Mutual Insurance Nov 2018– Present**

**Madison, Wisconsin**

**Salesforce Lead Developer**

**Projects:**

**Service optimization:** Implementing all contact center service operations in Salesforce service cloud. At present all CRM operations are in Legacy systems. Implemented Beneficiary Management, Personal Info Update, Correspondence and Payment modules in Salesforce.

**California Consumer Privacy Act** (**CCPA**): Implemented contact center operations for California residents and enhance their [privacy](https://en.wikipedia.org/wiki/Privacy) rights according to CCPAct. Implemented consumer search request components and privacy request components in Service Optimization Project (Service Cloud) to CCPA consumer’s requests processing.

**Scrum8**: Implementing all contact center sales operations in Salesforce sales cloud. CUNA Mutual Group provides financial services to cooperatives, credit unions and their members. All the operations like Finding eligible products for credit union members and Giving quotes after checking their Health criteria’s using EBIX are implemented in Sales cloud.

**Responsibilities:**

* Implemented Salesforce.com CRM (Sales Cloud, Service Cloud and marketing Cloud), Communities, Sites, and Force.com platform.
* Built custom Lightning Aura components to display the list of Policies and Policy detail page to handle the business Logic.
* Developed Lightening Web components to leverage custom elements to an unprecedented level of productivity and performance.
* Experience in working on IntelliJ IDE environment with Illuminated Plug-in for writing Classes, Controllers, Triggers & Batching, Web Services, SOQL, SOSL, Lightning Components (Aura/LWC).
* Developed Lightning Pages (Aura/LWC), Apex Classes, Apex Triggers, Apex Controllers (standard, custom and extension), schedulable Apex classes, and Batch Apex to meet various functional needs in the application and schema builder for development.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Performed System Testing, UAT Testing, Production Testing, and Regression Testing along with administrating Salesforce .com banking needs.
* Implemented and worked on integrating inbound calls and outbound calls using ‘Gryphon’ with CTI in Salesforce service cloud.
* Made significant changes to Page Layouts and user Interface.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Created and deployed Several Reports using salesforce.com platform.
* Customized tabs for among different business users’ groups and business centers.
* Designed and developed Workflow Rules, Validation Rules and Customizations within Salesforce.
* Worked on CI/CD and continuous Development tool AUTORABIT (Third Party Tool) for deployments and CI jobs. Created and auto scheduled CI jobs in AUTORABIT for syncing source codes from various repositories to Salesforce Org’s.

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**American Family Insurance Apr 2013 – Nov 2018**

**Madison, WI**

**Salesforce Developer**

**Projects:**

**CLASS –** Project is designed and developed to assist with the processing of audit requests and generate different kind of letters for all Physical, Voluntary and Telephone Audits in Salesforce Service Cloud. These systems deal with data of all Policy numbers, Insured details, Line of business being audited. This project is developed Salesforce Service Cloud.

**Home Site: -** This project involves Working on implementations and migration all email capabilities to SFMC of Home Site Company which is acquired by American Family insurance company recently.

**Responsibilities:**

* Developed lightning components to build various functionalities.
* Develop the Visual force pages to host the lightning components where and when required.
* Designed complex logic involving Apex Controllers (Standard and Custom Controllers) and Triggers to  
  Support the application confined to Governor Limits.
* Developed the functionalities using the process builders.
* Developed the Batch process to check the conflict of interest related functionalities.
* Worked on the integration of SFDC with other systems.
* Implemented the effective property search and link to the opportunity functionality using lightning  
  components, events, SOQL’s.
* Implemented triggers to identify duplicate data and sharing the Records.
* Worked on Approval Process, Workflows, Process Builder.
* Written SOQL & SOSL Queries with consideration to Governor Limits for data manipulation needs of  
  the application using platform database objects.
* Developed Apex classes, Controller classes, and Apex triggers and Apex Batch classes to handle a  
  bulk logic and invoked the batch Class from Trigger Context asynchronously using Salesforce.com  
  best practices.
* Designed Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow  
  Rules, Page layouts, Components, Visual Force Pages and Approval Process, on reports and  
  dashboards to suit to the needs of the application.
* Worked on the optimization of test classes and increased code coverage for complex classes.
* Worked on JavaScript to work on visual force pages which requires dynamic update of the values.
* Experience to build CI/CD Pipeline to automate the code release process using Integration tools like Bitbucket, Jenkins, SonarQube and artifact repo.

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**New York Life Insurance Apr 2012– Apr 2013**

**Reno,NV**

**Salesforce Developer**

**Project: Field Technology Illustration System**

The Field Technology Illustration system (FTIS) is software, which is used by NYL Insurance agents to illustration different kind of policies like life. FTIS Life Illustrations software gives the user the flexibility to create custom illustrations depicting various future scenarios. In addition, many concepts are available for illustration. Some of these concepts include Split Dollar and Buy Term and Invest the Difference. In addition to the benefits of illustrating a life insurance product, it is also required by the company to provide a signed sales illustration with most offered life products.

**Responsibilities:**

* Developing and maintaining large volumes of email campaigns and assets management of email channel calendar and direct email.
* Reporting on email campaigns for various stockholders.
* Created and implemented marketing campaigns using Email Studio and automation studio.
* Designed various landing pages for capturing various customer enquiries and options.
* Managing subscriber data, import and segmentation using combination of salesforce marketing cloud tools and database queries.
* Working with business users in finalizing the requirements
* Participate in architectural design during the design and development stage
* Dynamic templates setup for multiple brands
* Configuring triggered sends for the API integration.

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**Blockbuster, LLC. June 2008 – Apr 2012**

**Dallas, TX**

**Senior Java Developer**

**Project: Revenue share applications:** Blockbuster is the biggest movie and games rental Chain Company and having several stores all over US and international. BBI rents DVD’s, Blue ray and games through these stores. Blockbuster will have legal agreements and contracts with the studios on movies and games. Based on these legal agreements Blockbuster will send remittances reports to studios.

**Responsibilities:**

* Design and Development of entire application modules (Coding in Java, Spring, Web Services, Angular JS, jQuery, Spring JDBC template)
* Developed web pages using JSP, HTML, JavaScript, jQuery, CSS.
* Used Rational Sub Version as Version control.
* Used Sequel Database to store Customer information.
* Used Maven as build process.
* Used Jenkins as continuous integration tool.
* Used Spring Source Tool Suite (Eclipse) as IDE for development.
* Used Spring Security for the authentication of the tool.
* Developed and implemented the MVC Architectural Pattern using Struts Framework including JSP, Form Bean and Action classes.
* Developed web pages using JSP, JavaScript and CSS.
* Used RESTful Web services to interact with other components (Aggregator) which returns JSON.
* Used Rational Clear Case as Version control.
* Build ANT Script for the application and used Log4J for logging and debugging.
* Used JUnit Framework for the unit testing of all the java classes.

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**Efftronics systems August 2005 – May 2008**

**Vijayawada, India**

**Developer(Java and ETL)**

**Project: NMDL (Network Management of Data Loggers)**

The project is being developed in Delphi, SQL and interface. Signaling Data Logger is meant for log all information about tracks, point, and signals in that network whenever a train passes in the network. NMDL Receives data from the data loggers in the form of packets and posts the data into the data base.

**Responsibilities:**

* Developed and implemented the MVC Pattern using Spring MVC.
* Coding in Java, Spring MVC and Hibernate
* Worked on ETL process using SSIS package.
* Developed monitoring, extracting and transforming data using SSIS, Import Export Wizard, and Bulk Insert.
* Developed and maintained Jobs, Alerts, SQL Mail Agent, and schedule  **SSIS Packages**
* Created batch jobs to pull the data from DB2 database to SQL server using windows services and SSIS Exception Handling.
* Developed SQL Stored Procedures by sustaining the previous functionality and flow
* Created SQL Reports using SSRS 2008.Identified the data source and defined them to build the data source views
* Developed reports using Reporting Services, Report Model and ad-hoc reporting using Report Builder.
* Migrated database from SQL server 2000 to SQL server 2005 using utilities