**Manasa V**

**Sr. Salesforce Developer**

**Email: vyasangi.manasa@gmail.com**

**Phone: 978-483-0092**

**LinkedIn:**

**Professional Summary:**

* Over 7+ years of IT experience and 6 years as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well.
* Extensive experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Worked with Pardot Functionality, PardotA/B Testing, Auto responder emails and Pardot Email Rendering.
* Proficient in dealing with functionalities related to sales cloud &service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Good insight in to the Health and Financial Domain.
* Developed and recommended CRM roadmap for customers in the Financial Domain
* Experience working in agile methodology, Scrum methodology, Waterfall model and Test-driven development.
* Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
* Extensive exposure to Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing and User Acceptance testing (UAT).
* Created customized UI as per the client and application requirements using Visualforce.
* Review/Adjust/Write Apex and Visual Force page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
* Competent in analyzing and creating narrative Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram using UML Tools like MS Visio.
* Expertise in Business Analysis methodologies and iterative Software Development Life Cycle (SDLC) in relation with all the phases of Rational Unified Process (RUP).
* Experience in data migration from ACT, Excel, MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, and Informatics.
* Experience in Creating page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail.
* Working with different aspects of Web Services (XML, WSDL, SOAP, and REST).
* Expertise in customizing standard Objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts)and Dashboards and Report folders for different user profiles as per the requirements.
* Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like Pick-list, Field Dependencies, Custom Formula, and Approval Process, Sharing rules for automated alerts, field updates and Email generation.
* Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Exposure to Apptus and Steel Brick, developed POC’s in Apptus CPQ and steel Brick CPQ.
* Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Expertise in Lightning app builder (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed Lightning Component Framework and also built Lightning component using aura framework.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, Salesforce support communities and Chatter groups.
* Built reusable UI/UX components with lightning component framework.

**Technical Skills:**

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| **Salesforce Technologies** | Force.com Web Services API, Apex Classes, Apex Trigger, Visual Force, SFDC Eclipse Plug-ins, Force.com IDE for Eclipse, Apex deployment Tools, Force.com Explorer, Data Loader, Salesforce.com customizations like Workflow Rules, Role Hierarchy, Validation Rules, Formulae, Custom objects, Page Layouts, Record Types, Process Builder, Translation Workbench. |
| **Operating Systems** | Windows 98/2000/XP/2003/vista/2007. |
| **Salesforce Tools** | Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Excel Connector. |
| **Web Development** | XML, HTML, CSS, Visualforce, JavaScript. |
| **Languages** | C, C++, Java Script, SQL, Apex |
| **Version Control Tools** | VSS, CVS, GIT. |
| **Databases** | Oracle 10g/9i, SQL Server 2008/05/2000, MYSQL. |

**Professional Experience:**

**Allstate Insurance, Chicago, IL Sep 2019 - Till date**

**Sr. Salesforce Developer**

**Responsibilities:**

* Performed the role of Salesforce Developer in the Organization.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Familiar with Salesforce latest product launches including Wave Analytic.
* Developed wave dashboards using Salesforce platform as the backend.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and dashboards in Sales Cloud.
* Managed Salesforce integration with existing systems and third-party providers.
* Interacted with various Business users for requirements gathering.
* Developed various Custom Objects, Tabs, validation rules, formula fields.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Implemented custom Cascading Style Sheets (CSS) for Visual force pages.
* Installed the Call Center Applications and Allowed the end users to maintain a track history of customers complaints
* Strong Experience in Salesforce Lightning components design & designing compact layouts using Apex triggers, Page layouts, Visual force pages, workflows for Mobile platform.
* Developed lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in using lightning, Process Builder and Workflows. Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* Constant involvement in exploring apex change apps and using the apps wherever necessary. Used apps like Apttus, target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, Docusign etc.
* Implemented CPQ solution using Apttus CPQ & Contract Management (CLM) for various customers in industries.
* Worked on Apttus Advanced Workflow approvals, Apttus order management, created agreement wizards, validation rules and contract templates
* Created relationships among objects using Lookup and Master-detail relationships.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Performed data cleanup and/or Data migration to/from salesforce.com
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Experience in creating Lightning Components and used lightning Design System to convert existing Visualforce pages to lightning components.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions

**Environment:** Saleforce.com platform, Apex Language, Visualforce Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Lightning design system(LDS), Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**TriNet Inc, Dallas, TX Jan 2018 – Sep 2019**

**SalesForce.com Developer**

**Responsibilities:**

* Maintained data cleanliness and accuracy by adding custom validation rules.
* Configured and maintained Salesforce.com application user profiles, roles, permissions sets.
* Developed custom Reports using custom report types on salesforce.com platform.
* Created several reports and dashboards to ensure the data quality.
* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* Implemented Chatter collaboration to communicate with the users in the organization.
* Created Custom Objects, Tabs and Sharing Settings on different objects to reflect the business logic.
* Responsible for maintaining functional areas of data management.
* Used Record types, Workflow rules, Approval process, Validation rules on some of the business functionalities.
* Experience in Agile methodology in software development.
* Involved in Salesforce.com application set up activities and customized the apps to meet the functional needs of the organization.
* Developed Apex Triggers, Visual force pages, Controllers and managed to support the business workflows.
* Developed visual Force pages with JavaScript and Apex classes.
* Agile Development Methodology was followed for the implementation
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Written Apex Test classes to Unit test Apex classes before moving to Production.
* Assign Invoice numbers in different formats based on the country using Custom settings and Apex code and push it to Conga Composer for Invoice generation.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Developed several Custom Reports & Dashboards that are used by Business user and Managers.
* Integration with ETL tools like Informatics, Infosphere
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like VisualForce, Force.com IDE
* Created and maintained the documentation for Design, Migration and Integration.
* Deployed applications from Sandbox to Production.
* Created relationships among objects using Lookup and Master-detail relationships.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Hands on experience on Salesforce Lightning for Customizing Reports and Dashboards for business use.
* Created mash up between Sales force CRM and Gmail through Force.com AppExchange's Email integration engine.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components.
* Responsible for source control and configuration management for managing source code and technical documentation.
* Extensive experience on S controls, Visualforce pages and Page layouts according to the Business requirements
* Installed the Call Center Applications and Allowed the end users to maintain a track history of customers complaints
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Performed data cleanup and/or Data migration to/from salesforce.com
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.

**Environment:** Saleforce.com platform, Apex Language, Data Loader, HTML, Java Script, S-Controls, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows 7.

**Citrix, Tampa, FL Jan 2016 – Dec 2017**

**SalesForce.com Admin/Developer**

**Responsibilities:**

* Interacted with Business users for requirements gathering, analysis and development.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Agile Development Methodology was followed for the implementation
* Extensive experience on S controls, Visualforce pages and Page layouts according to the Business requirements
* Installed the Call Center Applications and Allowed the end users to maintain a track history of customers complaints
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform based technologies like Visualforce, force.com API, and web services.
* Developed various Apex classes, Controller classes and Apex Triggers for various functional needs in the application.
* Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.
* Created various Profiles, Roles and Page Layouts and configured the permissions based on the organization hierarchy requirements
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Performed Webservice Callout using the RESTful services with the third party application Broadbean API.
* Created Workflow rules and defined related tasks, email alerts, and field updates.
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects.
* Created email templates and inbound emails using Visual Force for clients and customers.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Enabled Chatter for the Organization and to effectively communicate with the users in the Organization.

**Environment:** Sales Cloud, Service Cloud, Data loader and Data management, Workflow rules and 9Approval processes, sandbox, workflows, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules.

**Wipro, India Mar 2013 – Dec 2015**

**SalesForce.com Admin/Developer**

**Responsibilities:**

* Developed modules in Java and integrated with MySQL database.
* Responsible for coding using Java Servlets, Java Beans and XML.
* Worked with OOPS concepts such as Inheritance, Encapsulation, Abstraction and Polymorphism.
* Expertise in performing operations such as Collections, Exception Handling and Multithreading.
* Developed web applications using Spring MVC framework.
* Setup the class path for the Java JDK and managed the JVM (Java Virtual Machine) settings.
* Involved in Analysis, Design and Development of different phases of Process Flow module.
* Designed and developed highly customized front end screens using Sencha ExtJs framework library, JavaScript, HTML, CSS as a Rich Internet Application (RIA).
* Designed Graphical User Interfaces using JSP’s.
* Worked on various design patterns UML and Enterprise Application Integration.
* Implemented Action class and Action Forms using struts

**Environment:** Java 1.3, Java Script, Java Beans, Java Servlets, JQuery, Apache Tomcat, Eclipse, AJAX, Windows, PL/SQL, JDBC, XML, CSS, HTML.