



Suresh Babu Doddi

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EXPERIENCE SUMMARY

- Almost 8.5 years of experience in **Salesforce Administration** and **Project Management** in **Support experience as Senior Business Analyst**. End to end knowledge on **Order Management life cycle**.
- Extensive knowledge of Salesforce.com in **Sales** and **Service**.
- Experience in implementing the end-to-end **Partner Communities**.
- Experience on working with Business on **requirement gathering** and applying same through **change request**.
- Good knowledge and work experience in **Agile methodology** and **Scrum process**.
- Experience in creating **Roles, Profiles, Email Templates, Page Layouts, Validation Rules, Workflow Actions, Process Builder** and **Approval Process**.
- Extensive business knowledge and experience on various Salesforce objects like **Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns**.
- Experience in creating **Reports** and **Dashboards** as per the customer requirements.
- Experience in data migration and bulk data jobs using standard tools like **APEX Data Loader** and **Work bench**.
- Extensively worked on clearing team feature requests **backlog by 40%** with report and analysis on requirements. Part of Prioritization of feature requests for sprint planning.
- Created **L1 team** and **transitioned** the process of user creations and maintenance with adherence to compliance. Documentation has been created, shared and signoff has been taken from Stake holders.
- Extensive working knowledge on **ITIL process (Incident, Problem and Change Management)**.
- Experience in working and preparing team **Weekly metrics** and presenting the same to stake holders.
- Experience in sending alerts with regards to **Outage alerts to business** and also **hosting IRT calls**.
- **Worked on Forecasting** with regards to resource and workload planning for the upcoming and BAU projects.
- **Managing and chairing Service forum calls** with business and metrics report reviews of Incident management.
- Experience on working with **Salesforce support team based on cases raised and arranging calls**.

SKILLSET SUMMARY

- CRM Skill : Salesforce (Sales and Service)
- Languages : C, C++, SQL

CERTIFICATION

- Certified as Salesforce platform 1 Developer.
- Certified as Salesforce Administrator.
- <https://trailblazer.me/id/sureshba>
- [Career Essentials in Business Analysis by Microsoft and LinkedIn](#)

PROFESSIONAL EXPERIENCE

- Worked as Senior Salesforce Developer at BDP Techno soft solutions From Apr 2015 - Nov 2018.
- Worked as Consultant at Adecco India Private Limited from Dec 2018 - Jul 2019.
- Worked as Associate Manager – Operations at HCL Technologies from Aug 2019 - Aug 2020.
- Working as Support Specialist -2 in VMware Software India from Aug 2020 - Present.

EDUCATION

- Graduation from SBSP Hyderabad 2008.

PROJECTS HANDLED

Project: 4

Title : **Global Salesforce Support**

Duration : December 2018 – Till date

CRM : **Salesforce**

Description:

Handling the Support project as Senior Business analyst for Global wide Stake holders on both Sales and Service cloud. Technical lead Analyst for the QA and Testing.

Responsibilities:

- Configuration Validation rules, profiles, layout designs, design and security Settings, assignment rules etc.
- Developed **field & page layout** customization for the standard objects like **Account, contact, Opportunities, Leads etc.** and Custom objects.
- Creation of **new fields, workflows, Approval processes, Process builder flows, validation rules, User Management** as well as security management etc & maintenance of different reports (summary report, matrix report, tabular report etc) in salesforce.com
- Creating Sales **Dashboards** in Sales Force and customizing page layouts as per the user's need.
- Customized **page layouts** for **Opportunity, Contacts and Accounts** depending upon user roles and groups.
- Customizing Company **Profile, Security Controls and Communication Templates** of the organization as per the organization requirements.
- Created **Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured** their sharing settings.
- Build the organization's role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization's hierarchy.
- **Hosts ADMIN meetings** where discussions, best practices and solutions were shared.
- **Trained new admins** with process and shared best practices. **Shared knowledge** on new functionalities like process builder.

Project: 3

Title : Sales house in Austria

Duration :Feb 2017 – November 2018

CRM :Salesforce

Description:

Sales house in Austria Partner Portal Community is a solution for Display ad-ops business in Austria. This instance will be used by Campaign Managers, Account managers and Sales people in Austria. It has process flow which consist of both standard and custom objects like Account, Opportunity, Contacts, Reports and customized objects like Ad-Campaigns, Media Plan Requests, and Ad Policy Escalations so on as per the requirement.

3P designer vendors Partner Portal Community is a solution for third party designers who will be helping internal Design team of Amazon Media Group in the design and execution of different designing of display ads on Amazon globally through Salesforce Assignment custom object.

Responsibilities:

- Created community, aligned its configuration and UI as per the requirement.
- Configuration Validation rules, profiles, layout designs, design and security Settings, assignment rules etc.
- Created **page layout** customizations for the standard objects **Account, Opportunity** and customized objects like **Ad-Campaigns, Assignments, Media Plan Requests, and Ad Policy Escalations**.
- Created **Reports** and **Dashboards** as per the customer requirements.
- Customized **page layouts** for **Opportunity, Contacts and Accounts** along with Custom objects depending upon user roles and groups.
- Created **Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured** their sharing settings.

Project: 2

Title : COOP salesforce

Duration : June 2016 – Feb 2017

CRM :Salesforce

Description:

India COOP Salesforce Instances is solution for Ad Ops Segment business. These instances users are Account Executives, Account managers and so on. They have sales process flow which consist of both standard objects like Lead, Account, Opportunity, Contacts and customized objects like Ad-Campaign, Media Campaign, so on as per the requirement.

Responsibilities:

- Configuration Validation rules, profiles, layout designs, design and security Settings, assignment rules etc.
- Developed **field & page layout** customization for the standard objects like **Account, contact, Opportunities, Leads etc.** and Custom objects.
- Creation of **new fields, workflows, Approval processes, Process builder flows, validation rules, User Management** as well as security management etc & maintenance of different reports (summary report, matrix report, tabular report etc) in salesforce.com
- Creating Sales **Dashboards** in Sales Force and customizing page layouts as per the user's need.
- Customized **page layouts** for **Opportunity, Contacts and Accounts** depending upon user roles and groups.
- Customizing Company **Profile, Security Controls and Communication Templates** of the organization as per the organization requirements.
- Created **Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured** their sharing settings.
- Build the organization's role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization's hierarchy.
- **Hosts** weekly **ADMIN meetings** where discussions, best practices and solutions were shared.
- **Trained new admins** with process and also shared best practices. **Shared knowledge** on new functionalities like process builder.

Project: 1.2

Title : TRUST (Salesforce)

Duration : April 2016 – June -2017

CRM : Salesforce

Description:

Trust application used to provide a CRM solution for the Thomson Financials sales and management. Simple and easy to use, provide core CRM functionality, and establish a platform for user expansion. TRUST is integrated with Siebel via middleware EAI. Integration between TRUST and Siebel is real time uses SOAP based integration.

Responsibilities:

- Configuration Validation rules, profiles, layout designs, design and security Settings, assignment rules etc.
- Used **Data Loader for insert, update, delete and bulk import** or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files and using Demand Tool - Uploading of fresh leads, contacts, accounts, tasks, opportunities, referrals, etc through mass update via **Demand Tool**.
- Responsible for enabling **network-based security** and **organization-wide** list of trusted IP address.
- Developed **field & page layout** customization for the standard objects like **Account, contact, Opportunities, Leads e.t.c.**
- Creation of **new fields, workflows, validation rules, User Management** as well as security management etc & maintenance of different reports (summary report, matrix report, tabular report etc) in salesforce.com
- Periodic checks on **leads, contacts, Account, activities** (open & closed tasks) and **Opportunities** creation in salesforce.com
- Creating Sales **Dashboards** in Sales Force and customizing page layouts as per the user's need.
- Closely worked with **SalesForce.com** consultants while implementing the solutions for the requirements.
- Created **Reports** and **Dashboards** as per the customer requirements.

- Customized **page layouts** for **Opportunity, Contacts and Accounts** depending upon user roles and groups.
- Customizing Company **Profile, Security Controls and Communication Templates** of the organization as per the organization requirements.
- Created **Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured** their sharing settings.
- Build the organization's role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization's hierarchy.
- Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes and Activities**
- Maintain weekly reports of aging and average tickets and discussion with governess team and Meet weekly with clients for review production support status. Regularly attending War rooms meeting session with other Operation & support team to sort out problem arises out of all error & bug in Local & Enterprise grid. Support all the production related issues in Data Centre.

Project: 1

Title : **Data Migration from Legacy System to SFDC (TCL – Tele Communication limited – China)**

Duration : April 2015- March 2016

CRM : **Salesforce**

Description:

TCL project involves implementing lead2cash cycle primarily on force.com using tight integration with CloudSence (product Configurator and order orchestrator apps on Salesforce) and Geneva (external Billing System over cloud)

This project has biggest implementation over cloud for our telecom client. This uses Salesforce for lead and opportunity Management, cloudsense Configurator CPQ, S-docs as a document generator tool, CloudSence Orchestrator for order Management and Geneva for billing and finance.

Responsibilities:

- Interacted with the client to get the requirements.
- Created community, aligned its configuration and UI as per the requirement.
- Configuration Validation rules, profiles, layout designs, design and security Settings, assignment rules etc.
- Created **page layout** customizations for the standard objects **Account, Opportunity** and customized objects like **Ad-Campaigns, Assignments, Media Plan Requests, and Ad Policy Escalations**.

- Created **Reports** and **Dashboards** as per the customer requirements.
- Customized **page layouts** for **Opportunity, Contacts and Accounts** along with Custom objects depending upon user roles and groups.
- Created **Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured** their sharing settings.