**SUDHARSHAN REDDY**

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**SUMMARY**

* Over 8+ years of experience in IT industry with around years’ experience in the **Salesforce.com CRM both as Administrator and Developer in Salesforce.com** Sales, service, Marketing, Customer Service and Support Administration.
* Experience in **Java/J2EE** Technologies includes **Analysis, Design and Development, Testing, Implementation, production** support and maintenance of various Applications.
* Salesforce certified profession for **Salesforce Platform Developer I, Einstein Analytics and Admin 201.**
* **Tableau** Certified **Tableau Developer, Tableau Designer, Tableau Analyst.**
* Experienced in Salesforce.com **Apex Classes, Apex triggers Integration, Visual force. Hands on experience in Salesforce.com CRM integration, developing and deploying custom integration solutions.**
* Professional experience on creating **Salesforce.com Apex Triggers** on **customized objects,** writing **Apex classes, Apex controllers, Test Classes, SOAP API, REST API** and **d**eveloping **Visual Force Pages**
* Expertise in SFDC Administrative tools like**, Managing users, Data Management, Domain Management, Generating Reports, Dashboards, Communication Templates, Tasks and Events**. In-depth understanding of CRM business processes and management of **Lead, Order, Account, Case and Campaign.**
* Extensive experience in developing **Apex Triggers, Apex Classes, Test classes** and **Visual Force pages** employing **standard and custom controllers, SOQL and SOSL** queries as per the client and application requirements.
* Proficient in creating **custom objects**, **custom Tabs, custom fields**, **Pick list values**, **Role** based **page layouts, Workflow Alerts and Actions, Workflow Rules** and **Approvals, Validation Rules, Custom reports and Report** extractions to various formats.
* Created relationships between objects like **Master-Detail, Lookup, Entity relationship, Data model** etc.
* Extensive hands on administrative tasks like designing of **custom objects, custom fields**, and role based **page layouts**, **profiles, users**, **reports, dashboards**, **email services, lookup and master detail relationships.**
* Installation and configuration of Tableau Products Tableau Desktop and Tableau Server in different environment DEV, STAGE and PROD.
* Experience using the Tableau tool to handle the various data feeds from different data sources using the Tableau Desktop tool.
* Experience in gathering **Business Requirements**, Analysis, Design, Development, Testing, Implementations and Documentation of various functionalities of Data Warehouse / Data Marts and Business Intelligence.
* Worked **on Data Model design, Data Extraction, Transformations and Loading, Mappings Workflows**, Customized Analytics Reports.
* In-depth knowledge in building/maintaining **Repository, Universes and creating reports.**
* Involved in Full Life Cycle Development of **Reporting** Projects, includes Requirements Gathering/ analysis, Design, Development, Testing and Production rollover.
* Good Experience with designing and verifying databases on Teradata, Oracle and SQL Server RDBMS using Entity - Relationship Diagrams (ERD).
* Enabling Einstein Analytics on various Orgs, assigning permission set licenses, created and assigned permission sets, Connectors and Recipes.
* Integrated Salesforce data and external data into Einstein Analytics to enable users to explore and visualize the data with explorer and designer and Ability to write complex SOQL queries across multiple objects within the SFDC database.

**PROFESSIONAL EXPERIENCE**

**Client : Salesforce, CA**

**ROLE : Salesforce Lightning Developer Feb’18 - Till date**

* Responsible for requirements gathering from business users and prepare technical requirement specification document Implemented **Agile Methodologies** in developing SDLC.
* Created**Objects, Page Layouts, Record Types, Relationships, Validation Rules, Workflows**and**Approval Process**.
* Using **Data Loader** and **Import Wizard** for **Data Export**, Updates and Backup for the organization.
* Working with **Administration**activities like Users, Profiles, Permission Set Role, **OWD** settings and Sharing Rules. Designed and Developed **Service Cloud** and **Integration**.
* Created workflows for automated **Lead Routing**, **Lead Escalation**, **and Alerts**&**Custom Coaching Plans**.
* Implemented Single Sign-On with SAML on force.com
* According to the business user’s requirement, creating **Reports** and **Dashboards**.
* Worked with various salesforce.com objects **Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects**.
* Built **customized Lightning components replacing the existing ones**; using JavaScript on the client side and Apex on the server side.
* Worked on writing **Apex Triggers** **Apex Classes**, **Batch Apex** and**Scheduled Apex**.
* Experienced in designing **UI** using **Visual Force** Pages. Wrote **Test Scripts** for various scenarios.
* Migrating **Metadata** from one sandbox to another sandbox using **Force.com IDE tool.**
* Used**Web Services**like**SOAP API**and**Rest API**to integrate with external systems**.**
* Designed, developed and deployed the sales process dashboards in Sales Strategy teams.
* Worked with Team leads to transform and develop new requirements into design, implementation and documentation.
* Created Dashboards for Sales/Finance/Marketing leaders to see how their team performing daily.
* Created Pipeline metrics, Pipe gen Hotspots, Pipeline Trends, New logo, close rates dashboards which makes easier for AE’s and Business Operations team to see their performance.
* Design interactive dashboards in Tableau Desktop and published them to Tableau Server.
* Developed story telling dashboards in Tableau Desktop and published them on to Tableau Server which allowed end users to understand the data on the fly with the usage of quick filters for on demand needed information.
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps.
* Worked on motion chart, Bubble chart, Drill down analysis using tableau desktop.
* Generated Dashboards with Quick filters, Parameters and sets to handle views more efficiently.

**Environment**: SaleForce.com platform, Lightning, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, HTML, Java Script, GitHub, APPTUS, Eclipse IDE, Tableau, Einstein analytics.

**Client : Salesforce, CA**

**ROLE : Salesforce Administrator/Developer Feb ’16 – Jan ‘18**

**Salesforce Administrator**

**Responsibilities:**

* Performed Requirement Gathering for client preferences and data management.
* **Documented and shared the requirements with SalesForce.com** consultants for further implementation.
* **Closely worked with SalesForce.com consultants** while implementing the solutions for the needs of organization.
* Created new custom **objects, assigned fields, designed page layouts,** components as needed to meet design specifications.
* **Configured different roles, profiles, and accounts** in Salesforce.com
* Worked on various salesforce.com standard objects **like Accounts, Contacts, Leads, Campaigns, Opportunities, Activities, and Dashboards.**
* **Customized the Dashboards to the track usage for productivity and performance** of business centers and their sales teams.
* Customized tabs for among different business users groups and business centers.
* Configuring **fields, workflow, reports, templates**
* **Create various profiles and configured the permissions** based on the organizational hierarchy requirements.
* Administer security for users, add/remove users, controls, and settings.
* Worked on creating reports for every item under working capital such as Inventory, Accounts Receivables, and Accounts Payables etc.
* Created Rich Graphic visualization/dashboards to enable a fast read on sales and key business drivers and to direct attention to key area
* Incorporated a regional and national comparative / benchmark metrics to give context to individual performance
* Online and offline KPIs are included for sales and inventory data through Paid Search and CRM
* Designed high-level view of the current state of dealer operation, leads, and website activity using Tableau
* Worked extensively with Advance analysis Actions, Calculations, Parameters, Background images, Maps, Trend Lines, Statistics, and Log Axes. Groups, hierarchies, Sets to create detail level summary report and Dashboard using KPI’s Created workbooks and Dashboards using calculated metrics for different visualization requirements.
* Recommending Dashboards per Tableau visualization features and delivering reports to Business team on timely manner.
* Successfully upgraded Tableau platforms in clustered environment and performed content Upgrades.

**Environment**: SalesForce.com Platform, S-Controls, Salesforce.com Custom Objects, HTML, Java Script, Workflows, Reports, Force.com Eclipse Plug-in, SalesForce.com sandbox. Tableau, Einstein Analytics reporting.

**Salesforce Developer**

**Responsibilities:**

* Implementation of **Apex Triggers**, **Apex Class**for automation of the business process on **Account**, **Contact**, **Opportunity**and **Custom Objects.**
* Implementation of **Batch Classes**, **Scheduled Classes**as part of the Business Requirement.
* Wrote an **Apex Trigger** on **Contact** for cross-object field update for reporting purposes.
* Enhanced **Apex Class** and **Visual Force Page** to create a custom **Related List**, showing activities for selected contacts or clients.
* Integrated **Salesforce.com** with external systems like **Oracle** and **SAP** using **SOAP API**and**REST API.**
* **Visual Force** Pages using **Standard Controllers**, **Custom Controllers**, **Extension Controllers**&**Web Services API**.
* Creating new **User Interface** using **JavaScript**, **HTML** and **CSS** in Visual Force Pages.
* Created **Page Layouts**to organize **Fields**, **Custom Links**, **Related Lists**& other **Components** on Record Pages.
* As an Administrator implemented various advanced fields like **Picklist Fields**, **Master-Detail Fields**, **and Custom Formula Fields** and defined **Field Dependencies** for Custom Picklist Fields.
* **Case Assignment Rules** to direct the case to appropriate group such as **Stories**& **PCS** Central Support.
* Managed ongoing support requests and **Administrative** needs of users.
* Administered, Configured and maintained **Salesforce.com** application User Profiles, Roles, Assigning Permissions, Generating Security Tokens, Validation Rule and Upgrade Installation.
* Worked on Salesforce.com **Standard Object**s such as **Accounts**, **Contacts**, **Opportunities**, **Campaigns**, **Cases**and **Solutions**.
* Performed administrative tasks such as managing **Accounts, Contacts**and**Cases**, setting **Workflows** and **Approval Process**for approving new accounts and another business process.
* Created and maintained **Reports**and **Dashboards**to provide fast access to key business metrics.
* **Case Management**by Configuring **Email-to-Case**for the end user to submit a case through Outlook.
* Created and configured **Email templates** which were used by **PCS** Central users for approval processes and other field updates.
* Customized Salesforce.com **User Profiles** by setting **Standard** and **Custom objects layouts**, **Custom App**, **Field-level Security**, **Permission Sets** for client services and marketing.
* Customized **Chatter objects** and tabs to view progress and discussion on business process.
* Used**SOQL & SOSL** for data manipulation needs of the application using platform database objects.

**Environment**: Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Service Cloud, Data Migration, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards, Oracle, Windows.

**CLIENT: United Health Group, MN**

**ROLE: Salesforce Administrator/Developer                   Sep ‘14 – Jan ‘16**

**Salesforce Administrator**

**Responsibilities:**

* Involved in various activities of the project, like information gathering, **analyzing the information, and documenting the functional and non-functional requirements.**
* Configured the **User permissions** based on the organizational hierarchy.
* **Created custom objects, Visual  pages, triggers, validation rules** by using Apex
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Designed, and developed the **Custom objects, Record Types, Report Types, Formula fields, Page layouts, workflow rules, tasks, Field Updates, emails and alerts** to track customer related tasks and activities.
* Developed and configured various **Custom Reports and Report Folders for different user profiles** based on the need in the organization.

**Salesforce Developer**

**Responsibilities:**

* Performed the role of Salesforce Developer in the organization.
* Responsible for 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 company** website.
* Created different **workflow rules and Approvals** for various campaign processes.
* Creating a **sync of contacts, email alerts, events and tasks** between Salesforce to Outlook and Outlook to Salesforce successfully.
* Created many Email Templates and Mail Merge Templates and was involved in doing the Mail Merge for different standard and custom objects.
* 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** for various functional needs in the application.

**Environment:** Salesforce.com platform, Apex, Visual Force  (Pages, Component & Controllers), Salesforce.com Data Loader, Reports, Workflow & Approvals, Web Services, Sandbox, Eclipse IDE.

**CLIENT: Arija Soft PVT LTD, India**

**ROLE : Salesforce Developer Apr ‘12- Aug ‘14**

**Responsibilities:**

* **Involved in Salesforce.com application setup activities and customized the apps** to match the functional needs of the organization.
* Interacted with various business team members (JAD Sessions) to gather the requirements and documented the requirements.
* Worked with various Salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.**
* Developed various **Custom Objects, Tabs, Components and Visualforce Pages.**
* **Create and Customize Custom Objects, Formula Fields, Cross Object Formulas, Roll up summary fields, validation rules, dependent picklists and complex page layouts.**
* Create **complex workflows and Approval processes.**

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

**TECHNICAL SKILLS**

**Salesforce Technologies**: Salesforce CRM, Apex Language, Lightning, SOQL, SOSL, Visual Force Pages, Apex Web Services, Workflow & Approvals, Dashboards, Case Management Automation, Custom Objects, Apex Data Loader.

**Salesforce Tools**: Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Force.com

**Languages**: Apex, C, C++, Java, Java Script, HTML, XML, SQL environments.

**Databases:** MySQL, Oracle, MS-SQL server

**Web Services:** SOAP, REST

**Operating Systems:** Windows, Mac OSX, Linux, Unix.

**IDE:** Force.com IDE, Eclipse