 **Deepthi Yedlapalli**

**Salesforce Developer**

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| **SUMMARY** |

A committed IT professional with **7** years of work experience in Salesforce technologies: **Sales Cloud**, **Service Cloud** and **Force.com Platform** with domain experience including analysis, requirement gathering, design, developer, enhancements, testing, deployment and maintenance of standalone object-oriented enterprise applications and **Java** Development.

* Highly skilled in **Salesforce.com (SFDC) development and implementation**.
* Experience in all the phases of **Software Development Life Cycle (SDLC)** from analysis to maintenance in both **Waterfall** and **Agile** models.
* Experience in technologies like **Vlocity, nCino, Apptus Configure Price Quote (CPQ)** and **Apptus Configure Lifecycle Management (CLM).**
* Expertise in Salesforce **Setup** **activities**, **Configuration**, **Administration**, **Customization**, **Mapping** and **Data** **Migration** of Saleforce.com applications and good experience in **Classic** and **Lightning.**
* Extensive Experience in creating **Roles**, **Profiles**, **Page** **Layouts**, **Record** **Types**, **Assignment** **rules**, **Workflow** **Alerts** and **Actions**, **Approval** **Workflows**, **Reports**, **Dashboards** and **Outbound** **messaging**.
* Hands on Experience in creating **custom Objects, Custom Fields, page Layouts, Custom Tabs, Reports** and various other components as per the client and application requirements.
* Profound understanding of **Security** and **Sharing Rules** implementation at **object, field** and **record**.
* Provided data access **reports** to **Compliance** and **Security** ensuring that data and roles are properly defined and transparent.
* Proficient in Salesforce.com SFA, **Visualforce**, **Force.com** **Apex** **Classes**, **Apex** **triggers**, **SOQL**, **SOSL** and Force.com API.
* Experience in Data Visualization on **Salesforce Einstein Platform** to create modern **Dashboards and reports.**
* Experience in creating **Einstein Analytics application**, including designing and developing sophisticated dashboards, implementing enterprise security.
* Involved in **Code Deployments** using **Change Sets, Git bash, Visual studio code, Notepad++ and Bit-bucket** from Sandbox to production.
* Experience in **import/export data** using **Import wizard, Workbench** and other integration tools like **Apex Data Loader** from legacy CRM database into **salesforce.com**.
* Worked on **Jenkins** by installing, configuring and maintaining for continues integration and for end to end automation for all build and deployments.
* Experience in analysing and identifying gaps in **functional/business** requirement and effectively communicate to both **Business** and **Functional Analysts** on the same. Also, provided **Post Deployment Training** on platform usage for various levels of user.
* Good Knowledge on web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP and databases such as SQL Server and MySQL.
* Good Knowledge in **Salesforce Integration** within house legacy systems using Web services API like **REST**, **Bulk** and **SOAP** and third-party tools like **Cast** **Iron** and **Informatica**-on-Demand.
* Proven ability to rapidly analyze challenges by thinking strategically and by delivering technical solutions improving margins, revenues and workplace productivity.

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| **TECHNICAL SKILLS** |

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| Sa Salesforce | SOQL, SOSL, Apex Classes, Apex Triggers, Workflow and Approvals, Sharing Rules, Apex Extensions, Visualforce, Formulas, Validation Rules, Assignment Rules, Knowledge Articles, AppExchange, Custom Objects, Custom Fields, Dashboards and Reports, Opportunity Management, Lightning, Case Management |
| Languages | APEX, C, C++, Java, |
| Web Development | XML, HTML, DHTML, CSS, JavaScript, Angular JS |
| ETL Tools | Data Loader, Salesforce-to-Salesforce, Apex Explorer. |

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| **PROFESSIONAL EXPERIENCE** |

**Principal Financial Group**

**Des Moines, IA**

**Salesforce Lightning Developer Feb** **2020 – Present**

* Worked on various standard Objects like **Leads, Accounts, Contact, Opportunities, Products and contracts** that helps the company to maintain their information and make sales of the product.
* Worked on **Roles** and **Profiles** for the organization, which helps them in maintaining the Security for different individuals who are working in the organization.
* Customized several **Formula fields**, **Workflow Rules**, **Validation Rules. Created several Custom buttons,** and **links** on **custom** and **standard objects**.
* Worked extensively on **APEX Triggers, APEX Classes, Apex Test Classes, Visual force pages** to fulfil the framework and various business requirements.
* Updated the **APEX Controller**and**Helper functions** regularly making the **Component Context Aware** as per business requirement.
* Worked on **Visual** **force pages** in page layout of the custom objects, which helps us to describe the details of some of the standard objects, which are used in project.
* Scheduled **Apex Batch jobs** for processing large records.
* Experience in designing, build and support **Einstein Analytics apps**, **datasets**, and **dashboards** beginning with Salesforce embedded visualizations and reports, iterating into full-featured sales analytics.
* Worked with **Salesforce Sales Analytics** and **Service Analytics** standard applications in **Einstein Analytics**.
* Understand and uncover business challenges and issues and be able to run analysis in **Einstein** to provide cutting edge predictions to the customer.
* Discovered the cause of unexpected business outcomes with **Einstein** and analysis through the data whether it resides inside Salesforce or outside in third-party systems.
* Operationalize AI by adding it to every workflow or business process and producing world class **dashboards** and **reporting** in **Einstein Platform**.
* Used **SOQL** and **SOSL**statements within Governor Limits for **data manipulation** needs of the application using platform database objects.
* Involved in **Data mapping** specifications to create and execute detailed system test plans. The data mapping specifies what data will be extracted from an internal data warehouse, transformed, and sent to an external entity.
* Worked on data migration from databases to **SFDC** using **Data Loader**.
* Worked on email templates and inbound emails using Visual Force for customers and clients.
* Implemented the salesforce.com applications using Agile Scrum Methodology.
* Created Custom dashboards displaying data used in research through which process is observed and verified.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.
* Involved in **daily stand-up meetings, Scrum**. This resulted to bring good solution to the business requirement.

**Bank of America**

**Charlotte, NC**

**Salesforce Admin/Developer Feb** **2019 – Feb 2020**

* Designed and deployed Custom Objects, Custom Fields, Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Implemented pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Created workflow rules and defined related tasks, email alerts, field updates and time triggered tasks on these **nCino** to implement business logic.
* Worked on different **stages of Loan** which involves features like **Credit Memos, PBU, Doc Man, Covenant management, CRE,** aligning with Salesforce.
* Worked on objects like **Relationships, Loan and Product Package**.
* Worked on the **Credit Actions like (new, mod, renewals) and Adverse actions (withdraw or decline)**.
* Worked on **Sublimit of a loan**. In that we have create a **sub loan** for a loan like kind of **Parent loan** in that we can create **child loan** also.
* Worked on **Routes** and **sub-routes** as a part of our configurations (buttons and links). We created the **Route groups, screens, screen sections, screen configurations**.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Good Knowledge and experience in Salesforce **Wave** **Analytics**, **Salesforce** **Einstein** and **Tableau**
* Experience in developing and maintain dashboards in **Einstein** for all functional teams.
* Experience working with Standard **Sales Analytics** application and **Service Analytics** Application in **Einstein Analytics (Wave Analytics).**
* Experience developing **Wave Apps, Datasets, Lenses and Dashboards** in **Einstein Analytics.**
* Created various Standard and Custom Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
* Performed Bulk **Data Migration** from Traditional Applications to Salesforce using **Import Wizard, Dataloader, Workbench, Apex Data Loader utility**.
* Enabled and configured E-mail Relay feature for the e-mail administration for the entire organization.
* Written **SOQL, SOSL, Aggregate, Relationship queries in apex classes, triggers** to retrieve optimized data from sObjects.
* Designed, developed and deployed Apex Classes, Controllers & Triggers considering governor limits and various other components as per the client and application requirements.
* Wrote triggers to route the escalations to different queues and levels, assigned it to different users according to the business logic.
* Used test annotations **isTest, testSetup** and written Test Classes to meet code coverage percentage before migrating from Sandbox to Production environment.
* Developed Visualforce Pages to include extra functionality and wrote Apex Controllers to provide functionality to the visual pages.
* Used **nFig** utilities to deploy the changes related to **nCino** changes.
* Worked on Jenkin jobs for the deployment of **nCino** related changes like **nFIG\_DeltaMerge\_Lite, nFIG\_Extract\_Upsert etc.**
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development.

**Anthem**

**Richmond, VA**

**Salesforce Lightning Developer May** **2018– February 2019**

**Roles and Responsibilities:**

* Worked on designing and developing **Lightning** **Community** **Builder** and developed Lightning Components.
* Experienced in migrating the standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities and custom objects in standard experience to lightning experience.
* Experience in **Vlocity component development** and well versed with the functions of the **card framework** in the insurance vertical.
* Well versed with **Custom HTML** templates for use in **Vlocity Cards** and **Omniscripts**.
* Well versed with **migration of Vlocity components** using **Data Packs** and **manage connected Orgs**.
* Created many **Lightning** **Components** and **Server-side** **Controllers** to meet the business requirements.
* Designed, implemented and deployed the Custom objects, Custom tabs, Page layouts, Components to match the functional needs of the application
* Implemented **Apex** **Extensions** to customize the standard buttons on Lead, Account, Contact and Opportunity objects
* Developed robust **Lightning** **Pages** using aura framework and placed them on the community builder.
* Added Lightning Component to Lighting Pages and Record Pages and worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in the application.
* Used **Lightning Out** to compose components on a Visualforce page, and integrated between components on the client side with JavaScript and Lightning Events.
* Created new components in Lightning to add functionality to existing Visualforce pages using Lightning Out.
* Worked on Salesforce **Lightning** **Process** **Builder** to easily automate Business Processes.
* Developed re-usable UI Components with Lightning Component Framework
* Created multiple Lightning Components, added **CSS** and **Design Parameters** that makes the Lightning component look and feel better.
* Used Lightning process builder for visualizing and creating automated business processes
* Created **Scheduled** and **Batch** **Apex** jobs based on the business requirements.
* Worked on **Salesforce1** **Platform** to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Used **Salesforce1 Simulator** during the development to test if the lightning components works properly on the mobile device.
* Used Sforce.one for managing navigation and built custom Visualforce components with **jQuery Mobile** and **AngularJS**
* Used Salesforce **Lightning** **Inspector** to debug the lightning components during the development process.
* Retrieved some data and its functionality from **Third-Party API**'s and displayed within the lightning component.
* Was solely responsible for writing web services using REST services to get real-time data from an external SQL database to show on internal Visualforce and Lightning pages.
* Hands full of experience on Debug Apex Scripts using Debug Logs and System Log Console to catch Exceptions and execute **Governor** **Limits**.

**Neopost**

**San Mateo, CA**

**Salesforce Lightning Developer June** **2016 – May 2018**

**Roles and Responsibilities:**

* **Supported the project end to end implementation**.
* Configured **products, catalog, catalog hierarchies, bundles, bundles** with **Bundles, pricelist** across all products.
* Worked on various **pricing factors** like **variance pricing, volume-based pricing, attribute-based pricing** which has been configured.
* Configured the complete **attribute-based pricing** and **price matrices**
* 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**.
* Developed solutions on the Force.com platform, strong understanding of **Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).**
* Experience in configuring **price quote (CPQ) with Apptus**.
* Involved in **CPQ (Configure, Price& Quote)** design and mapped to the Salesforce custom objects and involved in **Apttus Advanced Workflow Approvals**.
* Used **Apex data loader**, **import wizard** to **Insert, Update, and Import** data from **Microsoft Excel** into **Salesforce.com**.
* Performed **app exchange integration of CPQ** to configure and ensure the pricing & quoting accuracy.
* Developed **Apex classes** and extensions to add required functionality to **visual force pages** wrote **apex triggers** to implement business logic.
* Involved in end to end testing and configuration enhancements for the **CPQ** and **CLM** functionalities.

**Ellipsoid ECM Tech**

Hyderabad, India

**Java UI Developer May 2013- July 2015**

**Roles and Responsibilities:**

* Involved in various stages of Enhancements in the Application by doing the required analysis, development and testing.
* Involved in the creation of Use Cases, Class Diagrams and Sequence Diagrams for analysis and design of application.
* Developed web-based user interfaces using Servlets, JSP, HTML and XML based client and server application.
* Performed client-side validation using JavaScript.
* Used AJAX to make asynchronous calls to the project server to fetch data on the fly.
* Involved with bug fixing on functionality, performance and designing issues with JavaScript and jQuery.
* Followed agile methodology for the software development.
* Responsible for proactively monitoring performance, diagnosing problems and tuning queries and databases.
* Created SQL queries and stored procedures for CRUD (create, read, update and delete) operations on database.
* Wrote SQL queries and PL/SQL stored procedures to access the asset information and rates from database.
* Used JDBC to communicate with database.
* Involved in Testing and fixing bugs and documented the application step-by-step process.
* Worked in all phases of SDLC, including requirements analysis, design and development, bug fixing, supporting QA teams and debugging production issues.

**Education Details:**

**Bachelor’s in computer science – JNTU – Hyderabad, India - 2013**

**Master’s in information assurance – Wilmington University – New Castle, Delaware - 2017**