**GOWTHAM MAREDDY**

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**SUMMARY:**

A Masters graduate with specialization in computer science with 6 years of IT experience in application development,testing and support in Oil& Gas, Security systems, Power & Water, Retail and Insurance, Food and Drug Administration. I have over 5 years of relevant experience of Salesforce CRM including

Salesforce.com administration, customization & configurations. I call myself as energetic and experienced Techno Functional Professional with a zest for working with people, processes, and technology with a focus on using the Salesforce products & platform. I am Salesforce Certified **System Architect**, Salesforce Certified **Application Architect**, Salesforce Certified **Platform Developer II,** Salesforce Certified **Platform Developer I**, Salesforce Certified **Identity and Access Management Designer**, Salesforce Certified **Sharing and Visibility Designer**, Salesforce Certified **Data Architecture and Management Designer**, Salesforce Certified **Einstein Analytics and Discovery Consultant**, Salesforce Certified **Platform App Builder**, Salesforce Certified **Administrator**, Salesforce Certified **Advanced Administrator,** Salesforce Certified **Service Cloud Consultant** and Salesforce Certified **Sales Cloud Consultant.**

**PROFESSIONAL EXPERTISE:**

* Extensive experience in application design, customization, development, support on Salesforce.com, Force.com platform and Web based application using Apex.
* Expertise in Sales Cloud, Service Cloud & Community Cloud Platform.
* Ability to solely or jointly support new projects and enhancements from start to finish which includes conducting effective requirements planning sessions, refining requirements and use cases for sign-off, defining the best approach/option for meeting client’s needs, configuring and building the solution, completing test cycles, and deploying final solution
* Experience in designing of custom objects including junction objects, custom fields, picklist, record types, page layouts, Workflow Alerts & Actions, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Dashboards, Report folders, Report extractions to various formats, design of Visual Force Pages, Analytical Snapshots and Email generation per application requirements.
* Use business requirements to define UI and/or backend designs that optimize configuration and out-
* of-the-box Salesforce tools; ability to define customized solutions when necessary to deliver on business requirements
* Experienced in SalesForce.com Apex Classes, Apex triggers, Visual force, Force.com API. Hands on experience in Salesforce.com CRM integration, developing and deploying custom integration solutions.
* Strong Salesforce ecosystem knowledge and integration components (SOAP, REST, Apex controllers, Web Services Endpoints, JSON, data loaders, Metadata, etc.)
* Possess comprehensive understanding of CRM business processes like Campaign Management, Lead
* Management, Account Management, Case Management, Quote, Forecasting, and Call Center.
* Skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Orders, Cases, Leads, Campaigns as per client’s need.
* Well versed in Administration setup such as manage users and data management, automated Business processes through Visual workflows and process builders, Flows, validation rules and formula fields
* Experience working on data migration projects including performing data migration from CSV, Excel using Data Loader, Data Import Wizard.
* Design and build Force.com applications and extensions using declarative platform capabilities, visual force pages and web services APIs
* Experience in Service Cloud implementation including console and Live Agent setup.
* Extensively worked on Salesforce.com sandbox and production environment including creating Sandboxes and refreshing it time to time. Continuous Deployment between Production and Sandboxes using Eclipse, Force.com Migration Tool, and change sets.
* Exposure to different types of software development life cycle methodologies including Agile, SCRUM, Waterfall and have experience in using applications like **Version One, Remedy, HP ALM and JIRA** for issue tracking and project management.
* Expertise in providing effective and efficient project management; implementation of strategic best practices associated with company processes.
* Coordinate and execute all phases of projects including implementation; utilizing available resources effectively.
* Worked on Sales & Service Cloud Implementation Project & Salesforce Communities. Managed the team from requirement analysis phase to go-live of the application.
* Unique combination of being business-minded and highly analytical while also having a strong and deep techno-functional background in Salesforce.com
* Highly Motivated team player with excellent Client Engagement Skills, interpersonal skills, as well as communication skills, verbal and written to both technical and non-technical audiences that are in a geographically dispersed environment (conference calls, Skype, face-to-face).

**Technical Skills:**

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|  **Force.com**   | Salesforce CRM, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages & Components), Apex Web Services & Callouts (REST & SOAP), Workflow & Approvals, Apex Data Loader, Dashboards, Reports, Analytic Snapshots, Custom Objects, Eclipse IDE Plug-in, Case Management Automation, Translation Workbench, Multi-Currency, Knowledge management & Solutions  |
| **Business Process**  | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Contract Management, Pricing Approval, Partner Deal Registration, Data Cleansing and De-duplication, Lead Cleansing and De-duplication, Agreements, SLA and Entitlements, Incident Management, Change Management through BMC Remedy.  |
| **Salesforce** **Integration**    | Web Services (REST & SOAP), WSDL, Eclipse Force.com IDE Plug-in, Connector, Workbench, Force.com Platform (Sandbox and Production), Apex Data Loader, Data Import wizard  |
|  **Methodologies**    | Agile (SCRUM), Waterfall   |
|  **Tools**  | Version One, Remedy, HP ALM JIRA, Force.com Data Loader, Force.com Workbench, Eclipse IDE  |

**EDUCATION**:

* Master’s in computer science (Texas A&M University Kingsville)- May 2017.

**CERTIFICATION:**

* Salesforce Certified Application Architect
* Salesforce Certified System Architect
* Salesforce Certified Data Architecture and Management Designer
* Salesforce Certified Identity and Access Management Designer
* Salesforce Certified Platform Developer II
* Salesforce Certified Platform App Builder
* Salesforce Certified Administrator
* Salesforce Certified Service Cloud Consultant
* Salesforce Certified Einstein Analytics and Discovery Consultant
* Salesforce Certified Advanced Administrator
* Salesforce Certified Sales Cloud Consultant
* Salesforce Certified Sharing and Visibility Designer
* Salesforce Certified Platform Developer I

**PROFESSIONAL EXPERIENCE: Deloitte Consulting LLP**

**Food & Drug Administration Feb 19-Present** **Senior**

**Salesforce Developer-Team Lead**

The current project Lead and use cases submission is a Salesforce implementation

Community Portal. Lightning Aura component framework development for special UX of Home page for the users. Reports and Dashboard implementation using Salesforce Analytics.

**Responsibilities:**

* Techno-functional review of requirements with stakeholders
* Implement REST based integrations with Informatica and OKTA
* Implemented the SSO authentication with OKTA
* Provide effort estimations for work products using JIRA.
* Develop and enhance Webservices that send and receive real time data from legacy system of Case Management
* Salesforce configuration development using Lightning Process Builder, flows, reports & dashboards.
* Use Apex data loader and workbench for bulk data testing and deployment. Oversee all projects and programs that involve the Salesforce environment, and interact with the environment leads
* Heroku Connect implementation to send SMS using HeyWire
* Implemented Apex based Lead Sharing to support dynamic Role Hierarchy

**Deloitte Consulting LLP, Lake Mary FL**  **March’18- January -19**  **Senior Salesforce Developer-Team Lead**

**SYNOPSYS**: Project is to execute a broad transformation of its SIG L2C process. The objective of the Project is to utilize the technology and process framework defined by the SIG L2C Roadmap project to drive efficiencies in the SIG L2C processes. The purpose of the Salesforce Evolution initiative in this project is to re-design and automate approval workflows, support end to end sales processes through integrations and building a sales dashboard that provides sales users with enable visibility to customer activities and full visibility on status of opportunity and orders and integrating multiple streams of work into a streamlined process.

**Responsibilities:**

* Designing and automating org’s repetitive business processes using Salesforce process automation tools like Process Builder, Workflows, Visual Flows and Approvals. Creating Junction Objects, roll-up summary fields, cross object formulas, validation rules, dependent picklists and complex page layouts. Ensuring maximum usage of configuration over coding as a Salesforce.com best practice.
* Using Visualforce to build custom rich Salesforce user interfaces for mobile and desktop apps. Integrate Salesforce functionality with any standard web technology or JavaScript framework to build animated, rich user interface.
* Developing custom responsive VF page with bootstrap, CSS, JQueryTouch and Jquerymobile for mobile devices.
* Develop responsive user interfaces built on Bootstrap, Angular JS providing core structure to support standard industry browsers like Chrome and Internet Explorer. Utilizing Salesforce.com Lightning Design System (SLDS) and Lightning Design Framework (LDF) toolkits to implement client-side based solutions for mobile devices.
* Perform data cleansing, data transformations and migration. Migrate data from legacy systems to the Salesforce platform while ensuring data integrity and accuracy. Fix data issues in existing Salesforce systems and perform data cleansing by identifying and removing duplicate data, transform and update the affected data as per the business requirements.

 **Fabit Corp, Houston TX Sabre.** **Jul’17 - Feb’18**  **Salesforce Developer/Administrator**

**Project Description**: Sabre Airline Solutions operates the industry’s largest Software-as-a-Service (SaaS)business, with an innovative reservations system, commercial planning and operations software used by more than 300 airlines and over 100 airports around the world. It is the largest Global Distribution Systems provider for air bookings in North America.

**Responsibilities:**

* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic. Developed various custom objects, Tabs, Components and Visual Force pages. • Developed reports, dashboards, and processes to continuously monitor data quality and integrity
* Created training materials based on business requirements.
* Gathered requirements and had a thorough understanding of interpreting customer/client’s business needs and translate them into operational requirements.
* Established Workflow rules to define Tasks, send out Email Alerts, Outbound messages and filed updates.
* Customized the dashboards to track usage for productivity and performance of business centers and their sales team
* Created work flow rules and defined related tasks, email alerts, and field updates.
* Designed and developed interactive static HTML screens as screen level prototype, JavaScript for client side validation and used Cascading Style Sheet (CSS).
* Used Data loader to bulk load data into Salesforce.com.
* Created Profiles, Users and implemented sharing rules, Role hierarchies, Record level permissions to provide data access among different users.

 **Tech Mahindra, Pune India**  **Travelocity.** **Dec’13 - Dec’15**  **Salesforce Developer/Administrator Project Description**: Travelocity.com is one of the global leaders in providing online travel destinationservices for leisure and business traveler’s partners worldwide. As an online business entity, client needed a salesforce implementation enhancement for effectively managing their sales and marketing operations with customized statistical reporting.

**Responsibilities:**

* Used force.com developer kit including visual force pages, apex classes, apex triggers, and apex triggers to develop the business logic.
* Worked on advanced fields like Pick lists, dependent pick lists, validation rules for custom objects.
* Implemented Apex classes and triggers and linked them to Workflows that were already implemented in the system.
* Customized standard sales force objects like Accounts, Contacts, Case management and Solutions.
* Designed Page Layouts and Search Layouts to organize fields, custom links and related lists on a record detail and edit pages.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Working on building and embed Lightning Components in Visualforce Page by using new Lightning Out feature by event-driven programming, Where I write my handlers that respond to interface events as they occur. The events have been triggered by user interaction.
* Experience in Aura framework, Lightning Components and Salesforce Lightning Design System (SLDS) • Developed App- Builder and Mobile app using lightning.
* Working knowledge in generating Reports, dashboards, customizing the reports and analyzing the reports in Salesforce.
* Created Profiles, Users and implemented sharing rules, Role hierarchies, Record level permissions to provide data access among different users.
* Provided support ongoing salesforce.com maintenance administration services including • periodic data cleansing, custom objects, workflow, triggers and campaign management..

 **Tech Mahindra, Pune India AT&T Inc.** **Jun’13 - Dec’13**  **Technical Test Analyst**

**Project Description:** AT&T Services Inc. offers multitude of Telecom and Internet Services to the variouskinds of Customers like Corporate Customers, Retail Customers, etc. This project mainly involves End-to-End Functional

Testing of AT&T ‘s Next Generation Wired as well as Wireless Telecom Networks. We deal with OSS domain of Telecom Network: testing delivery of particular Product/Service, Network/ Application Alarms, also any failures in network.

**Responsibilities:**

* Analyzing and understanding the Business Requirement, Test Strategies of various merged products of AT&T and the End-to- End flow. Leading the Test Design aspect using Model based Testing and iAF based Automated Test Execution for various applications in E2E flow.
* Leading the Service Delivery and Service Assurance team which is responsible for deliverables during Test Planning and Test Execution.
* Preparation of test deliverables like Test Plan, HLTC (High Level Test Case), DTC (Detailed Test Case) and getting approvals using ITUP process framework of ATT.
* Creation and execution of Test Cases into HP ALM.
* Logging defects/issues in Defect Management System.
* Leading the E2E test execution and facilitate triages on defects by fixing responsibilities on applications and pushing for early resolution.