

KEERTHANA GUDDETI, MS

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SALESFORCE APPLICATION ARCHITECT | Sr SALESFORCE BUSINESS SYSTEM ARCHITECT | Sr SALESFORCE ADMINISTRATOR | Sr BUSINESS SYSTEM ANALYST

Global CRM Implementations | Relationship Building | Leadership & Collaboration

A savvy accomplished Senior Salesforce Application Architect highly regarded for orchestrating the delivery of projects. Out-of-the-box thinker who champions innovative approaches for implementations across the organizations. Recognized as an outstanding communicator and dedicated person who builds productive client relationships, Salesforce.com CRM implementations, customizations, user training, project management, and delivery. Proven cross-functional expertise in system design/analysis, salesforce app exchange solution implementations for extending the power of Salesforce. Exceptional academic qualifications, including a Master of Science in Computer Science from the Chicago State University.

SELECTED HIGHLIGHTS

CERTIFICATIONS:

- **Salesforce Certified Administrator**
- **Salesforce Certified Advanced Administrator**
- **Salesforce Sharing and Visibility Designer**
- **Salesforce Application Architect**
- **Salesforce Certified Platform Developer I**
- **Salesforce Certified Platform App Builder**
- **Salesforce Data Architecture Management Designer**
- Worked on License Purchases, Contract Negotiations, and Renewals with the Account Executives and Process automation.
- Attended Salesforce Dreamforce Conference 2016, 2017, 2018, 2019 and Chicago world tours 2017,2018.
- Realized various integration apps to improve stakeholder satisfaction with no negative impact to company investment like **Geopointe, MapAnything, Conga Composer, DocuSign, Pardot, Xactly, Advologix, TechCanary, AccountingSeed, S-Net Phone Integration, Match my email, Survey Monkey, Jitterbit, Mulesoft, Rollup and Lookup Helper.**
- Implemented unique software solutions globally (**APAC, EMEA, NA**) to conduct a detailed analysis of customer business processes/requirements, architecting many custom end-to-end solutions, which exceeded expectations and extended use of Salesforce.

CORE COMPETENCIES

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|---------------------------------------|--------------------------------|-----------------------------|
| ▪ CRM Application Solution Consulting | ▪ Program & Project Management | ▪ Solution Implementations |
| ▪ Marketing & Client Engagement | ▪ Customer Service | ▪ Team Building & Mentoring |
| ▪ Leadership & Collaboration | ▪ Sales and Financial Services | ▪ Training & Communication |

PROFESSIONAL EXPERIENCE

JUUL LABS | SANFRANCISCO, CA | MAR 2019 – PRESENT

Sr Salesforce Business System Architect/Analyst/Administrator

Hands-on implementation, and delivery of Salesforce implementations in both sales and service clouds. Project, Problem and Issue management, root cause analysis, manage time-sensitive escalations, presentations, and utilization. Forged and maintained productive, professional relationships with relevant senior business executives across all aspects of production support, establishing clear and efficient lines of communication and training to salesforce user teams.

- Collaborating with the business teams, product management, software engineers, and data engineers through the entire software development process to deliver features to production.
- Developing custom solutions via **Process Builders, Visual Force, Apex, Workflows, and Flows, Record Types, Page Layouts, Profiles, Permission sets, Queues, Assignment Rules, Reports and Dashboards.**
- Extensive hands on experience in designing and implementing out of the box functionality across **Sales Cloud, Distributor Communities, Service Cloud, Customer communities, Field Service Lightning, Talkdesk, Chatbot, Omni Channel, Approval process, escalation rules, MDM, Mulesoft Integration Cloudingo, and Jitterbit Integrations.**
- Worked on lead to cash process flow including integration with ERP system like SAP and Acumatica and Implemented salesforce CPQ both for B2B and B2C models using best salesforce best practices.
- Handling UAT and deployments of from Sandbox to production and Sandbox refreshes.
- Providing technical leadership on best practices for integration with Salesforce, in-house systems, and third-party systems like Salesforce Maps, DocuSign, Cloudingo, Conga Composer, Roll up and Lookup helper, Pardot, MapAnything, Jitterbit and Mulesoft.
- Managing offshore teams, multiple projects, Classic to lightning migration and country launches, user training sessions after country launches.
- Current projects RACS, Distributor Communities, Customer Communities, Brand Ambassador, Chain Retail Execution, DocuSign, Conga, Gmail and Mulesoft Integrations etc.
- Provided hands on expert level assistance to developers for technical issues.

- Experience in creating system documentation including configuration changes, data mapping documents, Requirements and functional design documents, test cases and deployment documents.

ENGs COMMERCIAL FINANCE CO | ITASCA, IL | JAN 2017 – MAR 2019

Senior Salesforce.com Administrator/Senior BSA

Use industry best practices to consistently define and architect salesforce administration and development offerings for ENGs for all verticals Transportation, Industrial, Construction, Factoring, Insurance, and Customer Service.

- Configured and maintained Salesforce.com application user **Profiles, Roles, Permission Sets, Workflows, Process Builder**, creating new users, generating security tokens, upgrade Installation, Successful Migration from Classic to Lightning, training guides, meetings with inside/outside sales reps, stakeholders and other end users.
- Designed and deployed **Custom Tabs, Objects, Fields, Validation Rules, Custom Labels, Custom Settings, Duplicate Rules, Sharing Rules, Approval Processes and Auto-Response Rules** for automating business logic.
- Implemented **Customer Service** model, creation of multiple **Case Record Types, Fields, Page layouts, Queues, Escalation Rules, Assignment Rules, Auto Response Rules, Omni Channel, Lightning Process Builder, Approval Process** for business to automate the procedure.
- Installed **Salesforce for Outlook** in both classic and lightning versions and **S-Net phone system Integration** for recording phone call activities by users.
- Created **Visual Force Pages, Apex Classes, Triggers and Lightning app builder** depending on Business needs.
- Integrated and worked with **Conga Composer** for generating documents and with **DocuSign** in editing docs to add tags, create packages and assigned to different profiles.
- Integration of **Geopointe**, user training on Geopointe locations to maps, categorizing locations.
- Experience on **Pardot B2B Marketing Automation**, creating templates, campaigns, email subscribing and tracking.
- Experience on **Techcanary, Samba Integration** for insurance line of business and worked on customizations and issues.
- Integration with **Xactly**, live sales reps commissions application and **AdvoLogix** for maintaining legal data within Salesforce.
- Involved in complete company migration from **ASPIRE** source system to Salesforce as front-end application by working with **Tamarack** consulting firm.
- Worked with offshore **Mobile and iPad** App developers, involved in importing leads, resolving issues with new version releases.
- Provide training on **Salesforce Mobile Application** to users to access data from everywhere, recording and track activity tasks and events, contact customers etc.,
- Currently working on **AccountingSeed, Lendertrax** integrations issues for teams.
- Developed SFDC Customized **Reports, Scheduled Reports, Dashboards**, and Processes to monitor data quality and integrity.
- Code optimization with governor-limits of salesforce and resolve day to day integration run errors and duplicate data cleanup.

MPHASIS | CLIENT : HEWLETT PACKARD | INDIA | JAN 2013 – APR 2015

Salesforce Administrator/Developer

Responsible for managing internal Customer Relationship Management (CRM) Platform for HP. HP's Salesforce.com platform helps sales teams and partners manage/track/automate their customer interactions throughout the sales cycle with a centralized set of business processes and tools.

- Involved in Salesforce.com Application Setup activities and customized apps to match the functional needs of the organization.
- Experience in user training for new implementation changes and fixing data records that have somehow been set with record types or ownership that make them inaccessible to users.
- Expertise in creating and managing **Users, Profiles, Security, Roles, Org Wide Defaults, Permission Sets, Public Groups, Sharing Settings**.
- Responsible for setting up login restrictions, resetting user passwords, security tokens, setup Audit trails, Login IP ranges.
- Developed Custom Reports and configured Analytic Snapshots to dump data on regular basis for sales performance and lead generation statistics.
- Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
- Tested and deployed several **Workflows, Process Builders and Approval Processes** for opportunities and products management from Sandbox instance to Production.
- Worked with **Chatter** which helps users to communicate with the organization easily and quickly. Created public, private and unlisted Chatter groups to collaborate with our teams and work together on projects.
- Responsible for Data load operations using Force.com Apex Data Loader, migrating data from external resources and performed insert, update, delete, upsert, export, export all operations on millions of records.

EDUCATION

Chicago State University: 2016 – Master of Science, Computer Science, 3.9 GPA

- **Clubs/Activities:** Representative for Student Dashboarding Club – Cloud Platform Streamwork

G. Pulla Reddy Engineering University – Bachelor of Science, Computer Science, 7.3 GPA

- **Clubs/Activities:** National Level Technical Paper Presentation – Biometrics.

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS

Salesforce CRM, Classes/Controllers, Apex, Triggers, SOQL, SOSL, Visualforce pages/Components, Web services, Workflow and Approvals, Reports, Dashboards, Analytic Snapshots, Custom and Standard Objects, Data Loader, App Exchange.

LANGUAGES

English, Telugu, and Hindi

FUTURE CERTIFICATIONS (STUDYING)

Salesforce Certified Service Cloud Consultant | Salesforce Certified Sales Cloud Consultant |
Salesforce Certified Community Cloud Consultant

DETAILED REFERENCES AVAILABLE ON REQUEST

