**SRAVANI SANKELLA**

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**(929) 528-8159**

**Salesforce Developer / Admin**

**PROFESSIONAL SUMMARY:**

• **9+ years** of experience in the IT industry and around 8+ years of experience as a Salesforce CRM developer/administrator and force.com platform. Having extensive knowledge in implementing, customizing and maintaining Salesforce solutions.
• Good understanding of **SAAS, PAAS** and **IAAS** **cloud computing services.**
• Experience in **Sales cloud, Service cloud, Custom cloud, Chatter** and **App Exchange applications**.
• Worked closely with Business Users in improving their business processes using **SFDC** Applications and experience in analysis of business requirements, **Entity Relationship diagram** and implementing them to **Salesforce custom objects, Junction objects, master-detail relationships** and **lookup relationships**.
• Effective employment **of Apex Data Loader, Import Wizard** and **Data Manipulation Language** for data migration and management in bulk.
• Experienced customizing standard objects **Accounts, Contacts, opportunities, Products, Price books, Cases**, **Leads, Campaigns, Reports and Dashboards**.
• Highly experienced in writing **Apex Classes, Apex Triggers,** developing Visual Force pages using standard and custom controllers.
• Hands on experience in writing **batch classes, Schedule Apex, http callouts, dynamic apex, single e-mail** **methods, mass e-mail methods, test classes, wrapper classes.**
• Extensive experience in SFDC administrative tasks like creating **Profiles, Roles, Users, Page Layouts, e-mail services, Workflows, Reports, Dashboards, Approvals** and **Tasks**.
• Expert in creating **complex Reports** and **Dashboards** for Business Users.
• Understanding and writing user stories for the implementation of **SOSL, SOQL, WSDL**, Partner **WSDL** & **Enterprise WSDL**, Visual force (Page, Component & Controllers) and custom user interfaces using **HTML**.
• Experience in creating various Reports (**summary reports, matrix reports, pie charts, dashboards** and graphics) and Report Folders.
• Good understanding of Software Development Life Cycle (SDLC), Agile and Scrum Methodologies
• Have good working knowledge in querying **Salesforce.com database** using **SOQL &SOSL queries** and Governor Limits.
• Experience in working on Eclipse IDE with **Force.com plug-in**, **command line interface.**
• Experienced in **Sandbox Management** (Like **Refreshing Sandbox, Creating New Sandbox, Migrating code** from one sandbox to the other).
• Strong knowledge of SFDC standard Data structures, designing **Custom Objects**, **MVC architecture**, Multi-Tenant Architecture framework, Force.com platform and Force.com Sites.
• Well-versed with **Salesforce.com Customization, Security Access, Workflow Approvals, Data Validation, Data Utilities, Analytics, Sales, Marketing,** Customer Service and Support Administration.
• Experience in **lead, Case management, Web-to-lead, Web-to case, Email-to-case**.
• Experience in integration of Salesforce.com with external applications by using **Web Services API**, **SOAP** and **REST**.
• Code Deployments using change sets, Force.com IDE and ANT migration tool.
• Hands on experience working with **HTML, XML, CSS, JQuery, JavaScript** and **AJAX**.
• Excellent analytical, de-bugging skills and documentation skills.
• Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations
• A strategic thinker, fast learner with excellent communication and time management Skills.
• Strong skills in testing techniques including unit testing, system testing, Parallel testing user acceptance testing and regression testing.
• Worked as onsite and offshore support for the clients.
• Highly flexible and accustomed to work in both large and small group settings.

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Apex Languages, Apex Classes/Controllers, Test Classes, Apex triggers, Visual Force (Pages, Component & Controllers), Apex, Standard Objects, Workflow and Approvals, Web Services, Reports, Dashboards, SOQL, SOSL, Packaging and migrations, Force.com IDE (Eclipse) |
| **Web Technologies** | HTML, JavaScript, VBScript, XML, CSS, AJAX, REST, SOAP, WSDL |
| **Languages** | C#, Java, C, C++, T-SQL, PL/SQL |
| **Database** | SQL Server 2012/2008/2005, Oracle 11g/10g, MYSQL |
| **Version Controller** | Team Foundation Server (TFS), Tortoise SVN, Github |
| **Reporting Tools** | SQL Server Reporting Services (SSRS), Crystal Reports 10/11 |
| **Web Servers** | Internet Information Services (IIS) 7.0/6.0 |

**PROFESSIONAL EXPERIENCE:**

**Senior Salesforce Developer/Team Lead**

**Nationwide, Columbus, OH Aug 2017 – Till Date**

Nationwide Mutual Insurance Company &amp; Affiliated Companies is a group of large U.S insurance and financial services companies based in Columbus, OH. As the largest Insurance company in the US it offers various services for its customers and my roles and responsibilities are as follow

 **Responsibilities**:

• Understanding SFDC CRM processes to document pre-sale activities at the company based on the business life cycle.
• Coordinated business process review meetings with multiple teams to establish standardized workflow processes.
• Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
• Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from internal systems.
• Worked on Sales Cloud Objects Accounts, Leads, Contacts, Campaigns, Opportunities.
• Developed workflow rules, tasks, emails and alerts to track customer related tasks and activities.
• Creating dashboards to present the reports according to the user profiles.
• Designed custom objects, tabs, records, and views within SFDC to support new workflow processes.
• Developed SOAP and REST Web services which is based on XML and JSON format.
• Full Administrative access to Production instances and created and refreshed sandboxes as per the need.
• Developed Triggers on the object with rules for data synchronization with the system of record and applying future callouts where applicable and needed.
• Maintained processes of CSV import file updates for customer records into Accounts, Contacts using Data Loader and Import Wizard.
• Developed bulk upload process to create bunch of offers at the same time.
• Customizing the existing Apex classes and Visual Force pages for better performance.
• Developed complex Apex batches to clean up the offers data.
• Providing Support to Day-to-Day issues.

**Environment**

**Force.com Platform, Eclipse 3.6, Apex, Visual Force, JavaScript, JQuery, SOAP, Rest API, WSDL, XML, Force.com Data Loader.**

**Salesforce Admin**

**FINRA Inc. Rockville, MD Aug 2015- Dec 2017**

**Description**: Finra Inc is the one of the largest single health carriers in United States. Providing innovative products and services to 70 million Americans, it has been made significant investments in research and development. They wanted to implement a new application to help the service department to solve the high volume of cases more efficiently. Was a part of a team of 6 people for Salesforce on this project.

**Responsibilities**:

• Creating application to maintain the details of the product from demand phase to production phase.
• Interacted with various business user groups for gathering the requirements, designed UML and use-case diagrams.
• Designed, Implemented and developed the Custom Objects, Page Layouts, Custom Tabs, and Components to suit to the needs of the application.
• Implemented the Object Model (Custom Objects and Standard Object Extensions), Record Types, Relationships (Many-to-Many using Junction Objects), Formula Fields, Rollup Summary Fields, Profiles, Roles, Users, Security (Sharing Rules, Organization Wide Defaults), Page Layouts, Custom Tabs and Reports.
• Implemented Apex Triggers, Custom Apex Controllers, Extensions and Test classes
• Using Apex Data Loader and Import Wizard for migrating records to sources, loaded data into Call Center application and for cleaning of data.
• Created Validation rules, Workflow rules, time triggered tasks, email alerts, field updates to implement business logic.
• Participated in Salesforce Design Planning especially for Apex and triggers along with Architect.
• Created Visualforce Pages to provide UI to the custom objects.
• Developed and deployed workflows and approval process for opportunities and products/assets management.
• Created Profiles, Roles and Permission Sets for all the users in the Organization.
• Created auto assignment rules using the workflow process to route tasks.
• Created and used email templates in HTML and Visual force.
• Hands on experience working with HTML, XML, CSS, JSON, JQuery, JavaScript and AJAX.
• Developed and deployed workflows and approval process wherever necessary.
• Developed time dependent workflows as per the requirement.
• Created Profiles and implemented object level, field level and record level security
• Developed various Validation rules using formula editor and JavaScript to validate the data.
• Handled administration, maintenance and support of Salesforce modules for 35 user's services including periodic data cleansing, custom objects, workflow, campaign management, triggers.
• Designed and developed page layouts according to the user requirements.
• Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Service Cloud solutions.

**Environment: Saleforce.com CRM, Force.com platform, Apex Classes, Chatter, Visualforce Pages, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, Force.com IDE, Windows.**

**Salesforce Admin**

**UNICEL TECHNOLOGIES- Bangalore, India Aug 2013 – May 2015**

**Description**: UNICEL Technologies Limited is a software services company delivering transformational IT solutions through customer specific centers of Excellence. UNICEL serves Software Product Companies, and enterprises in the Travel, Manufacturing, Retail and Distribution verticals across the globe. Its key service lines include Business Intelligence and Analytics, Application Development Management.

**Responsibilities**:

• Worked on Salesforce.com Application Setup activities and customized the Job-science to match the functional needs of the organization.
• Implemented Web-to-Lead and Web-to-Case automation.
• Written Test Classes to meet Unit testing before migrating from Sandbox to Production environment.
• Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
• Created new custom objects, assigned fields, Dependent Pick-lists, Record lists, Custom tabs, Components and Custom Apps.
• Worked extensively on Accounts, Contacts, Leads, Opportunities, Activities and Customized Objects for Layouts, record types and validation rules.
• Specially worked on Case Management with Workflow & Approval Process, User Entitlements and Role hierarchy for Salesforce.com Applications.
• Implemented Field Level Security for sensitive data holder fields.
• Created Summary reports, Matrix reports, Charts and Dashboards to assist the business team.
• Created Queues, Public Groups and Email Templates.
• Worked on supporting tickets in the following area: Roles, Profiles, Access Settings, Workflow Rules, Validation, creation and modification of fields and page layouts, upload of data.

**Environment: SalesForce.com CRM Application Platform, Apex Language, Visual Force, S-Controls, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse.**