**Sravan Reddy**



**Salesforce Admin/Developer**

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**Summary:**

* **7+** years of IT Experience in Salesforce Development and Administration on force.com platform including analysis, modeling, design, coding, testing and implementation on various business domains like Financial, Insurance.
* Strong Experience working with Apex classes, Triggers, Controllers &Controller Extensions, Components, Test Methods, Application Design and Development on Multi-tenant Force.com platform.
* Created **Aura** enabled controller and implemented **controller logics**.
* Strong experience in implementing **lightening design systems**.
* Implemented **HTML 5.0** with Angular JS and Remote Action methods.
* Strong Experience in **Agile methodology** and involved in grooming, planning, team ceremonies, program increments and scrum calls.
* Performs complex quantitative and qualitative analyses for service delivery processes and projects in CRM Console.
* Experience in using **SourceTree** and **Bitbucket** for deployment.
* Analyzed Sales, Marketing, Customer Service and Customer Support business processes used by salesforce.com customers and recommended ways to improve their processes using salesforce.com.
* Having good knowledge in [Salesforce Console in Lightning Experience](https://help.salesforce.com/articleView?id=console_lex_intro.htm&type=5).
* Experience in designing of Custom Objects**, Custom Fields, Picklists, Page Layouts, Workflow Alerts and Actions, Validation Rules, Dashboards, Email Services and Custom Tabs**.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Strong knowledge on Administration setup, Apex, Visualforce and experience with different **SFDC development tools like Force.com**, **Eclipse IDE**.
* Experience in **Apex coding** to implement the complex business logic with in Governor Limits
* Developed **test classes** and **test methods** to ensure maximum code coverage in production instance.
* Experience in developing client-specific solutions on force.com platform using Apex classes and **Triggers, Visualforce, Force.com IDE, SOQL, SOSL**.
* Experience in integration of **Salesforce.com** applications with other applications with an emphasis of the **Web Services/XML**.
* Hands on experience on **Lightening Components**, **Application** and **Events creation** using Aura.
* Hands on experience in **salesforce.com CRM integration**, developing and deploying custom integration solutions.
* Experienced in migrating the standard and custom objects in standard experience to Lightning experience LEX.
* Excellent skills in **creating/troubleshooting/modifying Apex coding/testing/debugging robust** and **Visualforce pages**.
* Extensive experience in designing of Custom Objects, Custom Fields, Pick List, Role based Page Layouts, Workflow Alerts and Actions, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Report folders, report extractions to various formats, design of Visual force Pages, Record Types, Dashboards, and Email generation according to application requirements.
* Worked with team members for **full-cycle projects**, such as developers, to complete consulting projects on time, and deliver outstanding consulting services to salesforce.com clients.
* Experience **in Sales cloud, Service cloud, and Custom Cloud, Chatterand App Exchange applications**.

**Technical Skills:**

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| **Salesforce.com Technologies** | Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components & Controllers), Apex Web Services, Apex Data Loader, Custom Objects, Case Management Automation, Workflow & Approvals, Dashboards, Reports, AppExchange Products. |
| **Force.com Tools** | Eclipse, Workbench, Data Loader, Force.com Explorer, Dataloader.io, Force.com Explorer, Link Point 360, Backupify, Enabler4Excel, SOAP UI. |
| **Databases** | MySQL, Oracle 9i, MS SQL Server 2000/7.0/6.5, MS Access 7.0 |
| **Programming Languages** | VB, SQL, Java, JavaScript, HTML, XML. |
| **Cloud Platforms** | Salesforce CRM Force.com |
| **Data Migration Tools** | Data Analysis, Data Cleansing, Data Normalization, Data Migration, Data Loader |
| **Project Management** | Agile/Scrum, Waterfall, Agile |

**Certification**

Salesforce Certified (ADM 201) Administrator.

Salesforce Certified Platform Developer-1

**Education**

**Batchelors in computer science from JNTU Hyderabad 2011**

**Masters in information systems security from university of cumberlands spring 2016**

**Professional Experience :**

**Client:BCBS Durham,NC**

**Sr. Salesforce Admin/Developer Mar 2019 to Present**

**Responsibilities**:

* Experience in developing Apex Language, **Apex Trigger, Apex Scheduler, Apex Class & Apex Web Service**, Visualforce (Page, Component & Controllers).
* Interacted with various business team members to gather the requirements and documented the requirements.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Worked on Programming languages like JavaScript, Java.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Experience in building new Applications with the Lightning App Builder and Lightning components using **Salesforce Lightning framework**.
* Created multiple Lightning Components, added CSS to make the lightning component look and feel better.
* Designed, and deployed the Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application.
* Designed, developed and deployed Apex Classes, Scheduled Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Experience in **Apex coding** to implement the complex business logic with in Governor Limits
* Experience in developing **Visualforce Pages, Visualforce Components**, Custom Controllers, and Controller Extensions.
* Created trigger on case and solution object to perform some business requirements on **Sales cloud**
* Created Users, Roles, Public Groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users by chatter.
* Involved in **Design** and development **of Workflow rules, triggers, validation rules, Profiles, Formula Fields**, Custom Settings, testing and debugging ,Visual force Pages, Batch Apex, Apex classes, Controllers and Controller Extensions to drive the functionality.
* Attending Technical review sessions and co-ordination with Offshore.
* Configured SFDC workflow rules, Approval process, Custom Objects.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Extensive experience in customization, configuration, Apex, and **integration** tools like Apex Data Loader in Data Migration from Traditional Applications to Sales Force using Data Loader Utility.
* Worked on data integration, data clearing, data transfer from third party API's with requested permission sets using APEX data loader.
* Created and maintained the documentation for Design and testing , Migration and Integration worked with programming languages .
* Working with Salesforce data tools such as Data Loader and Eclipse **Force.com** IDE for data migration.
* Experience integrating salesforce.com with other apps
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on detail pages.
* Responsible for the environmental management of the project using GIT and Jenkins.
* Used Apex Data Loader to migrate data such as accounts, campaigns from different legacy systems.
* Implemented Standard and Custom Apex Controllers to handle business logic and used debug logs to trace the execution.
* Created **FormulaFields, Validation Rules, Workflow, Process Builder** and approvals for the flexibility and functionality of force platform application.
* Worked with Dynamic Apex to access sObjects and Field describe information, execute dynamic SOQL, SOSL and DML queries.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Lightning, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Ant tool, Windows XP.

**Client: Health First ,NewYork.**

**Role: Salesforce Admin/Developer Aug 2017 to Feb 2019**

**Responsibilities**:

* Used Force.com Developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Implemented Security Settings, configured profiles and permission sets.
* Experience working in service cloud, supporting cases, developed workflows and triggers for automated case resolutions.
* Implemented Apex Data loader "Command Line Interface (CLI)" to automate the data loading process for the sand box refresh activity.
* Designed various Webpages in Visualforce for customers to select a variety of services offered by the org and integrate them with the pricing team
* Involved in UI and DB Design for Mobile application
* Involved in replication of Salesforce CRM data to SharePoint.
* Created and used Email templates in HTML and Visualforce.
* Customized existing Visualforce to align with Salesforce new Lightning UI experience
* Built apps visually with Lightning App Builder, Lightning Components and lightning connect integrations across multiple connections.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Created Apex Controller server for Salesforce Lightning experience and added Lightning Component to lightning pages and record pages.
* Responsible for setting up web service integrations.
* Implemented OAuth 2.0 for authentication by Force.com Canvas to integrate the applications.
* Made Canvas applications available in the chatter, Visual force pages, Salesforce1, page layouts and Salesforce console
* Implemented Inside sales telephonic plug-in application.
* Customized Salesforce alerts and notifications regarding new business acquired via the Sales process.
* Created data extensions, list to load data into Salesforce marketing cloud.
* Automated emails, customer events and activities and set criteria to shoot emails by creating the Journey's page.
* Created data extensions to admit contacts into a journey and determined action and executed Journey builder.
* requirements designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Used the sandbox for testing and migration of code to the deployment instance after testing.
* Implemented SKUID for building user friendly interface (UI) for both standard and custom objects and to add custom functionalities in Force.com.
* Conducted interviews with key business users to collect requirement and business process information.

**Environment**: Saleforce.com platform, Deployments, Force.com Migration Tool, Jenkin, Translation Workbench, Sandbox, Ant scripts, Data Loader, Custom Tabs, Lightning Components, CTI integration and Email Services.

**Client: WAWA Inc, Pennsylvania**

**Role: Salesforce Admin/Developer Jan2016 to Jul 2017**

**Responsibilities:**

* Developed Custom business logic using Apex Classes, Triggers, Components, Visualforce pages and Controller Classes for various functional needs.
* Modified existing Approval processes and created Approval steps, which used Email Alerts and Field Updates.
* Expert in Data Integration with the help of web services tools like Informatica, ESB and AutoSys.
* Deployed reusable apps with the help of all the five components of salesforce lightning components.
* Automated the process of creating Leads directly from Web and Auto-Response rules.
* Developed Formulas, Validation rules to maintain the quality of the data.
* Created Partner Portal and configured as per the requirements of the sales process.
* Packaged and deployed customizations from Sandbox to other environments using Force.com IDE’s.
* Deployed external applications with the help of REST API in Salesforce.
* Developed Email Templates, VisualForce Email Templates on application.
* Experience on using Salesforce Lighting UI for development and testing.
* Customized page layouts for standard objects and assigned Record Types by using Visualforce components.
* Created Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Identified and documented bugs and feature requests in the products; determined workarounds for the software defects; worked closely with software engineers and customers to implement effective solutions along business-appropriate timelines.
* Worked with unique, compelling, and innovative customer Solutions.
* Created Dashboards using Customized Dashboard components.
* Involved in Unit Testing and wrote Test Methods using Force.Com utilities
* Conducted JAD sessions with the management, different 3rd party vendors, users, commercial and other stakeholders in open and pending issues to develop specifications.
* Implemented support services in various SDLC stages like custom development and production support.

**Environment**: Salesforce.com, Apex, Visualforce, Sandbox Testing, Eclipse IDE Plug-In, SVN Repository, Data Loader, Dream Factory (Snapshot), Link Point360, Jitterbit,

**Client: HSBC Bank,Hyderabad, India**

**Role:Salesforce Admin/Developer Mar 2013 to Aug 2014**

**Responsibilities**:

* Involved and interacted with various business user groups for gathering the requirements for CRM implementation.
* Experienced working in Cross-functional teams, identifying business requirements and supporting sales/marketing efforts.
* Administered, configured, and maintained Salesforce.com application user profiles, roles, assigning permission, generating security tokens, validation rule, upgrade installation.
* Designed, developed and deployed the Custom objects, Components, Visual Force Pages to suit the needs of the application.
* Imported data from Seibel CRM into Salesforce using Informatica Power Center as part of Data Migration.
* Worked on Validation Rules, Workflows, and approval processes.
* Developed complex mappings & applets in Informatica to load the data using different transformations.
* Developed Test cases for Unit Testing of the Mappings and was involved in the Integration Testing.
* Involved in fallout analysis and fixing the issues. Directed Joint Application Development (JAD) with SMEs, Business users and Stake holders to meet desires.
* Authored and supported Functional Requirements Documents (FRD) and Business Requirements Documents (BRD).
* Advanced Activity diagram and Business Use Cases by Visio for the unimproved understanding of the user community.
* Controlled the Support Cases with the assistance of SalesForce.com support and commit with SalesForce.com premier Support.
* Defined email alerts, related tasks and field updates to automate various manual processes and generated workflow rules.

**Environment**:Salesforce.com platform, Seibel CRM, Visual Force Pages, Data Loader, Workflow & Approvals, Custom Objects, Custom Tabs, Security Controls, HTML, CSS, Sandbox.

**Client:Focus Soft NET, Hyderabad, India**

**Role: Salesforce Admin Oct 2011 to Feb 2013**

**Responsibilities**:

* Planned and defined system requirements to Use Case, Use Case Scenario and Use Case Narrative using the methodologies.
* Creation of custom fields, field dependencies, tabs, applications, home page components.
* Making the fields Read only and Mandatory as required in the process.
* Assisted with data migrations using Data Loader.
* Created custom objects, links, formulas, Layouts, workflow and approvals. Set both object-level and record level security.
* Defined Custom Profiles, User Permissions and created Custom Sharing Rules for Record owners with “Read-only” Permissions granting client requested Create/Read/Update/Delete capabilities.
* Created excel based models to calculate both the distribution of cash flows to all related parties of a deal as well as various collateral criteria set forth in legal documents.
* Conducted problem analysis and submitted recommendations for solutions while following maintenance flow policies and procedures.
* Worked with the QA team in identifying test cases/test data.