

M.Rama Krishna

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Career Overview:-

- 5+ Years of Experience as a **Salesforce CRM Developer/Administrator** including analysis, modeling, design, coding, testing, **maintenance of CRM systems.**
- Experience in SFDC Development in implementing **Apex Classes, Controllers & Triggers, Visual Force, Force.com IDE, SOQL and SOSL**
- Pervasive experience in performing the administrative and development related tasks like **consigning Roles, creating Profiles, Visual Force pages, Validation Rules, Custom Tabs, Custom Objects, Reports, Analytic Snapshots, Dashboards, Workflows, Email Alerts, Entity Relationship Diagrams and Page Layouts**
- Acquainted and well versed with **CRM** processes like Sales, Marketing, Customer Service and Customer Support, Business Processes and recommended solutions to improve their processes using SFDC
- Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce **custom objects, junction objects, master-detail relationships** and **lookup relationships**
- Proficient in **Data Migration** from Traditional Applications to Salesforce using **Apex Data Loader, Import Wizard and Data Manipulation Language**
- Experience in working on **Sales Cloud and Service Cloud**
- Well versed in analyzing of CRM business processes that include Forecasting, Campaign management, Lead Management, Order Management, Account Management, Case Management and merging management
- Expertise in analyzing and documenting the workflows and functionality of existing systems
- Created and maintained logical entity relationship diagrams, transformed logical models into physical data models with an add-on experience in writing **SQL** and **PL/SQL** programming with
- Experience in designing, creating and implementing profiles, roles, record types, page layouts, assignment and workflow rules, dashboards, escalation rules, communication templates, approval processes and reports, and configuring security settings
- Good experience on **SOAP** and **REST** web services
- Experience in Lightning Components
- Extensive experience in data migration from traditional applications to Salesforce.com using **Apex Data Loader Utility**
- A result-driven, analytical and coherent software developer with excellent skills in programming languages like **Java, C++**, and web technologies like **HTML, CSS, XML, JSP** and **JavaScript**
- Good experience of Software Development Life Cycle (**SDLC**), **Agile** and **Scrum** Methodologies

Education:-

Done B.Tech in Information Technology from JNTU-H

Technical Skills:-

Salesforce Technologies:	Apex Language, Classes, Triggers, Apex Scheduler, SOQL, SOSL, Visual Force (Pages, Components and Controllers), Apex Data Loader, Apex Web Services, Dashboards, Custom Objects.
Salesforce Tools:	Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Excel Connector, Force.com Platform (Sandbox and Production), Force.com Migration Tool, Workflows and Approvals, Custom Objects, Custom Settings, Custom Labels and Tabs, Dashboards, Roles, Security, Field updates, reports.
Integration Tools	REST API, SOAP API.
Programming Languages:	Java, C
Web Technologies:	XML, HTML, JavaScript, JSP, CSS
Operating Systems:	MS Windows
Office Tools	Microsoft Project, MS Office.
Methodologies:	Agile, Scrum, SDLC.
Tools:	Eclipse.

Professional experience:-

- Worked as a Software engineer for InfobeansPvt Ltd from June 2015 to Nov 2016.
- Worked as a Software engineer for Saggezza India Pvt Ltd as Software Engineer from January 2017 to Oct 2017.
- Worked as a Software engineer for Capgemini Technology Services India Limited from March 2018 to March 2019.
- Worked as a Software engineer for with Collabera Payroll With Wipro from June 2019 to Oct 2019
- Worked with Zensar Technologies as a Sr Software Engineer from Jan 2020 to July 2020

Projects Handled:

Client : Cisco

Role : Salesforce Lightning Developer

Roles & Responsibilities:

- Created modern **Enterprise Lightning Apps** combining **Lightning Design System, LightningApp Builder** and **Lightning Component** features.
- **Upgraded** some Apps from **Salesforce Classic** to **Lightning Experience** to develop rich user interface and better interaction of pages.
- Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
- **Retrieved** some data and its functionality from **Third-Party API's** and **displayed** within the lightning component.
- Created multiple **Lightning Components**, added **CSS** and **Design Parameters** that makes the Lightning component look and feel better.
- Leveraged **APEX Controller** to make a call for **external requests** to retrieve data from various API's and displayed them on to the component.
- Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers for Events** to focus on Logic and Interactions in Lightning Applications.
- Minimized code in **JavaScript Controllers** by adding reusable functions in **Helper Component**.
- Implemented the requirements on Force.com platform and Force.com IDE Plug-in using Eclipse. Created new User Accounts and assigned Profiles as per their role in role hierarchy.
- Worked on APEX Controllers, Apex Triggers, and Visual force Pages.
- Developed various Custom Objects, Tabs, Components and Visual Force Pages. Designed, and developed Apex Classes, Controller
- Worked on SOSL and SOQL queries for various functional needs in the application. Customized Page layouts for Custom objects and assigned Record Types.
- Created Data Validation rules and Formulas as per business requirement. Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time dependent actions.
- Created Reports and Dashboards to track mileage and service dates.
- Created Email templates, Approval Processes, multi-step Approval Process as per the requirements and defined approval actions on them to automate the processes.

Environment: Custom Objects, Custom Tabs, Page Layouts, Record Types, Lightning Components, Component Controllers, Helpers and Apex Classes.

Monsanto Company

Salesforce Administrator/Developer

Monsanto Company is a publicly traded American multinational agrochemical and agricultural biotechnology corporation. It is a leading producer of genetically engineered (GE) seed and of the herbicide glyphosate, which it markets under the Roundup brand.

Roles & Responsibilities:

- Researched and contributed to build a custom Salesforce application from scratch

- Worked with a team of programmers and learnt various phases of a product development life cycle
- **Performed maintenance checks, bug fixes and resolved production issues** under strict deadlines
- Coordinated the **Database Migration from SQL Server** which was essential in building an entirely new and updated Salesforce CRM application
- Worked on different portals like **Self Service Portal, Partner Portal and Customer Portal**
- Designed **custom reports and dashboards** based on client requirements for different products the company offered
- Developed an automated integration process using workflow rules, validation rules, apex classes to integrate Accounts, Contacts, and Orders between the customer service and sales divisions for different organizations
- Configured **permissions** based on the hierarchy system within the company
- Worked on a custom ticket management system that could handle the complex requirements of company
- Setup **Roles, Profiles, Permission sets, Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules**
- Gained real-time experience to understand the functioning of various products of the company.
- Imported **accounts and contacts data** through **Import Wizard**, Performed **Data Analysis** and migrated data to **Force platform** using **Data Loader**
- Written Test Cases for checking out the 75 percent of the code coverage and deployed the SFDC data using eclipse IDE

Azuga Inc.

Salesforce Administrator/Developer

Azuga is an innovative connected-vehicle solutions company, with more than 30 years in the automotive electronics industry and with a proven track record of disrupting markets with game changing solutions.

Roles & Responsibilities:-

- Constant interaction with higher management and business users for **gathering requirements, analysis, development and support**
- Designed and implemented **Custom Ticket Management Feature** for the service cloud application
- Designed and implemented **Live Custom Call Handling Feature** that helps operators handle inbound calls with the help of a **Real-Time Solution Tracker**
- Designed and implemented **Custom Partner Communities** for several clients in order to access their various features based on their requirements
- Designed and implemented a base model **Customer Community** called **WebReg**, which could be easily customized by each client based on their customer base
- Designed and implemented custom **Real-Time Stats App** using the **AJAX Toolkit** to build features that required asynchronous calls

- Authored Systems Requirement Specifications (SRS), System Requirement Change Requests, Use cases and Data Dictionary for multiple custom applications
- Carried out regular meetings and walkthroughs with development team members, Project Manager and Quality analyst to better understand system functionality
- Conducted JAD sessions with the management, users, and 3rd party vendors for open and pending issues to develop specifications
- Developed various **Apex classes, Controller classes** and **Apex Triggers** for various functional needs to build multiple applications for the company
- Designed, and deployed the **Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts** to suit to the needs of various customized applications
- Experience in **SFDC Integration** using **Web Service and Apex Programming**, Salesforce Service Cloud expertise
- Designed, built and maintained a **service cloud application** for Firstcall that handles heavy call volumes
- Deployed the code over sandboxes using **Change set**
- Developed several **Custom Reports & Dashboards** to better assist managers and also report folder to provide report accessibility to appropriate personnel
- Created various **Profiles, Roles, Page Layouts** and configured the **Permissions** based on the Organization hierarchy requirements
- Migrated data from **Oracle database to Salesforce** database using Data Loader and completed the configurations which was in **Oracle Application to Salesforce** platform
- Created **Workflow rules** and defined related **tasks, email alerts, and field updates**
- Set up **Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules**
- Deployed **Apex using Force.com IDE, Force.com Migration Tool and Web Services API(XML, WSDL, SOAP, REST)**
- Worked on different portals like **Self Service Portal, Partner Portal and Customer Portal**

Resource America

Salesforce Administrator/Developer

Resource America, Inc. is a specialized asset management company that uses industry specific expertise to generate and administer investment opportunities for its own account and for outside investors in the real estate, commercial finance and financial fund management sectors.

Roles & Responsibilities:-

- Gathered requirements and had a thorough understanding of interpreting customer/clients business needs and translate them into operational requirements
- 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
- Used **SSIS** (SQL server integration services) while moving the data from EXCEL sources to server, ran some **SQL scripts** for **Data manipulations** and **Data cleansing**
- Extensively used **jitterbit** while moving the data from SQL servers to Salesforce

- Used **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects
- Implemented the requirements on Salesforce.com platform and **Force.com IDE Plug-in using Eclipse**
- Developed **APEX Classes, Batch APEX, Controller Classes and APEX Triggers** for various functional needs in the application
- Created various **Profiles, Roles, Page Layouts** and configured the **Permissions** based on the Organization hierarchy requirements

Cisco Systems

Salesforce Administrator/Developer

Cisco Systems, Inc. is an American multinational technology company headquartered in San Jose, California, that designs, manufactures, and sells networking equipment. The stock was added to the Dow Jones Industrial Average on June 8, 2009, and is also included in the S&P 500 Index, the Russell 1000 Index, NASDAQ-100 Index and the Russell 1000 Growth Stock Index.

Roles & Responsibilities:-

- Gathered requirements and had a thorough understanding of interpreting customer/clients business needs and translate them into operational requirements
- Used force.com developer toolkit including **visual force pages, apex classes, apex controllers and apex triggers** to develop custom business logic
- Developed various **Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects and tabs, Components and Visual Force Pages**
- Created Custom **fields, pick lists, dependent pick lists, and validation** formulas to the custom objects
- Added **Budget object** to the **Campaign** resulting into ability of managers to effectively allocate budgets and review based on budget reporting
- Developed stored procedures, triggers in **MySQL** for lowering traffic between servers & clients.
- Used **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects
- Working with Salesforce data tools such as **Data Loader, Excel Connector, DemandTools, and Eclipse Force.com IDE** for data migration
- Created **ETL test data for all ETL mapping rules** to test the functionality of the Informatica mappings
- Performed integration of salesforce.com with other apps via realtime, batch and sync/async
- Good knowledge of test-driven and formal QA Development environment which includes development, staging, production deployment cycles
- Added, configured **workflow rules, time triggered workflows, email templates** resulting into effective web to lead communication with customers and partner hotels
- Created **page layouts, search layouts** to organize fields, custom links, related lists, and other components on a record detail and edit pages
- Created **profiles** and implemented **Object and field level security** to hide critical information.
- Integrated **Salesforce CRM** with **Siebel CRM** explicitly using **web services API**
- Created **Managed Packages** with deprecated annotations to be available for partner Salesforce users
- Implemented **Apex Classes & Triggers** and linked them to manage the workflows Implemented in the system

- 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 **Dimensional modeling, Data cleansing and Data Staging of operational sources** using ETL processes
- Created **users, roles, public groups** and implemented **role hierarchies, sharing rules** and **record level permissions** to provide shared access among different users
- Created **test scenarios** on Sandbox environment and migrated code to deployment upon successful testing
- Used **Apex Data Loader** to migrate data such as accounts, campaigns from legacy system ACT
- Maintained processes of **CSV import** file updates for customer records into Accounts, Contacts using **Data Loader** and **Import Wizard**
- Used **SOAP/REST Web services** APIs to enable integration with legacy systems
- Provided support ongoing salesforce.com maintenance and administration services **including periodic data cleansing, custom objects, workflow, campaign management and triggers**
- Interpersonal skills to liaison extensively with customers and internal stakeholders and to negotiate requirements
- Developed and configured various **Reports** for different user profiles based on the need in the organization

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