Venkata Anusha

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**Sr. Salesforce Developer / Certified Admin**

**PROFESSIONAL SUMMARY**:

* Over **8+** years of IT industry experience, including Five plus years with **Salesforce.com CRM** development and three plus years as Salesforce Business Analyst.
* 5+ Years of experience in service cloud and 4 + years of experience in sales and marketing cloud.
* Possess comprehensive understanding of CRM business processes like the **sales process**, **support process**, **lead process,** and **solution process**.
* Well versed with CRM processes like Sales, Marketing, Customer service, Customer support, Business processes, and recommended solutions to improve using SFDC.
* Experience in the complete life cycle of project development **(SDLC)** and in working with **ASM.**
* Experience in implementation of salesforce.com applications like **the Sales, Marketing, Service and support Modules.**
* Good knowledge on **Technical** and **Functional** aspects of **Salesforce.com**, on-demand **package**.
* Proficiency in building **Data Model** and implementing business logic.
* Extensive experience using **Salesforce Administration (SFA), Profiles, Creating Roles, Page Layouts, Org-Wide default, Sharing rules, Workflows, Approval Workflow, Reports/Graphs, and Dashboards**.
* Experience in data migration using **Import wizard and Apex Data Loader.**
* Working knowledge in generating **Report types, Reports,** and **Dashboards** to analyze the data Extensive experience in lead case management (Web-to-Lead, Email-to-Case).
* Highly proficient in designing **Apex** Classes, Custom **Visual Force Pages,** Custom **Controllers**, **Triggers**, **Custom, and Visual force Tabs**, **Custom Objects**, **S-controls**, Standard, and Custom **Reports** and **Dashboards.**
* Expertise in **Apex programming language, Apex triggers, Apex Scheduler, Batch Apex, Apex Web service**.
* Hands of experience in writing **Test classes, Debugging Apex code, SOQL, SOSL** and Aggregate queries in Apex Classes and Triggers
* Installed Apps from **AppExchange**, Configured and maintained **User Security Permissions** in compliance with organizational needs
* Knowledge on deploy of components using Standard Salesforce **Change Sets** and **Force.com IDE**
* Experienced in integration of Salesforce.com with external applications by using Web Services API, Metadata API, SOAP and REST.
* Expertise in working with **Force.com Plug-in** and **Eclipse** IDE for writing business logic in Apex programming language.
* Design and implement **SSO** (single sign-on) for Salesforce applications.
* Experienced in **Salesforce.com Live Agent** Console setup in Service Cloud and experienced in Salesforce.com Marketing Cloud.
* Experience in building Lightning container component with Angular, React and other libraries
* Proficiency in **test-driven development**.
* Effective team player with **good communication, interpersonal and presentation skills**.
* Developed Lightning Component Framework and built Lightning component using aura framework.
* Worked on Communities for Customer Support.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.

**TECHNICAL SKILLS**:

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| Salesforce Technologies | Force.com platfrom, Apex Language, Apex Trigger, Apex Scheduler, Test classes, Batch Apex, Apex Class & Apex Web Service,SOQL,SOSL, Visualforce (Page, Component & Controllers), Lightning Components, Lightning Builder |
| Custom Integration | Outbound Messages, salesforce CPQ, Q2C, SLDS, APTTUS, CLM, Workflow & Approvals, Validation rules,Case Assignment rules, Case Escalation rules,Field updates, Reports, Custom Objects, Custom settings, Custom labels & Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application & Sandbox data loading. |
| Force.com tools | Apex Data loader, Force.com Apex Explorer, AJAX tool kit, Force.com Migration Tool, Force.com Excel connector and Force.com Eclipse IDE Plug-in,Workbench, Sandbox and Production. |
| Clouds | Sales cloud, Service Cloud,Community cloud |
| Programming Languages | Java, C, SQL ABAP and APEX |
| Project & Document management | MS Office ( Ms Word, EXCEL and Power point), MS Visio, Google Docs, Office 365 |
| Web services | HTML, XML, CSS, Java Script, SOAP, REST, Adobe photoshop, Marketo, Dreamweaver |
| Operating Systems | UNIX and Windows (XP/Vista/7/8/10) |
| Methodologies | Agile SCRUM, Waterfall Model. |

**CERTIFICATIONS**:

* Salesforce Certified Administrator
* Salesforce Platform Developer I
* Six Sigma Green Belt

**PROJECTS**:

**Client: Gate Group, IL July 2019- Till date**

**Role: Sr. Salesforce Developer**

**Description**: Gategroup is the leading global airline catering, retail onboard and equipment solutions provider with the largest global network in the aviation industry cloud. Gate group’s Salesforce cloud platform aims to reduce IT complexity and gain flexibility to support dynamic

business changes. I have catered to day to day in all phases of new implementations including planning, design of the application, configuration, development and coding of custom objects,

fields and integration points. Supported and provided solutions to the end-users from start to finish and a point of contact for all Salesforce inquiries and issues, working closely with the business.

**Responsibilities:**

* Created many reusable **Lightning Components** with **SLDS** framework - like **Spinner, Error Messages and Message alert, File Upload, Modal Box, Email, Grid, and Generic Components** etc.
* Worked as an enhancement team member and performed the roles of Salesforce.com Developer and Administrator.
* Creating Lightning Components and used Salesforce Lightning Design System (SLDS) to convert existing Visualforce pages to lightning components.
* Integrated with **DocuSign, Sign Now, Box**, and **AWS** using REST web services.
* Designed and developed solutions using Service Cloud automation (Flow, process builder, quick actions, macros, quick text).
* Experience with common JavaScript frameworks such as Angular JS, React JS.
* Evangelized Service Cloud value to customers and field teams
* Collaborated with Sales Management and Solution Engineering teams, Service Cloud Account Executives, and Product Management to deliver the appropriate solution and establish credibility and trust with the customer.
* Overcame the file size limit while uploading files into Box, AWS, or any other external storage.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects in Lightning experience.
* Worked on **Metadata API** to add/or remove Lightning Components or buttons in page layouts with single click.
* Used **License Management Application** (LMA) to manage the licenses of application.
* Templates are created using the Microsoft **DocGen** plugin. Template creation and generation process are done in AWS.
* Performed **Bulk Data Migration** from Applications to Salesforce using Import Wizard, Excel Connector, Data loader, Workbench, Apex Data Loader utility and ETL tools.
* Created various **Reports (Summary reports, Matrix reports, pie charts, Dashboards, Graphics).**
* Created **Workflow Rules** to automate **Tasks, Email Alerts, Field Updates, time-dependent actions and Outbound API Messages**.
* Developed **Apex Classes, Controller Classes, and Apex Triggers** for various functional needs in the application using the Eclipse IDE.
* Worked on converting Salesforce classic VF pages into Lighting using Lighting components and Lightning App builder.
* Implemented **REST API** to retrieve the recent items on the customer portal **VF page**.
* Serve as a liaison between users, vendors, and I/T development teams.
* Involved in writing triggers to process incoming service e-mail requests from customers to automatically create new case records.
* Developed various **Batch Apex classes** and scheduled those using **Apex Schedulable classes.**
* Designed, setup, and maintained Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rule.
* Responsible for writing **SOQL & SOSL** queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Maintained and customized Salesforce.com scopes such as **users, roles, profiles, groups, accounts, contacts, record types, sharing rules, custom objects, pick lists and page layout customization** to support vital business functions.
* Created **custom objects** to log the **errors** and exceptions from the application to keep track.

**Environment:** SaleForce.com platform, JavaScript, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, HTML, JavaScript, Eclipse IDE, Subversion

**Client: First national bank, Omaha, NE**

**Role: Sr. Salesforce Developer May 2018 – June 2019**

**Description**: In 2012, First National Bank of Omaha took a big step in transforming its commercial lending process when it added Salesforce as its customer relationship management (CRM) system The Bank empowered its relationship managers (RMs) and improve their customers’ experiences. I am responsible for collaborating with the Sales team to manage accounts, contacts, opportunities and collaborate on a real time basis

**Responsibilities:**

* Created new **User Accounts** and assigned **Profiles** as per their **role in the role hierarchy**.
* Experience developing solutions for the **Apttus Contract Lifecycle Management (CLM) and Configure, Price Quote (CPQ).**
* Provided guidance, analysis and recommendations to design decisions including but not limited to **architecture, integrations, order management** and **fulfillment systems**, customizations, impacts to scale and performance, rollout strategies and optimal use of features to Provide pre-sales support for order management and fulfillment to solution partners and/or sales teams.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their
* client requirements, using CPQ within the exclusively developed framework.
* Worked on Apttus CPQ (Configure Price Quote) tool, shopping cart.
* Responsible for developing complex Custom Approvals processes.
* Implemented Quote-to-Cash solution using APTTUS CPQ.
* Good understanding of the Apttus CPQ.
* Defined **Org wide default** to restrict access from users.
* Customized **Page layouts** for Standard/Custom objects and assigned **Record Types**.
* Created **Data Validation rules** and **Formulas** as per business requirement.
* Worked with various salesforce.com standard objects like **Accounts, Contacts, Leads, Cases, Campaigns, Reports and Dashboards**.
* Created custom objects which include **lookup** and **master-detail** relationships based on business requirements.
* Designed, and developed **Apex Classes, Controller Classes, extensions** and **Apex Triggers** for various functional needs in the application.
* Designed various Web Pages in **Visual Force** for capturing various customer inquiries and Implemented logic for migrating cases to different queues based on the type of customer inquiry.
* Accustomed **Picklists, Dependent Picklists and Record Types** to enforce data quality.
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Responsible for all the activities related to configuring **Data Loader**, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
* Involved with Salesforce.com Premier Support and handled the support cases with the help

salesforce.com support.

**Environment:** SaleForce.com platform, APTUS CPQ JavaScript, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, HTML, Java Script, Eclipse IDE, Subversion.

**Client: Dhruvsoft, India Oct 2014 – Dec 2017**

**Role: Salesforce Developer**

**Description**: Dhruvsoft is a CRM Consulting, Implementation & Application Development Company. Dhruvsoft provides Salesforce outsourcing services to Salesforce.com ISV partners, Consulting partners, small and mid-size businesses, and large IT vendors. Dhruvssoft’s service portfolio includes Salesforce.com CRM Implementation & Support, Force.com App Development, Salesforce Integration, Mobile Application Development, Consulting, Offshore Outsourcing, and Technical Staffing. My duty is to work directly with the platform, diagnose and resolve technical issues, and implement customized application

**Responsibilities:**

* Implemented **Marketing,** and **Sales and Service** processes covering **Campaign, Leads, Accounts, Contacts, Opportunities, Forecasting, Quotes, Pipeline management** etc.
* Designed and developed solutions using Service Cloud automation (Flow, process builder, quick actions, macros, quick text).
* Collaborate with stakeholders and execution team to define and implement solutions using the Salesforce Service Cloud on Lightning Platform.
* Written Test Classes to meet Unit testing before migrating from **Sandbox to Production**.
* Created **custom objects**, **custom VF page layouts**, **triggers, validation rules** by using **Apex**
* Experience with **Single** sign-on (SSO), **Delegated Authentication**, **SAML** implementatio**n**
* Used **Change sets**/ **Jenkins** for deployment, once the Component merge has been done in **Git** and the source is ready, into the other salesforce instance.
* Responsible for presenting Service and Support product offerings to prospects and customers based on a customer's specific business requirements.
* Creating a custom object called **Global History object** which mimics the standard history table.
* Created various reports, **summary reports, matrix reports, pie charts, dashboards,** and setup report folders to authenticate users based on their profile permissions
* Helped to automate some business processes by creating **workflows** (**email notification /fields).**
* Consulted on **Exact Target Instance** migration, and Sales force integration project as an Email SME.
* Successfully customized SFDC interface Responsible for performing administrative functions in **Salesforce CRM** such as create/modify **picklists and lookup fields**.
* Created detailed **data mapping** document for integrating various systems with Salesforce.com.
* Created the **Vision & Strategy for Analytics exploring solutions such as Wave (SFDC)**
* Complete the **Application modification functionality** and the **Toolbar modification functionality** of the application as separate Flex modules and integrated them onto one composite application.
* Wrote **SOQL and SOSL** statements within custom controllers, extensions, and triggers.
* Implemented Salesforce.com web services client using **Salesforce web services API**.
* Developed complex **reports** and **dashboards** using **HTML, PDF, Apex, VFP and mail merge**.

**Environment:** Eclipse IDE, Salesforce.com, Force.com Sandbox, Wave Analytics, Marketo, Extra Target, S-Controls, Import Wizard, Apex, XML, JavaScript, Web Services API, Controllers, Sharing Rules, CSS, HTML, Java, Visual Force Pages, Workflows, Email Updates.

**Salesforce Business Analyst/ Developer Aug 2013 – Sep 2014**

**Supernal Solutions***, India*

**Description:** Supernal solutions enable businesses swiftness, measure quickly, and help business capitalize on market opportunities faster with cloud service. The goal of using cloud computing is to cut costs, and

help users focus on their core business instead of being impeded by IT obstacles. I was responsible for developing, testing, and deploying complex workflows rules, formulas, automated approvals, process builder, page layouts, custom fields/objects, and other Salesforce.com customizations based on industry best practices as well as business needs.

**Responsibilities:**

* Interacted with various business user groups for gathering requirements for Salesforce implementation & developed and documented the Business and Software Requirements.
* Modified Business Requirement Document, identified process repetitions, bottlenecks and infrequent routes.
* Thoroughly Work with end users and management to document, design, test and deploy complex processes
* Involved in Steel Brick CPQ implementation and customizations around the app exchange.
* Conduct meetings and facilitate collaborative discussions for requirement changes and new functionality needs.
* Actively associated in gathering requirements for building standard and custom objects, page

layouts and various record types specific to the business processes.

* Customized fields, page layouts, record types, searching, list views, queues, reports, and dashboards to drive business decisions. Created several workflows/validation rules/assignment rules on Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract, and load data from comma-separated values (CSV) files.
* Migrated data from Excel and CSV files to SFDC using Data Loader and Data Import Wizard.
* Designed, and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response Rules** for automating business logic.
* Created **workflow rules** and defined **related tasks, email alerts, and field updates**.
* Developed and configured **Dashboards, Reports and Report Folders** for different **user profiles** based on the need in the organization.
* Used the **sandbox** for testing and migrated the code to the **deployment** instance after testing.
* Used Force.com developer toolkit including **Apex Classes, Apex Triggers, and Visual force pages** to develop custom business logic.
* Developed **Visual Force Pages** to include extra functionality and wrote **Apex Classes** to provide the functionality to the visual pages.
* Experience with Salesforce Service cloud implementation and Sales cloud.

**Environment:** Saleforce.com platform, Salesforce.com Data Loader, Workflows, Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox.

**Salesforce Business Analyst May 2011- June 2013**

**Intelecox,** *India*

**Description**: Intelecox Inc. is a dynamic organization committed to providing the latest innovative solutions for your information technology and scientific discovery needs. A leading provider of IT, Engineering, Marketing, Scientific, Manufacturing, and Finance professionals along with managed solution services. Intelecox provides cloud-based solutions like SAAS, PAAS IAAS are cost-effective and quick to implement and need less ongoing maintenance. I was catered to promote adoption for clients, track new releases, keep current on AppExchange solutions, provide training. Meet with clients to gather & analyze requirements and translate them into features that can be developed.

**Responsibilities:**

* Managed team to implement the documented requirements and reports, assisting in all configuration activities.
* Served as primary system administrator for the Salesforce Service Cloud environment with 200+ users
* Worked closely with Business Users and requirements gathering, analyzing the requirements, documenting the functional and non-functional requirements.
* Responsible for integration and development project plans and designs for various releases like **SIT, BAT, UAT** and production Sandbox (environment) in Lightning Experience.
* Experience with Experience developing solutions for the **Apttus Contract Lifecycle Management (CLM) and Configure, Price Quote (CPQ)** systems including X- Author for Word &Excel, development of clause libraries and contract templates.
* In Depth understanding of cases and other areas such as Service Contracts, entitlements, Milestones, Communities, Live Agent, and Knowledge.
* Performed one-time data migration to get Accounts and Contacts data into salesforce.com.
* Coordinated work assignments with developers and Administrators throughout the product development lifecycle. Developed Apex classes, Visualforce components, and extensions.
* Designed and developed **workflow rules, validation rules, and customizations** within SalesForce.com.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards) to assist managers to better utilize Salesforce as a sales tool.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Emails to case functionality to help customers get fast answers to questions, and to receive automatic notifications when the content of interest is created or updated. This feature ensured that the employees always received up-to-date information.
* Participate in design meetings and contribute to technical approach.
* Implemented search, filtering, and tagging features to make it easier for sales to locate relevant marketing content and documents in SalesForce.com CRM Content.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Used the sandbox for testing to ensure minimum code coverage for the application to be migrated to production.
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Customized information on accounts, contacts, and opportunities and tracked related tasks and activities.

**Environment:** Saleforce.com platform, Lightning Experience, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, JavaScript, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.