G Aravind Reddy

*Salesforce Developer*

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**Professional Summary**:

* Around **2 years** of experience in SFDC (force.com) CRM platforms **Salesforce Developer/ Administrator** using Apex and Visualforce.
* Experience in **Administration**, **Configuration**, **Implementation, Lightning**, and support experience with Salesforce platform.
* Hands on experience in Salesforce **Lightning Components** design and designing compact layouts **using Apex, Visualforce pages, Workflows, Apex, Triggers**.
* Customized existing Visualforce to align with Salesforce new Lightning UI experience.
* Created multiple Lightning Components, added **CSS** and **Design Parameters** that makes the Lightning component look and feel better.
* Used Salesforce Lightning Design System (SLDS) for **developing Lightning Components**, Actions, Event and Server-Side Controller.
* Creating Lightning Components and used Salesforce SLDS to **convert existing Visualforce pages** to lightning components.
* Created Apex methods for the **lightning controller** and helper methods to perform **DML operations** on the case records.
* Used global search in Lightning by developing Apex classes and Controllers.
* Experienced in Data Migration from other applications to Salesforce using **Apex Data Loader**.
* Worked on administration, configuration, implementation and SFDC CRM and Salesforce applications working on **Visualforce and Apex.**
* Extensive Experience in designing and developing **workflow rules, validation rules, approval processes and customization** within Salesforce.com
* Experienced in SFDC Configuration & Maintenance activities that include User Management, **Role hierarchies**, **Permission Sets**, **Security**, Profiles and Sharing rules.
* Working knowledge in generating **Reports, Dashboards, customized reports** and analyzing the data in Salesforce.
* Worked on **Batch classes** and **wrapper classes** to improve the work efficiency.
* Performed **Batch Apex, Apex Custom Controller Extension, List Controller classes** for various functionalities in the organization.
* Effective work of **Data Migration** using **Import wizard** and other integration tools like **Apex Data Loader**.
* Experience working with **salesforce.com sandbox** and production environments.
* Good Knowledge of various methodologies like **Waterfall** and **Agile**.
* Experience on different data tools like **Apex Data Loader**, **SFDC Data Export**, **Import Wizard** etc.
* Good working knowledge in **querying salesforce.com** database using **SOQL & SOSL** queries and **governor limits**.
* Proven **positive attitude** to face new challenges and a quick learner to fix solutions depending on the severity of issues.

**Technical Expertise:**

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| Salesforce Technologies | Salesforce Lightning Design System,Lightning Components, Aura Framework, JavaScript Controllers, Server-side Controllers. Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages /Components, Apex Web Services, Workflow & Approvals, Chatter, Dashboards, Contracts, Custom Objects, Case management Automation. |
| Salesforce Tools |  Salesforce Inspector, Schema Builder, Salesforce Explorer, Force.com Dataloader ,Workbench. |
| Languages/Technologies | C, C++, Java, HTML5,CSS,, JavaScript |

**Project Experience:**

Client: **Esoftware Labs Solutions Feb2020– Present**

Role: **Salesforce Developer/Administrator**

**Responsibilities:**

* Gathered requirements from sales, insurance and account, collection, marketing teams. And I was responsible for **resolving the issues in production.**
* Involved and interacted with various business user groups for gathering the requirements for **CRM implementation.**
* Handling day to day issues related to user administration, various configuration, and customizations for global sales cloud users.
* Worked on **migrating from salesforce classic to lightning experience**.
* Implemented Salesforce **Lightning Components** for small set of users within the organization.
* Developed **lightning pages** and displayed it in record pages **using Lightning App Builder**.
* Enabled **Aura Framework**, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Working on building and embed Lightning Components in Visualforce Page by using new **Lightning Out feature** by event - driven programming, Where I write my handlers that respond to interface events as they occur. The events have been triggered by user interaction.
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* Designed and implemented various **Email templates** for Auto - Response to customers.
* Developed Logic to automatically assign re-opened Cases with **active assignment rule from apex** class **using @future**
* Managed all admin activities from user creation, user access management through permission sets, resetting passwords, implementing automation as per the requirement, with **workflows, process builders, approval processes**, **writing formulas and validation rules** to maintain the quality of the data.
* Developed **Apex classes, Apex triggers, apex batch classes, visualforce pages** and **Apex test classes** to test code coverage more than 75% before deployments to production
* Was involved in Trigger Consolidation Process to have a Trigger factory structure for different Objects like Account, Opportunity and Lead.
* Customized SDFC application using Visualforce, Apex. Used **SOQL and SOSL queries for data manipulation**.
* Created page layouts for all standard objects like Opportunity, Contacts, Accounts and custom objects.
* Managed fields/relationships, workflow rules, approval processes, page layouts, security, validation rules, Email Page Templates, custom buttons/links
* Used **SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created documentation (e.g., training, communications, release notes, user stories, test scripts, process flows) associated with Saleforce.com projects. Analyze and document business processes.
* Used Email to Case, Web to Case features
* Debugged Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Worked on different data tools like **Apex Data Loader**, **Salesforce Inspector**, **Import Wizard** to upload data into Salesforce.
* Used the sandbox for testing and migrated the code to the **Production environment** after testing.
* Hands on Data Integration with Data Loader.

**Environment**: *Saleforce.com platform, Lightning Components, Apex Language****,*** *Visual Force (Pages & Controllers), Pages, Data Loader, HTML, Java Script, Apex Triggers, Workflow rules, Validation rules, Custom Objects, Custom Tabs, Email Services, Security Controls, Deployments, Test classes*

Client: **Esoftware Labs Solutions May2019 – Jan2020**

Role: **Salesforce Developer/Administrator**

**Responsibilities:**

* Involved and interacted with various business user groups for gathering the requirements for **CRM implementation.**
* Administered, configured, and maintained Salesforce.com application user profiles, roles, assigning permission sets, validation Rule.
* Worked on standard objects such as Leads, Opportunities, Accounts, Campaigns, associated with Sales Cloud.
* Managed all admin activities from user creation, user access management through permission sets, resetting passwords, **implementing automation** as per the requirement, with workflows, process builders, approval processes, **writing formulas and validation rules** to maintain the quality of the data.
* Worked on standard objects such as Leads, Opportunities, Accounts, Campaigns, associated with Sales Cloud. Configured **Service Cloud** for Cases for Customer Service division.
* Designed and developed User Interfaces for Salesforce users as per requirements.
* Developed **Apex classes, Apex triggers** and **Apex test classes** to test code coverage more than 75% before deployments to production
* Used the Test sandbox for testing and migrated the code to the **Production environment** after testing.

**Environment**: *Saleforce.com platform, Apex Language****,Visualforce Pages,Controllers,*** *Data Loader, HTML, Java Script, Apex Triggers, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls.*

**EDUCATIONAL QUALIFICATION& CERTIFICATIONS**

* Bachelor’s Degree from SVCET College of Engineering & Technology, JNTUA– 2019.
* Certified Manual & Automation Testing from Qspider.