**Anugna Rokandla   **

**732-629-8991**

***Professional Summary***:

Excellent knowledge in Salesforce **CRM** application and custom Application Development using Force.com platform. 7+years experience in SalesForce.com CRM **as Sr.  Salesforce Developer, Salesforce Developer, Salesforce Administrator and Project engineer.**

* Experience in **transition from Classic to Lightning** using the **Lightning Readiness Report.**
* Experience in workingwith **Lightning Web Components, Lightning Components, Lightning Applications, Lightning Events, SLDS, Lightning Data Service, Lightning App Builder.**
* Have good experience in implementing **Apex classes** and **Triggers, APIs, Visual Force Pages, Batch Apex, SOQL, and SOSL.**
* **Experience working with web technologies that are supported in Salesforce including HTML, XML, CSS, JSP, jQuery JavaScript.**
* Hands on Experience with Devops tools like **Copado.**
* Proficient in dealing with functionalities related to **sales cloud, service cloud, Marketing cloud, Community Cloud and Health Cloud.**
* Experience in development of **Salesfore.com** **Applications**, designed **Custom Formula Fields**, **Field Dependencies**, **Validation Rules**, **Workflows** and **Approval Processes** for Automated alerts, Field updates and Email generation according to application requirements.
* Proficiency in SFDC administrative tasks like creating **Profiles, Permission Sets, Roles, Sharing Rules, Users, Page Layouts, Search layouts, Email Services, Approval process, Workflows rules, Workflow Actions, Validation rules, Reports, Dashboards and SSO.**
* Experience at designing in **Salesforce.com** platform, tallying the business requirements by designing the required User Interface entities like Custom Objects, creating the relationships/ Junction objects like **Master-Child, lookups, Entity Relationship data model** and business logics.
* Knowledge of Salesforce setup menu, Configuration, Custom Application Development, Administration, Deployment of applications to Force.com platform
* Experience with **Lightning Flows** and **Process Builder.**
* Have good working knowledge in querying salesforce.com database using **SOQL & SOSL** queries within Governor Limits
* Excellent knowledge and experience at administrative tasks such as **Creating Profiles, Roles** and **Permission Sets, Tasks** and **Events, Email Templates.**
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ, IBM sterling CPQ, APPTUS.
* Experience in creating **Custom Apps, Custom Objects, Custom fields, Sharing Rules (**Criteria and Owner based**), Page Layout** assignment**, Search Layouts, Related List** and defining Field Dependencies, custom buttons
* Experience in bulk **data migration** and management using **Import wizard, Data Loader**
* Experience in **APIs, REST API, SOAP API**
* Experience in Salesforce.com Sandbox and Production environments and deployed the configuration from sandbox to production.
* Extensive experience of automating complex business processes using declarative features such as workflows, approval process and dynamic approval process.
* Implemented security and sharing rules at object, field and record level for different users at different levels of organization.
* Experience with **Agile development methodology** and participating in PI Planning, Sprint Planning and Daily Scrum meetings
* Expertise in **Analyzing, creating & reviewing** technical requirements of Salesforce applications.
* Created and maintained system and support documentation of the environments for technical teams and troubleshooting purposes.
* Strong personal skills including focused listening, logical thinking and working in a team-oriented environment

***Technical Skills***:

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| --- | --- |
| SFDC Technologies | Apex Language, Apex Classes, Apex Trigger, Apex Scheduler, SOQL, SOSL, VisualForce (Pages, Components & Controllers), Apex Web Services, Salesforce CRM, Service Cloud, Sales Cloud, Community Cloud,Health Cloud, Marketing Cloud, Apex Data Loader, Case Management Automation, Apex Batch, Communities, Flows, Process Builders, Lightning Component, Lightning Event, Lightning App, Lightning App Builder, Lightning Application, CPQ. |
| Tools | Workflows and Approval, Custom Objects, Custom Setting, Label and Tabs, Roles, Security, Field updates, Reports & Dashboards, AppExchange package, Custom Application and Sandbox Data Loading |
| Force.com | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force Connect for Outlook, SVN, Flosum, Visual Studio Code, Workbench, Bit Bucket, Source Tree, Jitter bit data loader, Git, Magic Mover, Lightning Configuration Convertor and Force.com migration tool |
| Web Technologies | Web Services, HTML, DHTML, XHTML, XML, CSS, JavaScript, AJAX |
| Databases | MySQL, Oracle SQL, MS Access |
| Operating Systems | Window Server 2003/2008/2012/2014, Windows 2000, Vista, Windows 7, Windows 10, MS DOS. |
| Documentations Tools | MS Office product: Word, PowerPoint, Microsoft Power BI, Access, Excel, Outlook, Visio. |

***Professional Experience:***

**SaveMart, Pleasanton, CA Aug 2019-till date Salesforce Consultant- Sr. Salesforce Developer**

**Responsibilities:**

* Analyze customer requirements, performed detailed analysis of business and technical requirements and designed the solution by customizing various standard and custom objects of Salesforce.com like **Accounts, Contacts, Properties, Reports, and Dashboards in Sales Cloud.**
* Maintain and improve existing salesforce implementation.
* Involve in building **Lightning Components, Pages and Apps.**
* Involve in the **Lightning App Builder** empowers to build apps visually, without code, quicker than ever before using off-the-shelf and custom-built Lightning components.
* Implement a standardized deployment schedules that deliver hotfixes, minor, medium and major releases using devops tools like Copado.
* Involved in sending email alerts every week for promotions and offers from the organization.
* Designed personalized email content using Adobe Creative Suite , HTML and CSS3, AMP script in Content Builder.
* Worked on MDM by bringing data across multiple sources in the enterprise, combining/enriching it with third-party data, and then cleaning and matching all data sets to form a single view.
* Using Informatica MDM suite of tools - design, develop, optimize and support MDM processes, including performance tuning of existing processes.
* Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Service Cloud solutions.
* Developed Lightning component framework includes an **Out-of-the-Box** set of components, **Event-driven Architecture**, and a framework optimized for performance.
* Modified access and sharing rules, added custom objects and **Workflows, and Approval Processes** to assign various requests from users to administration based on their roles.
* Integrated Salesforce with other internal applications using **SOAP and REST services**.
* Collaborate with teams to **Design and Implement Salesforce Integration.**
* Working on salesforce.com standard objects like **Accounts, Leads, Contacts, Opportunities**, Reports, and Dashboards.
* Requirement analysis, **Configuration, Customization, Workflows, Validations, Security** and profile settings, Communities setup, data load**, Apex classes, JavaScript, visual force pages, REST API services**.
* Developing reports and dashboards in the communities.
* Design and develop **Apex classes, Apex triggers, Visual Force Pages** and Components as per requirements.
* Involved in development and testing of **Web Services** to integrate with external system.
* Written **SOQL, SOSL query language** necessary for the application in Apex classes and triggers.
* Involved in data migration from traditional apps to salesforce using **Data loader** utility.
* Worked on **Sales, Lead Management, Opportunity Management, Account Planning, and Contact Management**.
* Create Workflow rules and assigned related **Tasks, Email Alerts, Field updates** as per the business scenario.
* Develop Visual Force pages to include extra functionality and wrote **Apex classes** to provide functionality to the visual pages.
* Embed PowerBI reports on salesforce Portal page and manage access of reports and data for users using roles.
* Configured user **Accounts, Roles, Profiles, and Sharing Settings** by implementing role hierarchies to provide shared access among various users.
* Created **Test Scenarios** on Sandbox environment, created packages and moved it between Sandboxes and Production environments.

***Environment:*** Salesforce CRM, Force.com, Apex, Visualforce Pages, Components and Controllers, JavaScript, Eclipse, Data Loader, Import Wizard, Email Services, Sandbox data loading

**Conduent, Florham Park, NJ Oct 2017- Aug 2019**

**Salesforce Lightening Developer**

**Responsibilities**

* Worked with functional leads to transform and develop new requirements into design and implementation.
* Worked on Lightning application with Lighting components, Lightning events, Lightning Data Service, Apex classes, Triggers, Batch class, Scheduler Apex, Deployments, Changesets.
* Build many Lightning Builder Pages and assigned accordingly to home pages, record pages and app pages based on different Profiles.
* Worked with Quick Actions and Lightning quick Actions in transition from custom buttons using java script and hardcoded URL’s.
* Create Record types and page layouts, updated validation rules and improvised page layouts.
* Implemented Sales cloud like setting up Marketing Campaigns, Campaign Hierarchies, Web-to-Lead, Assignment rules and Auto-Response rules.
* Implemented and maintained Salesforce Service Cloud and Sales Cloud. Built custom solutions with Apex and VisualForce, which support most critical processes and workflows.
* Facilitate a week of Service Cloud training as part of an elaborate train-the-trainer initiative.
* Implemented Quote-to-Cash solution using APTTUS CPQ. Good understanding of the Apttus CPQ.
* Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Used Community cloud to build deeper relations with customers to provide better online services.
* Worked with Lightning Partner Central Community and built many community pages based on the requirement and had built several custom themes and overridden standard CSS to implement the style as per the business.
* Good knowledge on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
* Build workflow applications using Boomi Flow to automate the processes.
* Worked with Visual Studio Code and Integrated it with Bit Bucket and Source Tree.
* Worked with Visual force Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Batches, Apex Web Services, App Exchange deployment, Apex Classes and Apex Triggers.
* Worked with App Exchange Packages like Foundation Connect, Conga, D&B Hoovers, Know Who, Conga Grid, Cazoomi, Config Workbook etc.
* Worked with Flows and Process Builders in achieving complex business scenarios using Invocable Methods.
* Converted Notes and Attachments to Files and Enhanced Notes using Magic Mover

***Environment***: Salesforce.com Platform, Sales Cloud, Service Cloud, Community cloud, Force.com, Force.com Eclipse IDE, Lightning Experience, Lightning Components, Apex classes and Controllers, HTML, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP, REST.

**GE Healthcare, Chicago, IL Oct 2015 - Oct 2017**

**Salesforce Developer**

**Responsibilities**

* Build dynamic Visual Force Pages using advanced UI languages like **CSS and JavaScript** and used **Static Resources** when required.
* Experienced in **generating PDF ‘s** with Salesforce data using Visual Force Pages, created and used **Email templates** in **HTML and Visual force**.
* Involved in Health portal set up on various profiles and configured the permissions based on the organizational hierarchy requirements.
* Worked on Health portal development and enhancements based on the business requirements.
* Worked with Electronic Health Records.
* Created **APEX Classes** and **Triggers** for implementing the Complex Business Logic that involves multiple objects and which cannot be performed using Workflow rules.
* Involved in Salesforce.com application declarative activities like creating **Users, Roles, Profiles, Public groups, Permission sets, Sharing rules, Field-level security and Page Layouts.**
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Worked with Service Cloud including: Service Console, Customer Portal, Case Feed, Knowledge Base and Entitlements is required
* Created various Custom Objects, Custom Settings, Validation rules, Record types, Custom Tabs, Approval process and Workflow rules including Field updates and email alerts.
* Data migration from external systems to sales force using Data Loader.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases.
* Implemented SAML based SSO for authentication.
* Worked on lightning components for VF pages.
* Created custom UI components using Health cloud APIs.
* Created Visualforce pages that uses the lightning components.
* Created different Workflow rules and Approvals flows for purchase order.
* Designed, and developed the Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visual force Pages to suit to the needs of the application.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application.
* Participated in the training sessions provided by the Salesforce team and support end users
* Knowledge on creating Visualforce Dashboards, sharing rules.
* Managed users, hierarchical roles, profiles, security controls

***Environment****:* Salesforce.com, Apex Classes, Triggers, Controllers, Visual force, Force.com, SOSL, SOQL, Sales Cloud, Service Cloud, Page layout, custom links, Roles, Data Loader, Data Migration, Reports, Dashboard, Role Hierarchies, Custom Objects, custom MetaData, Windows.

**NewYork City Human Resources Administration, NY June 2014 – Aug 2015**

**IT Specialist/Salesforce Developer**

* Extensively worked on Agile methodology and attended Daily status/standup meetings.
* Developed various Custom Objects, Tabs, Visualforce Pages and Controllers.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, Validation Rule, upgrade installation.
* Designed and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts, to suit to the needs of the application.
* Maintained consistency between territory management application and SFDC accounts and leads, assuring all salespeople are assigned the correct accounts and leads.
* Built and managed custom reports for sales manager and executives.
* Created Workflows, Approval processes, Validation rules and sharing rules.
* Set up Marketing Campaigns, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules.
* Developed Apex Classes, Apex Triggers, Components, Visual force Pages and Controller classes for various functional needs in the application.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and always executed code using best practices followings salesforce recommended standards and Governor Limits.
* Developed product capabilities using Force.com, APEX, and Visualforce.
* Deployed Apex using Force.com IDE, Change sets, Force.com Migration Tool and Web Services API (SOAP, REST).
* Configured and used source control tool Git to maintain repositories for various releases.
* Developed Apex Triggers, Apex Classes and Test Methods ensuring we have an average organization code coverage of 85-93%.
* Created unit test plans, integration test plans and executed them.
* Participate in all phases of Salesforce software life cycle including functional analysis, configuration, development, prototyping, testing, deployment and support.
* Comfortable designing and building custom applications within the Salesforce / Force.com platform (VisualForce, Apex, JavaScript).
* Experience designing and building hybrid mobile application solutions within the Salesforce Platform.
* Assist management with vetting, selecting, implementing and integrating new Salesforce related technology solutions.
* Proactively identify and implement operational improvements, technical enhancements, and system customizations that meet business requirements

***Environment*:** APEX, Web services, SOSL, SOQL, Informatica, Force.com IDE, Import Wizard, XML, Java Servlets, Visual Force Pages, Workflows, S-controls

**Suditisoft Technologies, Hyderabad, India** **Aug 2012-Aug 2013**

**Salesforce Administrator**

* Involved in project to understand the **business needs** and **objectives** of the system.
* Interacted with the end users and stakeholders, involved and gathered **technical requirements** **for the integrated system.**
* Worked on various **Salesforce.com Standard objects** like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Developed **Visualforce Pages** to include extra functionality.
* Interacted with users and different teams, involved in the application development for better development, understanding of the business, and IT process.
* Designed, and developed the **Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visualforce Pages** to suit to the needs of the application.
* Imported data from excel sheets in to **Leads, Accounts, Contacts and Opportunities** using **Data Loader** and **Import Wizard.**
* Performed detailed analysis of business and technical requirements and developed the **Apex classes** using other Platform based technologies like **Visualforce, Force.com IDE**.
* Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
* Developed **Assignment rules, Escalation rules** to enable proper routing of cases to the case team members
* Developed **Workflow rules, Tasks, Emails** and alerts to track customer related tasks and activities
* Designed various types **Email templates** for auto response to customers.
* Developed several custom reports to better to assist managers and report folders to provide report accessibility to appropriate personnel.
* Participated in the training sessions provided by the Salesforce team and support end users.

***Environment:*** **Salesforce.com, Apex classes, Data Loader, Custom Object, Custom Tabs, Visual Force, Email Templates, Workflow rules.**

**Education Details:**

Masters in Computer Science in 2015 Jan – College of Staten Island , CUNY NY

Btech in Computer Science – 2012 May – Chennai University Hyd.

**Certifications:**

In 2020

Salesforce Administrator

Salesforce Advanced Administrator

Salesforce PD1