**VENKATA VIDYANATH**

<https://trailhead.salesforce.com/credentials/certification-detail-print?searchString=oqUxtKuNcfHF4vKEjd74aDpnbEVyxptAEM9fiBQMln8Kf8T9rdAaSaMBtg+OG68R>

**Professional Summary**

* **Certified Salesforce Professional with** around 6+ years of IT experience in the Salesforce.com CRM platform as both **Developer** and **Administrator.**
* Good Understanding Software Development life cycle and emphasis on **Salesforce.com, App Exchange, Sales Cloud, Service cloud** and **Community Cloud.**
* Experience in **Administration, Configuration, Implementation, Lightning, and support experience** with Salesforce platform.
* Hands on Experience in **Data Management**, **Data Modeling**, **Workflow Automation**, **Formulas** & **Validations, Chatter.**
* Responsible for Customization of the **Salesforce Sales Module** for capturing the **Lead Generation**, **Accounts**, **Opportunities**.
* Good Understanding **Lightning process builder** for visualizing and creating automated business processes.
* Customized existing **Visualforce to align with Salesforce new Lightning UI experience**.
* 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**
* expertise on the Integration with Web services using **REST and SOAP** services, Good understanding of **Bulk API, Streaming API’s and other third-Party Integration** tools.
* Experience in **APEX Programming** by creating **Apex Classes, Triggers**   to implement the business logic as per the requirements.
* Knowledge in **Change Management** and **Prototype Analysis** using **Sand Box Environment.**
* Used refined global search in **Lightning** by developing **Apex classes** and **Controllers**.
* Hands on experience in implementing security and sharing rules and **Apex Language**.
* Experience in creating the **Validation Rules**, **Approval Process**, **workflows** for **automated lead routing**, **lead escalation and Email Alerts.**
* Cognizance in **Sandbox Management** (Like Refreshing Sandbox, Creating New Sandbox and Migrating code from one sandbox to the other).
* Worked using and managing version control through GIT - including planning & creating branches, and performing merges and expertise in using GIT hub repository.
* Exposure on the **Copado** tool for the CI/CD , release management and deployments in the org (from the developer sandboxes to UAT and to prod)
* Exposure towards the field service lightning and the integration and updating of custom applications with enhance UI
* Experience in the Release Management process using AutoRabit, release management in the all the development stages and also Meta data deploying to the sandboxes of UIT and Prod. Enhanced the code coverage and to automate process driven release management in the project.
* Experience in the handling of deployments from developer sandbox to UAT and also assist in the production issues and facilitated between the development and the QA teams.
* Experienced with developing for B2C Commerce Storefront Reference Architecture.
* Experience in working with **Einstein Analytics**, engaged in decisions related to SFDC, environments migrated legacy queries/reports following standards and guidelines.
* Experience in the configuration and import of data and involved in the data management and created interactive views of the data.
* Worked and proficient on usage of **Pardot** (saas) platform in the marketing cloud for the internal customers for the automation of web-enquires, search engine optimization, lead generation, social marketing and creating reports to task performance.
* Experience in the development of cloud platforms using the salesforce velocity for mobile cloud applications and the easier user interaction with the sales and service clouds for the product users.
* Experience in working with **Field Service Lightning** and **service cloud** implementation.
* **Apttus-CPQ** configure product and pricing rules ,approvals, quoting templates, digital signatures ,workflows, validation rules and changes to user interface.
* Expert in developing web applications from the back end to the front end on Salesforce B2C Commerce and implemented the business requirements.

**Technical Skills:**

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| Salesforce technologies | Apex, **visualforce**, SOQL, SOSL, Email template, formula, Validation rules, **Apex trigger**, workflow and approvals, App exchange, **Eclipse**, sales force.com IDE, Apex data loader, web services. **Dashboards**, Analytic Snapshots, Custom Objects**, Lightning, Field Service Lightning (FSL),** REST and SOAP **Web Services.** |
| Salesforce Tools | Eclipse, **Force.com, Eclipse IDE plug-in**, Force.com Explorer,  Force.com Data Loader, Force.com Excel connector,  Force.com Platform (Sandbox, and Production) QTP and **Sandbox Testing** |
| Lightning Experience Development: | Salesforce Lightning Design System and Lightning Components, LWC, Aura Framework, JavaScript Controllers, Server-side Controllers**.** |
| Data Migration Tools | Data Analysis, Data Cleansing, Data Normalization, **Data Migration**, Data Loader |
| Databases | **SQL** Server 2005, Oracle, MS Access |
| Programming Languages | JavaScript, **Apex**, **DL/SQL** |
| Configuration Skills | **Workflow**: time-dependent actions, field updates, email alerts, Field Level and Object level security, **role hierarchies**, sharing models, SFDC Standard Object Configuration: Campaigns, Reports, Dashboards, **Formula Fields** and Cross Object Formula Fields Configuration Skills, Overall User Management, Security and Sharing Model, Translation Workbench, Documentation Templates, **Salesforce Lighting.** |
| Project Management | **Agile, Jira** |

**Professional Experience:**

**Client: Fannie Mae, Plano, TX Oct2019- Present**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Involved in gathering of requirements, implementation for the development of Lightning pages.
* Created Sales Force Lightning applications using **Aura Components**, **Controller**, **and Helper** and used **CSS** style sheets in the components.
* Worked on Apex development for the creation of buttons on the page layouts.
* Developed **Apex Classes, Controller Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services API and Apex Triggers** for various functional needs in the application. Migrated data from external sources and performed **insert**, **delete**, **upsert**, **export** operations on many records.
* Upgraded several apps from **classic** to **Lightning** to enhance better user interface and better interaction with pages.
* worked with  **Visualforce**, **APEX Database**, **APEX Triggers** and **APEX Testing**
* Implemented **LWC** to enhance the UI and standards of visual Force pages and deployed LWC for various CI/CD purposes.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile.
* Created workflow rules and defined **related tasks**, **email alerts**, and **field updates**.
* Implemented **picklists**, **dependentpicklists**, **lookups**, **masterdetailrelationships**, **validation** and **formulafields** to the custom objects
* Worked on various Salesforce.com **standardobjects** like **Accounts**, **Contacts**, **Cases**, **Leads**, **Campaigns**, **Reports** and **Dashboards**.
* Frequently used **Agile Scrum methodology** to reach our business team goal by gathering day to day requirements and building them using Force.com platform.
* Incorporated the **LWC** in the Salesforce Development Kit project to have a ease of accessing the application between cross fictional teams (for DevOps, Angular) and also to enhance the sales and service teams UI to interact with the internal customers to easily work on the application and to understand the framework.
* Used the code for multiple instances which was built on LWC, SFDX to support more applications by creating custom buttons, links and pages to ease the work of the development process and implementing with **service cloud.**
* Experience in the service cloud implementation and enhanced to lightning experience with the **FSL UI and implementing FSL on mobile** experience. Created case escalations and supported service agents with rich and friendly UI design.
* Enhancing the FSL mobile app for service agents and users to have a more idea on the work execution.
* Worked on the management of the **Dispatcher console** and handled the work-order management and also generated reports in lightning for the data visualization.
* Responsible for working on the FSL app and console for the configuration of admin settings and as well development of the UI for the records tracking and case order management.
* Implemented the **LightningWebComponents** for creating rich UI for the FSL and also used the LWC to create a standardize integration for the sales and service cloud implementations.
* **Apttus-CLM**- work with sales, contract, order management, and finance teams. Documented and trained users on quote to cash process flows and system diagrams.
* Designed and implemented automated surveys integrated with salesforce.

**Environment:**Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Lightning, Data Loader, HTML, Apex Triggers, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Agile.

**Client: General Electric (GE Capital) Fort Worth, TX Feb 2019-Oct2019**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization. Closely worked with other Salesforce.com consultants while implementing the solutions for the needs of organization.
* Created **workflow rules** and defined related tasks, **time-triggered** tasks, **email alerts** and **field updates** to implement business logic.
* Worked on **Service Cloud** and **Sales Cloud** implementations. Experience in developing and maintaining email templates within **Marketing Cloud**.
* Worked in developing various **Apex classes**, components, and **Visualforce.**
* Experienced using **Salesforce Lightning UI**. Created **Lightning Apps** combining **Lightning Design System**, **Lightning App Builder** and **Lightning Component features**.
* Developed Lightning apps using Lightning Components and made them with compatible with **Salesforce1mobile** app.
* Created Lightning Web Components for building the UI and for a reusable code to create integrated frame work and to build the application used by cross functional teams.
* Developed LWC to reuse the code and faster deployments within the sandboxes and to support unit testing for QA.
* Experience with the configuration, deployment and expansion of Salesforce functionality by enabling new features
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Worked with **Dynamic Apex** to access Objects and Field values based on user inputs, execute **dynamic SOQL**, **SOSL** and **DML** queries.
* Administrated and monitored the company's Salesforce CRM application. Created the workflows for automated **lead routing**, **lead escalation** and **email alert**.
* Being the Administrator in the organization created **Profiles**, **Roles** based on Organization role hierarchy and implemented **Record-Level** and **Field-Levelsecurity** and configured their sharing settings.
* Deployed Code and experience in the **UAT** and then deploying to production, ensured all the tests obtained optimal code coverage.
* Involved in **Data mapping** and migration of data from legacy systems to SalesForce.com Objects and fields**.**
* Performed Bulk **Data Migration** from Traditional Applications to Salesforce using **ImportWizard**, Excel Connector, Data loader, Workbench, Backup,  **Data Loader**
* Developed **Test cases** for **Unit Testing** of the Mappings and was involved in the **Integration Testing**.
* **Troubleshooting** and configuring **DataLoaderoperations** and running the Data Loader in batch mode.
* Knowledge on the usage and implementation of **Apttus CLM** for the project order management and finance teams interaction.
* Worked on the development of cloud platforms using the Salesforce Vlocity for mobile cloud applications and the easier user interaction with the sales and service clouds for the product users.
* Performed **CPQ** related configuration for product setup, approval matrices, approval rules, process builders and flows.

**Environment:**Saleforce.com platform, Service Cloud, Apex Language, Visualforce (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Lightning, FLS, Lookup and Maser Details Page, Security Controls, Marketing Cloud, Salesforce1 Mobile, Web Services, Sandbox.

**Client: TransAmerica, Denver, Colorado Aug 2018 - Feb 2019**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce Implementation and documented the Business and Software Requirements.
* Worked on **Agilemethodologies** where requirements, design, testing, deployment needs to be done as early as possible.
* Experience in working with the **Sales Cloud**, creating leads into opportunities and responsible for the creation of queues, lead escalations.
* Managed **Service Cloud** components including Service Console, Partner portal, Call Center, **CTI integration**, Customer Portal, Live agent, Knowledge Base and Entitlements.
* Developed and implemented both the **timedependent** and **timeindependentworkflows** as per the requirement.
* Manage re-architecture of **Jenkins** and integration with Confluence for release management and documentation assets. Re architect a **Maven** based system reducing build times.
* Worked on the **Marketing Cloud** as both admin and developer, worked on the **Email studio**, **Content Builder** and **Automation studio** for creating email templates, running campaigns.
* Schedule the Apex Classes to send **email alerts** on daily/weekly basis.
* Perform **Data Export** on weekly basis for data backup.
* Provide Production Support for CRM system developed on Salesforce.com platform.
* Designed and developed **SFA** based Application on Force.com Platform in Salesforce.com environment with **Apex programming language** at backend and **Visualforce pages** as user interface.
* Perform **mass update** to update the data in SFDC using **Demand Excel** spreadsheets using **Apex Data Loader**.

**Environment:** Saleforce.com platform, Deployments, Force.com Migration Tool, Jenkin, Translation Workbench, Sandbox, Data Loader, Workflow & Approvals, Reports, Lightning Components, Custom Objects, Custom Tabs, CTI integration and Email Services.

**Client: Info-Tech, Hyderabad, India Jan2014-Dec2017**

**Role: Salesforce Administrator/Developer**

**Responsibilities:**

* **Deployed** the code over sandboxes using **Change set**.
* Developed various **Apex classes**, Controller classes and Apex Triggers for various functional needs in the application.
* Designed and deployed Custom tabs, **validation rules**, **ApprovalProcesses** and **Auto-Response** for automating business logic.
* Created **emailtemplates** and **inboundemails** using Visualforce for clients and customers.
* Enabled Chatter for the Organization and effectively communicate with the users in the Organization.
* Implementation of **Data Loader** for loading the data.
* Developed business documents for Salesforce.com Custom objects.
* Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Involved in **Agile** methodology, **Scrum** that dramatically improved productivity and reduced errors.
* Implemented Salesforce.com web services client using Sales force web services API, XML and partner WSDL.
* Perform **mass update** to update the data in SFDC using **Demand Excel** spreadsheets using **Apex Data Loader**.
* Perform **Data Export** on weekly basis for data backup.
* Created **profiles**, **roles** and implemented **objectlevel**, **fieldlevel** and **record levelsecurity**.
* Provide Production Support for CRM system developed on Salesforce.com platform.

**Education:**

* **Master’s in Computer Science– Southern Arkansas University**.

**Courses:** Worked on cloud computing, Sales Force CRM, involved in the implementation of Permission Sets, Workflows from August 2019 to Dec 2019.Accomplished badges on Sales Force trailhead.