**Hema Harika Reddy**

**650-666-3136**

**harika.salesforce09@gmail.com Salesforce Developer/Admin**

**PROFESSIONALSUMMARY:**

* Over **8 years** of IT experience and 5+ years of experience in the Salesforce.com CRM Platform both as Administrator and Developer.
* Salesforce Certified Administrator and Salesforce Certified Platform Developer I(PDI).
* Proficient in Bulk Data Migration from Traditional Applications to Sales Force using Apex Data Loader Utility, Import Wizard, SFDC Data Export, Mass Delete and Jitter bit.
* Experience in Lightning UI, Lightning App Builder, Lightning Component framework, Lightning Process Builder.
* Experience in creating Lightning Apps,Components, Controllers and Events using aura framework.
* Expert in project management tools like Bitbucket, Ant, GIT, Jenkins CI/CD Tool.
* Experience in working with Eclipse IDE and Force.com Plug - in for writing business logic in Apex programming language.
* Experience in integrating Salesforce with external applications by using REST and SOAP API.
* Hands on experience with solutions implementation, complex customizations, configuring features available on Sales cloud, Sales cloud, Marketing cloud and commerce cloud.
* Experience in the complete life cycle of project development (SDLC) and in working with Agile Scrum Methodologies
* Experience in preparing Business Requirement Document and analyzing Functional Requirement and converting it into Technical Specifications
* Proficiency in building Data Model and implementing business logics
* Experience in setting up User interface using Page types, Page elements, and Page Layouts, Record Types and customizing using Visualforce Tags, Custom Controllers, Extensions, CSS and JavaScript libraries.
* Proficiency in SFDC Administrative tasks like Creating Public Groups, Queues, Permission Sets, Profiles, Users and Security Settings based on role hierarchy as per the Client requirements
* Experience in data migration using Import wizard, Apex Data Loader and Informatica
* Experience in Data Export, Data Mapping, Scheduled Export and setting up Search Layouts.
* Good experience in designing Front-end using Dynamic Visual force pages, Components, HTML 5, CSS 3, JavaScript, jQuery, Bootstrap, Media Queries.
* Excelled in working with various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and Dashboards.
* Experience with tools like Apex Data Loader, Eclipse IDE and Force.com IDE.
* Extensive experience in designing Test Cases, Test Scenarios, Test Scripts and Test reports of manual and automated tests.
* Excellent work experience in designing of custom objects and junction objects, custom fields, role - based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, Dashboards, Apex Classes, Controllers & Triggers, and various other components as per the client and application requirements.
* Experience in Salesforce CRM integration, developing and deploying custom integration solutions. .
* Used Force.com platform for developing feature-rich and user-friendly Visual Force pages for enhancing SFDC UI.

**EDUCATION:**

* Bachelors of Technology in **Electrical & Electronics Engineering** from SVECW (INDIA).

**CERTIFICATIONS:**

* Salesforce Certified Platform Developer I***(https://sforce.co/2OzVPOx)***
* Salesforce Certified Administrator

**TECHNICAL SKILLS:**

**Salesforce Technologies :**SFDC Certified Force.com Developer, Salesforce Lightning, Sales force CRM, Sales force SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, Lightning Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects

**Web Technologies :**Force, Apex, SOQL, SOSL, Web services, Data Loader, Aura Lightning components. SOAP, REST API S, WSDL, HTML5, AJAX, JavaScript, XML, PHP, CSS3, jQuery, JSON

**Languages :**Selenium IDE/WebDriver, Appium, Eclipse Selenium Grid, TestNG, Postman, Cucumber. JAVA/J2EE, C++, C, APEX, AngularJS, Python.

**IDE :**Force.com IDE, Eclipse, Visual Studio, Adobe Flash

**ETL/Integration Tools :**Informatica, Force.com, Data loader, Force.com, Workbench, Cast systems, TIBCO, Jitterbit

**Version Control Tools :** VSS, CVS, WinCVS, Rational ClearCase, Subversion

**CRM Domain :**Sales Cloud, Service Cloud.

**Operating Systems :**Windows XP/Vista/7/8/10, UNIX, Mac OS X.

**PROFESSIONALEXPERIENCE:**

**TD Bank Group, Cherry Hill, NY Aug 2020 – Till Date**

**Sr. Salesforce Developer/Admin**

**TD Bank Group**, is an American national bank and subsidiary of the Canadian multinational Toronto-Dominion Bank. It operates primarily across the East Coast, in fifteen U.S. states and Washington, D.C. TD Bank is the seventh-largest U.S. bank by deposits and the 8th largest bank in the United States by total assets, resulting from many mergers and acquisitions. T.D. Bank, N.A. is headquartered in Cherry Hill, New Jersey.

**Responsibilities:**

* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* 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.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Worked on Salesforce Lightning Components for building Customized Components replacing the existing ones and also embed Lightning Components in Visualforce Page by using new Lightning out feature by event driven programming.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Created Lightning Components and Extensions that allow you to build reusable Components, Customize the Salesforce1 Mobile App, and build standalone apps.
* Designed and implemented custom Employee Communities which was used amongst various employee groups within the company to access records, cases, accounts info and reports.
* Expertise in Service Cloud console with exposure to CTI adapters and mobile application integrations. deployed the Service Cloud with various custom built Page layouts, Custom tabs, Custom Apps, to suit to the needs of the application. Worked on commerce cloud to personalize customer services.
* Implemented Sales Cloud, Created Groups, deal provisioning and marketing teams.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Enhanced the existing portal functionality and moved to community cloud for more functionality including chatter, employee portal, and customer portal.
* Worked on provisioning of community users, profiles and setup the community using community builder.
* Worked on Community Cloud implementations in two different portals.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

**Environment:** Saleforce.com platform, Sales and Service Cloud, Force.com Sites, Apex, Visualforce (Pages, Component & Controllers), Lightning Experience, Lightning Components, Data Loader, HTML, Java Script, CSS, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Workbench.

**Zebra Technologies, Lincolnshire, IL July 2018 – June 2020**

**Sr. Salesforce Developer/Admin**

**Zebra Technologies Corporation** is an American company that manufactures and sells marking, tracking and computer printing technologies. Its products include thermal barcode label and receipt printers, RFID smart label printers/encoders/fixed & handheld readers/antennas, and card and kiosk printers that are used for barcode labeling, personal identification and specialty printing principally in the manufacturing supply chain, retail, healthcare and government sectors. In 2018, the company had sales of $4.218 billion and had a market capitalization of $12.55 billion.

**Responsibilities:**

* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visualforce, Force.com API, and Web Services.
* Written apex REST services for inbound calls.
* Worked on integrating Salesforce with AWS services such as S3 instance and lambda functions for files uploading and worked on integrating Salesforce with Aura.
* Worked on Single Sign-On SSO to integrate internal enterprise application with Salesforce SAML configuration settings in SFDC.
* Written apex classes to make outbound calls to external web services.
* Written apex test classes to for apex classes/trigger to get the code coverage for production deployment.
* Involved in validations, Flows and Process Modular design using Appian.
* Optimize and improve the overall runtime of Omni scripts, Data Raptors and Vlocity Integration.
* Building Complex and Reusable Components in Vlocity.
* Created Data Raptor, Remote Actions, REST APIs to extract and Load Data from Salesforce.
* Deep Understanding and hands-on experience in VlocityOmniScript, Vlocity Data Raptor, Vlocity Cards and Templates, Vlocity Actions development.
* Deployed applications from sandbox to sandbox/production using ant migration tool, Eclipse and Change Set.
* Worked on Salesforce Marketing Cloud for email campaigns and integrates with Salesforce Sales cloud.
* Used Salesforce Automation-Lead Management, Campaign Management, Account and Contact Management.
* Worked with objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Reports, Products, and Cases.
* Extensive implementation in customization/configuration tasks like creating Profiles, Roles, Users, Page Layouts, Search layouts, Validation rules, Email Templates, Workflows, Approvals, Reports, Dashboards, SSO and Network settings.
* Perform data administration tasks such as data loading, merging of duplicate records, and retirement of unused reports & dashboards.

**Environment:**Saleforce.com, Sales cloud, Vlocity Data Raptor, Visual Force Pages, Business Objects, Data Loader, Email Services, HTML, Apex Classes, Apex Triggers, SOQL, Oracle Sql.

**Xerox, India Feb 2017 – Apr 2018**

**Salesforce Administrator / Developer**

**Responsibilities:**

* Involved in all phases of the project, including Project Plans, Documentation, and Configuration.
* Configured Salesforce.com Application Setup activities and customized apps to match functional needs.
* Worked closely with users and given them all the support needed by setting up them with right access and giving all the necessary permissions and investigated /resolved all the issues related to their Leads, Accounts, and Opportunities etc. through case management.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visualforce Pages to suit to the needs of the application.
* Maintained security such as user accounts, sharing rules, permission sets, user roles and profiles, field level security, public groups, list views etc.
* Created Lightning Processes, Workflow rules, complex multi - step Approval Processes, Visual Workflows and Triggers to automate business processes related to Accounts, Opportunities, cases and other standard & custom objects.
* Used Lightning process builder for visualizing and creating automated business processes.
* Written Apex Classes, Custom Controllers; Extension Controllers, Apex Triggers, Batch and Schedule classes in the application for different requirements.
* Worked on SOQL and SOSL queries considering Governor Limits for data manipulation needs.
* Integration with external systems using SOAP API and REST API web services.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* 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.
* Developed and configured various Reports and Report Folders for different user profiles based on the organization initiatives.
* Developed reports, report types and dashboards, dynamic dashboards for various users/business users for administrative and management purpose in both classic and lightning (LEX).
* Created test scenarios on Sandbox environment, created packages and moved it between Sandboxes and Production environments to place final implementations.
* Followed Agile Methodology and actively participated in the status meetings and attended various knowledge transition sessions.

**HSBC Bank, India Jan 2015 – Jan 2017**

**Salesforce Developer**

**Responsibilities:**

* Performed the role of Salesforce.com Developer and Administrator in the organization.
* Worked closely with business partners to realize the capabilities of salesforce.com CRM.
* Worked with Visualforce Pages, Custom Controllers, Extensions, Extension Controllers, Apex Coding, Apex Classes, Apex Triggers.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on record detail pages and edit pages.
* Created Workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Configured Service Cloud features and done service automated.
* Migrated from partner portal to Partner Communities.
* Built Custom GUI using Visualforce page and jQuery.
* Used Sales force web services like REST API, SOAP API, Java, XML and partner WSDL.
* Worked on customizable layouts, Analytics snapshots, and Auto-suggested solutions.
* Used the sandbox for testing and migrated the code to deploy instance after testing.
* Worked on Unit testing, for customizations and developments done during the project.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce. Used Sforce.one for managing navigation and built custom Visual Force components with J Query Mobile and AngularJS.

**Environment:** Apex Web Services, XML/XSD/WSDL, APEX Triggers, APEX Classes, Custom Pages, Custom Components, JavaScript, JSON, Custom Objects, HTML, CSS, Java Script, JqueryUI, JQuery Mobile, Salesforce Mobile packs, Firebug, Salesforce1, Workbench .

**Zoho Corporation, India July 2013 – Dec 2014**

**Jr. Salesforce Developer**

**Responsibilities:**

* Analyzing System and Environmental requirements from Confidential Business analyst.
* Applying various thought processes and salesforce concepts to find out best approach in terms of performance, time and durability.
* Defining the agreed upon and light weigh solution approach feasible on Salesforce.com.
* Creating and managing the Project Documentation such as Functional Design Document, Technical design document, Deployment documents and Unit test cases as part of the Project/RFE process.
* Providing support for User acceptance test and production implementation.
* Ensure application related production problems and incidents are resolved within agreed SLA (Software level agreement) levels.
* Developing high-level test design and planning documentation.
* Design, code, test, and execute test case scenarios
* Analysis of test results leading to defect isolation and resolution.
* Involved in the user acceptance testing (UAT)
* Code commit in versioning system.
* Providing KT (Knowledge Transfer) session of implementation to support team.
* Making pre-cut-over plan, post-cut-over plan and deployment tracker for deployment.
* Deploying from sandbox to production.
* Arranging Show and tell of the functionality for the business user.

**Environment:** SFDC, SQL, Agile, Selenium IDE, Apex Data Loader, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, Triggers, SQL, Java Script.

**Cybage, India June 2012 – June 2013**

**JAVA Developer**

**Responsibilities:**

* Worked directly with user groups in analyzing and specifying business requirements for the design and development of project.
* Interact with business managers to transform requirements into technical solutions.
* Involved in various SDLC phases like Design, Development and Testing.
* Implemented the MVC architecture using Struts framework.
* User Interface has been developed using JSP, JavaScript, Angular JS.
* Proficient in doing Object Oriented Design using UML-Rational Rose.
* Developed web pages using Servlets and XML for various modules.
* Developed JSP and Java Helper classes for In-patient and out-patient Information.
* Used Oracle as the backend database.
* Written PL/SQL Packages, Stored procedures, Views and Functions at the Oracle database.
* Designed application with UML (Unified Modeling Language).
* Created user-friendly GUI interface and Web pages using HTML.
* Performed Unit Testing of all Modules.

**Environment:** Servlet**/**JSP, JavaScript, UNIX, AJAX, Web services SOAP over HTTP, XML, HTML, PHP, Oracle 11g.