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PROFESSIONAL SUMMARY

- Over **16+ years** of experience and skills in software development with a focus on Salesforce.com and the Force.com platform. Have strong technical skills in JavaScript, VB Script, Active Directory, Group Policy Management Console, Shell Scripting, ASP.NET, C#.net, SQL Server 2005, and web development technologies such as HTML and CSS.

- Have experience in the complete life cycle of project development, including system analysis, design, development, testing, deployment, and maintenance. You have a strong understanding of Salesforce.com setup, configuration, and customization, administration, data migration, and integration tools such as Apex Data Loader.

- Expertise includes developing with Apex classes and Triggers, Visualforce, Force.com IDE, SOQL and SOSL, and configuring/customizing the Salesforce.com user interface, page layouts, tabs, custom fields, custom objects, and validation rules. You are also skilled in Salesforce.com administrative tasks such as creating profiles, users, roles, tasks, actions, dashboards, reports, and workflows.

- Experience with Salesforce DX and SFDX CLI and have worked on Salesforce.com CRM integration, developing and deploying custom integration solutions. Proficient in creating/troubleshooting/modifying Apex code and Visualforce pages, and have experience working with various Salesforce.com standard objects.

- Having good analytical, communication, and presentation skills make you adept in sales analysis, marketing, and customer support business processes used by Salesforce.com customers. Worked well as a team player at all levels of the organization, with the ability to adapt quickly and learn.

TECHNICAL SKILLS

- Lightning Experience Development: Salesforce Lightning Design System, Lightning Components, Lighting Web Components, Aura Framework, JavaScript Controllers and Server-side Controllers.
  Salesforce.com Development: Apex Language, Apex Trigger, Apex Class, Apex Custom Controllers, Apex Web Services, SOQL, SOSL, Visual Force (Page, Component & Controllers), Workflow and Approvals

- Administration: Reports &Dashboards, Validation Rules, Users, Roles and Profiles Deployments (Change sets), Workflow Rules, Approval Process, Sandbox Refreshments, Apex Data Loader, Import Wizards, Packages, Custom Apps, Custom Labels, Sharing Settings, Communication Templates.

- Salesforce Tools: Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Import Wizard, Force.com Excel Connector, Force.com Platform (Sandbox and Production)

- Integrating Tools: Apex Data Loader, Import Wizard, Data Export, Mass Delete

EDUCATIONAL QUALIFICATION

- ✓ Master of Computer Applications from Indira Gandhi National Open University (IGNOU) secured 70% in 2004.
- ✓ Bachelor of Science (Electronics) from Andhra Loyola College, Vijayawada secured 88% in 1997.
- ✓ Intermediate (MPC) from Sri Krishnaveni Residential Junior College, Vijayawada secured 76.30% in 1994.

PROFESSIONAL EXPERIENCE

Salesforce Solution Architect @ Cloud23, Hyderabad	**Dec 2022 - Till Date**
Salesforce Technical Lead @ Tetrad IT, Hyderabad	**Jan 2022 - Nov 2022**
Manager (Application Development) @ Concentrix India Services (Pvt) Ltd, Hyderabad	**Jan 2020 - Dec 2021**
Deputy Manager (Application Development) @ Concentrix India Services (Pvt) Ltd, Hyderabad	**July 2018 - Dec 2019**
Analyst Systems @ Convergys India Services (Pvt) Ltd, Hyderabad	**Jun 2012 - June 2018**
Programming/Analysis @ Convergys Information Management India (Pvt) Ltd, Hyderabad	**Jan 2007 - May 2012**
Programmer & Web Developer @ DC ONLINE Pvt Ltd, Secunderabad	**Oct 2005 - Dec 2006**
Programmer & Web Developer @ NetOne Solutions Pvt Ltd, Hyderabad	**Jan 2004 - Sep 2005**

PROJECT PROFILE

SFDC App   : **Common Capabilities**
Environment   : **Salesforce.com**
Duration   : **Feb 2022 - April 2022**
Team Size   : **4**
Role   : **Salesforce Solution Architect**

Description: The common component library will serve as a place to showcase all the components we've built, and what we're working on and collect feedback from current users. Some of the library pages will require custom design as native Salesforce won't be able to provide us with some of the functionality required for a good user experience

Responsibilities
- ✓ An email service enables users to send, receive and review e-mails. Salesforce has its own email service but in the event that users need some variation in what email service they use when sending emails from Salesforce, the Common Capabilities project has developed a component that will allow users to pick which email service they would like to use e.g Some users may need to use Marketing Cloud and its templates or Amazon Web Services' Simple Email Service in order to send their emails.
- ✓ Offer users a variety of options for sending emails
- ✓ Have a ready-to-use integration with Amazon's Simple Email Service
- ✓ Have a ready-to-use integration with Marketing Cloud
- ✓ Flexibility to select desired templates
- ✓ Ability to email multiple people
- ✓ Ability to indicate the return address

SFDC App   : **Rogz Salesforce Consumer Goods Cloud**
Environment   : **Salesforce.com, Community Cloud, Visual Code IDE, SFDX CLI, Apex Data Loader**
Duration   : Jan 2022 - April 2022
Team Size   : 4
Client   : Rogz, South Africa
Role   : **Salesforce Solution Architect**

Description: Rogz are embarking on an exciting digital transformation journey. The team are looking at moving processes and data from multiple platforms onto the Salesforce platform, providing increased productivity to not only the Rogz Sales team, but also the Internal Operations team.

Responsibilities:
- ✓ Responsible for Business Analysis of deliverables on Rogz implementation as assigned.
- ✓ Work on projects focused on Salesforce Consumer Goods Model and Salesforce core CRM business process development.
- ✓ Document and analyses required information and data modelling.
- ✓ Prepare requirements, specifications, business processes and recommendations.
- ✓ Communicate project status to management, and elevate project concerns to appropriate internal project sponsors
- ✓ Elicit Functional Requirements through various communication channels.
- ✓ Creation and delivery of requirements, planning documentation, features and functional specifications, business process flow design, and recommendations on scope based on the work items assigned.
- ✓ Identify and document system deficiencies and recommend solutions
- ✓ Accountable for certain project deliverables and documents as well as project outcomes and quality which will be defined in the workload assignment matrix.
- ✓ Successfully complete systems configuration as per the process flow and sprint item.

SFDC App	**: Marketing Platform - US, Canada, Australia Location (Automotive)**
Environment	**: Salesforce.com, Community Cloud, Visual Code IDE, SFDX CLI, Apex Data Loader**
Duration	: Jan 2019 - Present Date
Team Size	: 6
Role	**: Salesforce Solution Architect**

Description: The Build a scalable, extensible core marketing platform using Salesforce products for primary components , built on an open architecture, industry agnostic, with intelligence driven data insights, supports compelling demos, achieves efficiencies through speed to market, simplified integrations, lower onboarding costs and reduced ongoing operational cost.

Responsibilities:
- ✓ Coordinate with IT development teams to build user stories , business requirements, Performing Technical, Business Analysis and develop a solution.
- ✓ Responsible for delivering new functionalities and for integrations and analyzing its impacts.
- ✓ Lead responsibility in code development and integration of the application for specific modules.
- ✓ Analyzing and identifying gaps in functional/business requirement and effectively communicate with both Business and Functional analysts on the same.
- ✓ Creating Apex classes, triggers and Visual Force Pages. Configuring Page Layouts, Record Types, Managing Fields and their dependencies, Tabs.
- ✓ Configure and Set up relationship between various objects. Defining Validation Rules on Standard and custom fields, Configuring Workflows, Assignment Rules, Workflow rules.
- ✓ Work with Data loaders and import & export utilities.
- ✓ Testing and Preparing Test cases. Working on Reports & Dashboards.
- ✓ Expert with Salesforce orgs, environments (sandboxes) and 3rd party app exchange partners.
- ✓ Data loading and Following SFDC best practices.

SFDC App	**: Sales Cloud – US, UK, Australia Location**
Environment	**: Salesforce.com, Apex, Visual force, Apex Data Loader**

Duration	: Jan 2017 – Present Date
Team Size	: 6
Role	: **Team Member (Salesforce Admin & Developer)**

Description: The scope is to migrate the last 5 years of CIT Sales Ops data for North America, LATAM and International to Salesforce.com. This includes everything from Leads, Accounts, Contacts, Opportunities, Products and users. Since this is a one-time migration, data loader will be used to migrate data from SAP to SFDC. **GAP Analysis**: In order to associate an account with an end customer account, "Partner Accounts" will be enabled in SFDC. Only partners associated with an opportunity will be displayed under the Partner related list.

Responsibilities:
- ✓ Performing Technical, Business Analysis and develop a solution.
- ✓ Responsible for delivering new functionalities and for integrations and analyzing its impacts.
- ✓ Lead responsibility in code development and integration of the application for specific modules.
- ✓ Analyzing and identifying gaps in functional/business requirement and effectively communicate with both Business and Functional analysts on the same.
- ✓ Creating Apex classes, triggers and Visual Force Pages. Configuring Page Layouts, Record Types, Managing Fields and their dependencies, Tabs.
- ✓ Configure and Set up relationship between various objects. Defining Validation Rules on Standard and custom fields, Configuring Workflows, Assignment Rules, Workflow rules.
- ✓ Work with Data loaders and import & export utilities.
- ✓ Testing and Preparing Test cases. Working on Reports & Dashboards.
- ✓ Data loading and Following SFDC best practices.

SFDC App	**: Sales Cloud – Germany Location**
Environment	**: Salesforce.com, Apex, Visual force, Apex Data Loader**
Duration	: Jan 2016 – Mar 2016
Team Size	: 6
Client	: buw
Role	: **Team Lead (Salesforce Developer)**

Responsibilities:
- ✓ Performing Technical, Business Analysis and develop a solution.
- ✓ Responsible for delivering new functionalities and for integrations and analyzing its impacts.
- ✓ Lead responsibility in code development and integration of the application for specific modules.
- ✓ Analyzing and identifying gaps in functional/business requirement and effectively communicate with both Business and Functional analysts on the same.
- ✓ Implementing Object Oriented development approach and design patterns to achieve clean and well-refactored maintainable code.
- ✓ Creating Apex classes, triggers and Visual Force Pages. Configuring Page Layouts, Record Types, Managing Fields and their dependencies, Tabs.
- ✓ Configure and Set up relationship between various objects. Defining Validation Rules on Standard and custom fields, Configuring Workflows, Assignment Rules, Workflow rules.
- ✓ Work with Data loaders and import & export utilities.
- ✓ Testing and Preparing Test cases. Working on Reports & Dashboards.
- ✓ Data loading and Following SFDC best practices.

SFDC App	**: Sales Cloud – US Location**
Environment	**: Salesforce.com, Apex, Visual force, Apex Data Loader**
Duration	: Jan 2015 - Jun 2018
Team Size	: 6
Client	**: CVG Account Plan**
Role	**: Team Lead (Salesforce Developer)**

Responsibilities:

- ✓ Performing Technical, Business Analysis and develop a solution.
- ✓ Responsible for delivering new functionalities and for integrations and analyzing its impacts.
- ✓ Lead responsibility in code development and integration of the application for specific modules.
- ✓ Main functionalities involve the development module sections like, Sorting, Automation Process, Validation Rules and Triggers.
- ✓ Analyzing and identifying gaps in functional/business requirement and effectively communicate with both Business and Functional analysts on the same.
- ✓ Implementing Object Oriented development approach and design patterns to achieve clean and well-refactored maintainable code.
- ✓ Creating Apex classes, triggers and Visual Force Pages. Configuring Page Layouts, Record Types, Managing Fields and their dependencies, Tabs.
- ✓ Configure and Set up relationship between various objects. Defining Validation Rules on Standard and custom fields, Configuring Workflows, Assignment Rules, Workflow rules.
- ✓ Work with Data loaders and import & export utilities.
- ✓ Testing and Preparing Test cases. Working on Reports & Dashboards.
- ✓ Data loading and Following SFDC best practices.

Project Name	**: Cleo - Billing Solutions**
Environment	**: Salesforce.com, Apex, Visual force, C#.Net Web Services, SharePoint 2010**
Duration	: Jan 2014 – Dec 2014
Team Size	: 3
Client	: Comcast Corporation
Role	**: Salesforce Architect**

Responsibilities:

- ✓ Creating Apex classes, triggers and Visual Force Pages
- ✓ Configuring Page Layouts, Record Types, Managing Fields and their dependencies, Tabs
- ✓ Configure and Set up relationship between various objects
- ✓ Defining Validation Rules on Standard and custom fields, Configuring Workflows, Assignment Rules, Workflow rules
- ✓ Triggers and Apex
- ✓ Work with Data loaders and import & export utilities
- ✓ Testing and Preparing test cases
- ✓ Worked on Reports & Dashboards
- ✓ Data loading
- ✓ Following SFDC best practices.

SFDC App	**: Sales Cloud - US Location**
Environment	**: Salesforce.com, Apex, Visual force**
Duration	: Jan 2013 – Dec 2013
Team Size	: 4

Client	: Dun & Bradstreet
Role	: **Salesforce Developer**

Responsibilities:
- ✓ Creating Apex classes and triggers
- ✓ Creating Workflows, Validations
- ✓ Creating Orchestration using IBM Cast Iron AppExchange product
- ✓ Work with Data loaders and import & export utilities
- ✓ Implementation in Sandbox and Production environments
- ✓ Testing and Preparing test cases
- ✓ Mentor for the team, train and guide team members on the existing architecture and coding standards to maintain the high standards of the code base
- ✓ Responsible for technical and architectural decisions for new features and product updates
- ✓ Collaborate with business analysts and functional manager to ensure understanding of business requirements
- ✓ Coordinating development tasks across the development team, breaking down project into tasks and assigning them to team members
- ✓ Develop and implement new system features and enhancements based on design specifications
- ✓ Assist with the troubleshooting and resolution of escalated customer support issues
- ✓ Review documentation as it relates to the software development process
- ✓ Responsible for the development of business continuity planning software and utilities.

Project Name	**: Knowlagent**
Environment	: **Visual Studio 2005 (ASP.NET 2.0, C#.Net, Web Services)** and **SQL Server 2005**
Duration	: Jan 2012 – June 2012
Team Size	: 4
Client	: Convergys Corporation
Role	: **Team Lead**

Responsibilities
- ✓ Responsible for technical and architectural decisions for new features and product updates
- ✓ Collaborate with business analysts and functional manager to ensure understanding of business requirements
- ✓ SQL Server 2003 Administration, IIS Administration.
- ✓ ETL (Extract Transform and Load) / UMA (User Management API) / ACD (Automated Call Distribution) Feeder Jobs automation.
- ✓ Active participant of all the Service Transition activities (Incident management, Problem management, Change management, Release and Deployment management etc.)
- ✓ Maintaining the KEDB (Known Errors Database).
- ✓ Testing and Implementation of the new releases of the application
- ✓ Administering the Knowlagent SharePoint site.
- ✓ Working on the Active Directory issues.