

**Neelima Valeti**

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**PROFESSIONAL SUMMARY**

* 9+ years of professional IT experience in Salesforce.com CRM and Force.com Platform*.*
* Involved in various stages of Software Development Life Cycle (SDLC) including Analysis, Requirement Engineering, Architecture, Design, Development, Enhancements, Testing, and Deployment.
* Experience in SFDC Configurations/Customizations - as Administrator and Developer.
* Experience in administration, configuration, Implementation, and Support of Salesforce CRM and Salesforce SFA applications based on Apex Language and leveraging Force.com Platform.
* Experience in creating many Workflows, Validation rules, Approval Processes, Triggers, Sharing Rules and also the most complex Apex classes to meet the client’s requirement and functionality.
* Experience in designing custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, Snapshots, Dashboards, Apex Classes, Controllers and Triggers, and various other components as per the client and application requirements.
* Experience working with Force.com IDE and Salesforce.com Sandbox environments.
* Proficient in Creating Custom Page layouts based on record types design and implementation.
* Thorough understanding of SDLC Methodologies like waterfall, Iterative, Agile (SCRUM).
* Developed and configured various Dashboards, Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Experience with data insertion and updates through the tool Apex Data Loader in [salesforce.com](http://salesforce.com/)
* Hands on experience in using various Salesforce migration tools like ANT, change sets and Eclipse.
* Fair understanding of marketing cloud, sales cloud and service cloud.
* Experience working with salesforce.com sandbox and production environments and experience in managing full sandbox, developer sandbox and Configuration-only sandbox.
* Have good experience on creating Batch Classes and Test classes for Apex Triggers, Apex Classes.
* Experience in using REST Web services for implementing web applications for US Healthcare Professionals and patients by accessing data from various APIs.
* Executed various levels of Unit testing and Integration testing using test cases to prove that system conform to specifications of business and quality requirements.
* Implementation & Integration experience on Salesforce.com using Apex Language Web Services, Visual Force Pages, Components, Tabs, Custom Objects, S-Controls, Reports, workflow rules, validation rules, approval processes and Dashboards.
* Experience in Markup Languages like XML, HTML and CSS.
* Experience in validations using Java Script, JSON and JQuery.
* Working knowledge in handling cross browser compatibility issues.
* Strong work ethics, excellent verbal and communication skills and taking the ownership of all duties and responsibilities and meeting management objectives.

**CERTIFICATIONS:**

* **Salesforce.com Certified Administrator** [21940705]
* **Salesforce.com Certified Platform Developer I** [21942730]

**TECHNICAL SKILLS:**

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| **Salesforce** | Salesforce SFA, Apex Language, Apex Classes, Standard and Custom |
| **Technologies** | Controllers, Extensions,Apex Triggers, SOQL, SOSL, Visual Force Pages/Components, Apex Web Services, Workflow & Approvals, Reports, Dashboards, Roles, Profiles, Assignment rules, Standard and Custom Objects, Territory Management, Apex Data Loader |
| **Visual Force** | Custom Visual Force Pages |
| **Languages** | C, C++, Java, Apex, JavaScript. And JQuery |
| **Database** | Microsoft SQL Server, MS Access, Oracle 10g/9i. |
| **Web Platforms** | HTML, XML, CSS, XHTML, HTML5, JavaScript, Windows, Windows Server |
| **Tools** | Data Loader, ANT, JIRA, SERVICE NOW, Eclipse IDE. |
| **Methodology** | Waterfall, Agile [SCRUM] |
| **Operating Systems** | Windows NT/2000/XP Pro/Vista, Windows Server 2000/2003/2008, UNIX, Linux |

**PROFESSIONAL EXPERIENCE**

**Client: Nissan North America,** **Franklin, TN Jan 2020 – Present**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Worked on developing the customer dashboard for the agent view showing the customer information which includes Freezing the credit card and Pulling the customer information and viewing the credit report.
* Building screens for the Freeze functionalities like adding freeze , Removing , temporary Removal, Changing Pin , Notification with all the required API callouts and creating cases after submitting and also involved in working with the API teams to get the required End points and making the callouts accordingly for the management.
* Was involved in building screens for the Authentication of the customers by the agents through Phone calls and creating cases for each call.
* Developed Lightning aura components Built lighting quick action buttons, Flow builders.
* Mostly worked on building screens on the Dispute functionalities like submitting Disputes, paragraphs, Remarks, Statements, Inquiries, Personal information, Address disputes etc.
* Full lifecycle implementation experience (taking things from development to QA development to UAT to production)
* Deep understanding of web technologies, such as JavaScript, CSS, HTML5, XML, JSON, and Ajax
* Experience with insomnia client (test harness for APIs)
* Knowledge of integration architecture as well as third-party integration tools and Web Services API
* Was part of an agile delivery team to liaise with product owners and be responsible for solution analysis, design and development. This include working stories from Jira and delivering them in two week sprints as well as recommending test criteria and support of implementation activities.
* Involved in creating screens to apply offers and membership details like upgrading, downgrading and cancelling of offers and creating cases accordingly.
* Experience in designing, developing and implementing applications like Sales, Marketing and Support modules on Salesforce.com platform.
* Implemented Sales force Development Cycle covering Sales Cloud, Service Cloud, Marketing Cloud Call, Center, Chatter & App-exchange applications.
* Created Dashboards to monitor the Callout Speed and the API fail responses to monitor the slowness while processing the requests to customers.
* Involved in the Deployments using the change set processing and validating them.
* Design, develop, test, and deploy desktop, custom web and mobile applications.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Manage Salesforce1 Mobile application using Salesforce Setup menu creating and managing custom objects, fields, formulas, analytic snapshots and report types.
* Involved in the training sessions to the internal business users to use the application and develop their own custom report.

**Environment**: Salesforce.com, Force.com Explorer, Apex Triggers, Visualforce Pages & Apex Controllers, Sales Cloud, Service Cloud, Data Migration, Data Loader, Custom Objects, Custom Tabs, Flow Builder, Aura Components, Record Types, Dashboards , Custom Labels, Custom Metadata, Data Loader, workflow and approvals, reports, custom tabs, Email services, Security controls, Case management.

**Client: Hughes Network Systems, MD Oct 2017 – Dec 2019**

**Role: Salesforce Lightning Developer**

**Responsibilities:**

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* 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, upset and export operations on millions of records.
* Expert in migrating data from various systems into Salesforce CRM using ETL tools - Informatica on Demand, Cast Iron (CI) experience, to synchronize data between Sales.com and web service endpoints.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people.
* Prepared the Data Modeling Design.
* Developed strong preferences for Agile, Created a design document that details the system and Products, and updated cost of items of resources.
* Extensively used Agile Scrum methodology to reach our business team goal by gathering day-to-day requirements and building them using Force.com platform.
* Experienced in developing Lightning Components and Lightning Apps to provide more interactive interfaces to end-users.
* Working on building and embed Lightning Components in Visual force 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.
* Used Salesforce1 Simulator to test if Lightning Components work on the simulator.
* Experience in Aura framework, Lightning Components, Salesforce Lightning Design System (SLDS) and in using Aura Framework to develop Lightning pages.
* Developed App- Builder and Mobile app using lightning.
* Worked on Salesforce1 Mobile Application and was interacted with backend development.
* Design, develop, test, and deploy desktop, custom web and mobile applications.
* Manage Salesforce1 Mobile application using Salesforce Setup menu creating and managing custom objects, fields, formulas, analytic snapshots and report types.
* Involved in the training sessions to the internal business users to use the application and develop their own custom report.
* Developed Analytics Cloud data using SAQL via Wave analytics to build own app to access and analyze Analytic cloud data.
* Implemented Wave analytics to track overall business, which increased 20% of entire sales.
* Wave analytics also helped the sales manager to take immediate action by creating a campaign and dive in deep the data for quick decision making.
* Used Sales Wave analytics app with Salesforce to perform other integrations and customizations.
* Created Wave mobile application, which can be up and running in days.
* Developed Apex classes on Force.com platform to customize application according to functional needs.
* Developed Visual Force Pages to customize the view and functionality of the Knowledge Articles.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud.
* Implemented marketing cloud on campaign object in order to promote sales and designed UI components in reports in Salesforce Marketing cloud using jQuery and BootStrap.
* Developed Workflow Rules, Time-Dependent Workflow Actions, Email Alerts and Field Updates.
* Developed client-specific solutions on the Force.com platform using Apex, Visual Force, Process Builder and Visual Flows.
* Involved into Apttus Product Configuration and Pricing Configuration with some advanced functionality of Salesforce.
* Worked with Data loader for loading the attachments into salesforce.com, related to objects like Accounts, Contacts, Opportunities, and Activities.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* Implemented and Consumed Knowledge Base Dashboards &Reports App Exchange for providing Reports and Dashboards that monitors the Knowledge Base.
* Involved in the creation of Knowledge Content, Format and Delivery Methods.
* Managed and implements customization requests by Business Users, including creating workflow triggers, workflow alerts, and automated email response.
* Performs new release evaluations with Business Owner & manages new functionality rollouts.
* Identified and resolved problems, which may impact projects by monitoring progress and project status.

**Environment**: Salesforce.com unlimited edition, Salesforce Lightning, Sales Cloud, Service Cloud, Apex Language, Lightning Components, Visual Force (Pages, component and controllers), SugarCRM, AppExchange, Apttus, HTML, JavaScript, XML, Soap UI, Eclipse, Oracle 10g, Informatica Power Center, Informatica on demand, WSDL, Sandbox, Web services, Reports, Custom Objects, Custom Labels, Custom Metadata, Data Loader, workflow and approvals, reports, custom tabs, Email services, Security controls, Case management, Demand tools, SOSL, SOQL, CPQ, Excel, Validation rules.

**Client: Ridgeview Medical Center, MN Oct 2015 – Sep 2017**

**Role: Salesforce Developer/ Administrator**

**Responsibilities:**

* Worked with Business Users and Business analysts for requirements gathering, analyzing the requirements.
* Administered incident response and break fix for Production applications.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects.
* Used Salesforce.com platform, Force.com IDE for development for Visualforce Pages, Apex classes, Triggers and creating Objects.
* Written Apex Classes, Controller, Extension Controllers and Apex Triggers in the application for various Business/functional requirements.
* Written SOQL, SOSL query language necessary for the application in Apex Classes and Triggers.
* Expertise on Orchestra CMS Tool used for content management for Force.com sites based on the client requirement.
* Developed Reports and Dashboards, validation rules, formula fields for the application.
* Strong experience in implementing MVC with [salesforce.com](http://salesforce.com/).
* Developed UI using CSS, HTML tags, Visualforce components and used JavaScript for front-end validation.
* Integrated Force.com with Salesforce1 And Mobile Apps.
* Use various Visualforce components like Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link, Command Button etc.
* Worked with Visualforce Controllers (Standard, Standard List, Custom, and Extension).
* Created Page Layouts and assigning different layouts based on Record Types.
* Created Custom Reports and Dashboards for the application.
* Implemented Web-to-Lead and converted Lead to Account.
* Developed Workflow rules, Field, Email updates to implement the business logic for Standard and Custom Objects as per the business needs.
* Prepared data mapping document to map source and target system fields.
* Experience in Data cleansing by writing apex classes and identifying in MS-excel.
* Used Data Loader to bulk load data into [salesforce.com.](http://salesforce.com/)
* Tested User Interface inconsistency and application functionality.
* Configured/Created Profiles, Roles, and Permission Sets for the organization and setting up Field-level, Object-level security rules for the application.
* Written Apex Test Classes for unit testing to ensure at least 75% of code coverage is met.
* Deployed application from Sandbox to different other Sandbox as well as into Production environments.

**Environment:** Salesforce.com, Force.com Platform (Sandbox and production) including ApexProgramming Language and Visual force pages, Data Loader, SVN, GIGYA, JENKINS, JIRA(Reporting and tracking Bugs), SERVICE NOW(Reporting Incidents and Tickets), ORCHESTRA CMS (Tool for handling content for SFDC Websites).

**Client: Intellect Design Arena Ltd, India Nov 2013 – Sep 2015**

**Role: Salesforce Developer/Admin**

**Responsibilities:**

* Created custom Entity Relationship data model based on the provided business requirements and integrated it with the Standard Salesforce Objects.
* Created pick lists and page layouts and coupled those using Record Types.
* Created profiles and implemented Object and field level security to hide critical information.
* Implemented Apex Classes & Triggers and linked them to manage the workflows Implemented in the system.
* Created test scenarios on Sandbox environment and migrated code to deployment upon successful testing.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from the home-grown applications by using the home-grown web services.
* Used Apex Data Loader to migrate data such as accounts, campaigns from legacy system.
* Maintained processes of CSV import file updates for customer records into Accounts, Contacts using Data Loader and Import Wizard.
* Implemented Configuration, Customization and Development with Salesforce.com on Service Cloud and Sales Cloud
* Wrote Case Escalation Rules to escalate cases depending on the time frame and difficulty of the case issues.
* Developed advanced end user web pages using HTML, Java Script **and displayed Dashboards in Web Format also used custom links to navigate from one page to another page.**

**Environment:** Salesforce.com platform, Apex, Visual Force, Data Loader, Workflow Approvals, Custom Objects, Custom Tabs, Reports, Email Services, Security Controls, Sandbox data, Eclipse IDE Plug-in, Windows XP.

**Client: Sysbiz Technologies Pvt. Ltd, India Sep 2011 – Oct 2013**

**Role: Java Developer**

**Responsibilities:**

* **Involved in software development life cycle phases like requirements gathering, analysis, design, development and testing.**
* Designed, developed and deployed various data gathering forms using **HTML**, **CSS**, **JavaScript**, **JSP** and Servlets.
* Developed java scripts for all client-side validation and developed User Interface (GUI) using JSP, CSS
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization.
* Created test scenarios on Sandbox environment and used Force.com Component Deployment Wizard for migrating data between **Force.com IDE** and **Sandbox environment.**
* Created custom controllers implementing complex code for retrieval from Salesforce to Visualforce pages.
* Created Executive and other Dashboards using **wave Analytics.**
* Reviewing the test cases provided by the QA team and providing feedback.

**Environment:** Core Java,J2EE, JSP, HTML, JavaScript, CSS, Eclipse, EJB’s, Visual Force, Sandbox Data.