**SRUTHI**

**Email:sruthisalesforce06@gmail.com| Phone: +1 512-800-3078|**



**SUMMARY**

**Over 7.4 years** of experience in **analysis**, **design**, **development**, **testing**, **delivery** and **production support** of application software.

And in **Salesforce.com CRM Platform and Apex technologies, Sales Cloud, Service Cloud, Marketing cloud.**

* Excellent knowledge on Apex development in creating **Triggers, Apex Classes, Standard Controllers, Custom Controllers** and **Controller Extensions**.
* Extensive work experience in defining and managing **custom Objects, creating page layouts**, designing of **custom fields, role-based page layouts, custom Tabs, custom reports,** report extractions to various formats and various other components as per the client and application requirements.
* Experience in working with **Eclipse IDE** with **Force.com Plug-in** and **Mavens Mate** environment for writing Business logic in Apex Programming Language.
* Proficient in administrating the organizational setup using **Sales force administration**.
* Good experience in working with **Cloud computing / SaaS** technologies.
* Experience in designing junction objects and implemented various advanced fields like **Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Workflows**, and **Approval Processes** for **automated alerts, field updates**, and **Email** generation according to application requirements.
* Experience in implementing **security** and **sharing rules** at **object, field**, and **record level** for different users at different levels of organization. Also **created various profiles and configured the permissions based on the organizational hierarchy.**
* Excellent Working knowledge on web 3.0 technologies like **JavaScript, JQuery**, **Angular Js , HTML5 and CSS 3.0**
* Good understanding of Salesforce.com **Governor Limits** with an ability to optimize code to respect those limits.
* Working knowledge on ETL tools like **Informatica Power center**, SSIS and Reporting tools like **OBIEE**
* Experience in the Product data management for controlling and tracking the records
* Had experience with the CRM integration for the data entry and engaging them.
* Proficient in **Data Migration** from **Traditional Apps** to **Salesforce** Using **Data Loader Utility**.
* Experience in designing skills with **E-R Diagram** and **UML Diagrams**.
* Working experience on tools like **fisheye** for reviewing the code, **senseifor** sprint retrospection and **planning poker** for estimating the story points.
* Good exposure to **RDBMS**, **SQL** and **PL/SQL**, writing SQL scripts for efficient report generation.
* Highly organized and dedicated with a positive attitude, capable of producing results immediately on hire.
* Great involvement in creating salesforce Lightning Apps, Lightning Components, Controllers and Events.
* Altered existing Visualforce to adjust to salesforce new Lightning UI encounter.
* Customer centric with effective interpersonal, organizational and problem-solving skills.

**CERTIFICATION**

Salesforce Certified Platform Developer 1

Salesforce Certified Administrator

**TECHNICAL SKILLS**

**Salesforce CRM** Apex Language (Classes, Trigger, Batch, Schedule), SOQL & SOSL Language, Visualforce Pages, Components, Sales, Service, Marketing, Ant based Force.com Migration Tool, Workflow rules, Approval Process, Profiles, Permission Sets, Role Hierarchy, Validation Rules, Custom objects, Relationships, Page Layouts, Search Layouts, Record Types, Reports, Dashboards

**Force.com Tools** Developer Console, Force.com IDE, Force.com Explorer, Workbench, Data Loader

**PROFESSIONAL EXPERIENCE**

**Aperture Credentialing LLC, Raleigh North Carolina. April 2020 to till date**

Aperture Credentialing, LLC is the largest and most reliable healthcare provider credentialing company in the nation. With more than 20 years of experience in the sector.

**Role: Sr. Salesforce Developer**

 **Responsibilities:**

* Involved in various stages of **Software development life cycle** including analysis, requirement engineering, and development**.**
* Worked extensively on sharing model and complex apex sharing model.
* Worked on Lightning component development.
* Worked on App Exchange customization of lead generation app
* Experience with KPI Sales maker activities
* Worked on apex triggers to develop feature on user object.
* Involved in developing the Process Builders, Lightning flows and login flows.
* Created a lead import Wizard where Agents can import the leads from CSV.
* Developed a Sharing model for Farmers Insurance Lead, Quote and user objects
* Managing the offshore team.
* Built mobile application using new salesforce1 mobile app, developed Lightning Components, Controllers, Handlers, Events and Aura components.
* Develop, document and enforce application standards and procedures.
* Implement customer-based solutions and develop products on the Force.com platform using Apex and Visual Force

**Environment:** Sales Cloud,Force.com Platform, Salesforce1, Administration, Apex Language, Apex Scheduler, Lightning Components, Workflow & Approvals, Process Builder, Reports, Dashboards, Custom Objects, Custom Tabs, Lookup and Maser Details Page, Email Services, Security Controls, HTML, CSS, JavaScript, JSON, XML, Java, Deployments, Sandbox, Integrations, Email Studio, Content Builder, Automation Studio, Journey Builder, Contact Builder, Mobile Studio, Cloud

**Guardian Life, Frisco Tx. Dec 2019 to April 2020**

**Role: Salesforce Lightning Developer**

Description: Guardian Life is Financial Services and Health CRM Systems to help sales representatives in Healthcare service sales division. Salesforce.com CRM application provides higher levels of service to clients and improves overall productivity by managing leads and opportunities and decreasing administrative tasks.

Responsibilities:

* Created modern 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.
* Worked with various Salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions Standard objects & Custom Objects.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Worked on communities and built various forms on portal using Lightning components.
* Performed the roles of Salesforce.com Admin and Developer in the organization.
* Designed, and developed **Apex Classes**, Controller Classes, extensions and **Apex Triggers** for various functional needs in the application.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Experienced using Force.com IDE for creating, modifying, testing, Force.com Applications.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

Environment: Lightning experience, Lightning Components, Apex classes and Controllers, Salesforce.com Platform, Force.com, Apttus CPQ, Force.com Eclipse IDE, HTML, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP Api, REST Api.

**T Mobile , Richardson TX Nov 2018 to Nov 2019**

**Role: Salesforce Marketing cloud Developer**

Description: T-Mobile is the brand name used by the mobile communications subsidiaries of the German telecommunications company. T-Mobile US provides wireless voice, messaging, and data services in the United States, Puerto Rico and the U.S. Virgin Islands under the T-Mobile, MetroPCS and GoSmart Mobile brands. The company operates the third largest wireless network in the U.S market with over 65.5 million customers

Responsibilities:

* Implemented data migration and integration between legacy system and **Salesforce** Migrated marketing campaigns from Salesforce Marketing Cloud to Adobe Campaign **CRM** using **Informatica on Cloud**.
* Developed multi-touch points journeys using custom integrations between several external systems, within Salesforce Marketing Cloud
* Developed automated and highly personalized communication workflow/journeys, using several data points and user behavior to determine communications
* Built segmentation/automations using SQL and Javascript, in Salesforce Marketing Cloud
* Built automated external feeds and reports to log/analyze marketing communications
* Assisted other **Salesforce Marketing Cloud** **and Adobe Campaign developers**, and guided them in advanced email/workflow/journey development
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Configure Salesforce and marketing cloud integration user along with configuration in Salesforce

**Environment**: Eclipse IDE, Controllers, CSS, Visual Force Pages, Data Loader, Workflows, Triggers, Web Services API, SAP, Salesforce CPQ, Force.com Explorer, Lightning, Marketing cloud Admin, Marketing cloud Integration, Agile Development Methodology.

**Fuzion Analytics, Carmel, Indiana Oct 2017 to Nov 2018**

**Role: Salesforce Developer**

**Description:** Fuzion is leveraging the knowledge that has been acquired through managing a variety of complex long-term care insurance blocks, and transferring this expertise to individual carriers and the entire industry. In providing service to carriers, Fuzion focuses on managing the business in a manner that improves financial performance while minimizing risk.

**Responsibilities:**

* Implemented Sales force **Service Cloud**& **Opportunity Management** (Case Management, Entitlement Management, Product & Price Book, High Volume Customer Portal, Partner Portal, Visual Force Sites) for business support and technical support for its channel customers.
* Worked with **SOQL**, **SOSL** queries with **Governor Limitations** to store and download the data from Salesforce.com platform database.
* Experienced in designing **UI** using **Visual Force** Pages. Wrote **Test Scripts** for various scenarios.
* Migrating **Metadata** from one sandbox to another sandbox using **Force.com IDE tool.**
* Used **Web Services** like **SOAP API** and **Rest API** to integrate with external systems**.**
* Implemented **Email-to-Case**, **Web-to-Case** for automation of the case creation.
* Performed **Unit**, **Integration**, **Regression** and **User Acceptance** Testing.
* Managed user accounts and security - including **new user account creation, profile and role**
* **Management, sharing rules, and security controls.**
* Analyzed complex business requirements and designed solutions using **Apex classes, triggers, and Visual Force pages.**
* Configured Salesforce.com to meet business requirements - including fields, **page layouts, workflows, approvals and validation rules.**
* Developed and configured various Custom Reports and Report Folders for different **user profiles**
* based on the needs in the organization
* Use **Data Loader** to insert, update, and bulk import or export of data from Salesforce.com
* Objects and to read, extract and load data from comma separated values (CSV) files.
* Proactively discover the underlying business goal and needs.
* Provide solutions to problems clients face
* Worked on writing **Apex Triggers** & **Apex Classes**, **Batch Apex** and **Scheduled Apex**.
* Implemented **Salesforce.com customizations** and drove **user acceptance testing (UAT)**.
* Partner with business stakeholders driving the requirements to be sure they have a complete understanding of the improvements and changes
* Resolved Salesforce.com usage problems.
* Conducted **Training sessions for End users** and testing team.
* Review AppExchange applications for functionality and security risks.

**Environment:** Salesforce.com platform, Service Cloud, Sales Cloud,Apex Language, Visual force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP

**Baxter, Deerfield, IL June 2017 to Sept 2017**

**Role: Salesforce Developer/Admin**

**Description:** Baxter is a USA based company, which works on Medical products. Baxter developed GCLS application on Salesforce. A Global Customer Listening System (GCLS) is a collection of processes employed by a company to interact with customers in order to provide products, address problems and answer questions.

**Responsibilities:**

* Performed the roles of Salesforce.com Developer and Admin in the organization.
* Worked on various **salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages**, Reports and Dashboards.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, **Visual Force Pages** to suit to the needs of the application.
* Designed, developed and deployed Apex Classes Extension Classes to support Visual Force pages’ development, Test Classes for **Unit testing and Apex Triggers** for various functional needs in the application.
* Created workflow rules and defined related tasks, **time triggered tasks**, **Email alerts**, filed updates to implement business logic.
* Involved in design, coding, and maintenance phase.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Involved in **various activities of the project, like information** gathering, analyzing the information, documenting the functional and nonfunctional requirements.
* Designed, developed and deployed **Apex Classes**, **Controller Classes** and **Apex Triggers**, packages for various functional needs in the application.
* Designed and deployed **Custom tabs**, **validation rules**, **Approval Processes** and Auto-Response Rules for automating business logic.
* Designed, and developed the Custom objects, validation rules, **Page layouts**, Components, Visual force Pages to suit to the needs of the application.
* Developed and Customized User interface in Salesforce.com using Visual force, **Apex controllers** and Force.com IDE.
* Integrated external financial systems for synching data in Salesforce.
* Worked on **various Salesforce.com standard objects like Campaigns**, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Implemented pick lists**, dependent pick lists, lookups, master detail relationships**, validation and formula fields to the custom objects.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Developed **Visual Force Pages to include extra functionality and** wrote Apex Classes to provide functionality to the visual pages.
* Created **Visual force mail templates and also automated Email Process** to send installation instructions to new and existing customers.
* Developed and **configured various Reports and Report Folders for** different user profiles based on the organization initiatives.
* Worked with admin team to create users, roles, public groups and implemented role hierarchies, sharing rules and record level **permissions to provide shared access among different users.**
* Worked with admin team to create profiles and implemented Object and field level security to hide critical information on the profile users.
* Developed **Custom Objects, Custom Reports and configured the Analytic Snapshots** to dump the data on regular basis for the sales performance and lead generation statistics.
* Used the sandbox **for testing and migrated the code to the** deployment instance after testing.

**Client: Intuz Solutions Pvt Ltd. - Ahmedabad, India Feb 2013- Oct Nov 2016**

**Role: Salesforce Developer**

**Description:** Global custom mobile development and cloud Solutions Company.

**Responsibilities:**

* Performing the role of **Salesforce Developer** in the organization.
* Gathered business requirements by communicating with user team and trained team on how to efficiently utilize the system.
* Developed various **Custom Objects, Tabs, validation rules, Components.**
* Using **Force.com developer toolkit including Apex Classes and Visual forcepages** to develop custom business logic.
* Worked on various **SalesForce.com Standard Objects including Accounts, Contacts, Leads, Opportunities, Reports, Dashboards, Events, and Tasks.**
* Used **Force.com web service API for implementing WSDL in the application for access to data from external systems and web sites.**
* Worked with **SOQL & SOSL queries** with Governor Limitations to manipulate the data from SalesForce.com platform database.
* Created **Custom Objects and fields** for transactional and contractual information.
* Encrypted **sensitive data with Encryption Fields feature.**
* Designed and deployed **Custom tabs, validation rules, Approval Processes, and Auto-Response for automating business logic.**
* Used **Force.com IDE for development of Visual Force Pages, Apex classes, Triggers and debugging and analyzing logs.**
* Developed **several Custom Reports & Dashboards** to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Worked on **Unit testing**, for the customizations and developments done during the project.
* Developed **Cascading Style Sheets (CSS)** for creating effects in Visual force pages.
* 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.**

**Environment**: **SalesForce.com platform, Apex Script, Web services API, Visual Force Pages, Controllers, CSS, Encryption Fields, Workflow & Approvals, Custom Objects, Custom Tabs, Security Controls, Page Layouts, HTML, Java Script, Reports, Dashboards, Eclipse IDE Plug-in, Windows XP**.

**References:**

Name: Varun Kumar Kanala
Phone: 512-800-3078
Email: vkumar@aperturecvo.com
Designation: Salesforce Dev lead
Company: Aperture Credentialing LLC

Name: Sreekanth Digala
Phone: 609-721-3446
Email: sreekanath.digala@glic.com
Designation: Salesforce Technical Lead
Company: Guardian Life