**Chenaj Teja Potu** 

Phone: (+1) 408-660-5391

Email: Tejaes19@gmail.com

SUMMARY

**3x** certified Salesforce expert with around **8 years** of professional IT experience including **7+** of **Salesforce** CRM as a developer & administrator. Excellent experience with Implementing **Sales cloud, Service Cloud (Field Service Lightning), Community Cloud**. Developed Lightning Components, client-side and server-side controllers to meet the business requirements and performance standards. Significant experience in migration from Classic to Lightning and Integration with Strong communication, organizational and interpersonal competencies along with detail oriented and problem-solving skills.

KEY SKILLS AND EXPERIENCE

* Good knowledge in **all phases** of **SDLC** including requirements **gathering and analysis** through **project Design, Development, Testing, Implementation, Deployment, and Maintenance**.
* Experience in Administration, Configuration, Implementation, and Support of Salesforce CRM applications based on **Apex Language** and leveraging **Force.com Platform** application running in **Cloud Computing Environment**.
* Creating **Custom Apps, Custom fields, Profiles, Applying Sharing Rules, Handling Page Layouts, Search Layouts, and Related List and defining Field Dependencies, custom buttons, Validation Rules, workflows, approval processes**.
* Expertise in SFDC Development using **Lightning Application**, **Apex Language**, **Visual Force Pages**, **Classes**, **Controllers**, **Triggers**, **Components**, **Tabs**, **Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Einstein Analytics, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows and Platform Events.**
* Strong knowledge of Salesforce **configuration**, **data migration**, system integration and familiarity with **Visualforce** (Pages, Components, Controllers) **MVC architecture** and **Apex** (Classes, Controllers & Triggers).
* Experienced using Salesforce Lightning UI. Created Lightning Apps combining **Lightning Design System**, **Lightning App Builder** and Lightning Component features.
* Hands-on experience in building custom lightning components on the **Aura framework and Lightning Web Components** using Controllers, Helpers, **Design Attributes**, Renderer, **Handlers** and **Events** to focus on the logic and Interaction in **Lightning Applications**.
* Pursued **Field Service Lightning** package and learned Lightning development. Helped design and develop complex Field Service meeting planning and scheduling application suite. Developed interface with Microsoft Exchange Servers for email integrations.
* Created **lightning Apps** combining **lightning design system**, **lightning App builder** and lightning component features. Used **Salesforce CLI** and **VS Code** to create **scratch orgs (SFDX).**
* **Migrating visual force pages to Lightning Components** by analyzing using Lighting Migration manager. Implemented Case Management Automation to track and solve customer issues by creating the support process, record types, and assignment and escalation rules.
* Experienced in **design, development, testing and maintaining Web Applications using HTML, CSS, JavaScript, XML, jQuery, JSON, WSDL, SOAP and Salesforce Lightning Design System.**
* Hands on experience in writing queries using **SOQL** and **SOSL** in Apex Classes and Triggers.
* Expertise in performing data migration from legacy system to Salesforce using **Data Loader, Import Wizard, Workbench,** etc.
* Experience in working with **Asynchronous Apex like Future, Batch, Schedule and Queueable**.
* Very good exposure towards **Jenkins** and code versioning tools to achieve **CI/CD** within different Salesforce Orgs and experience in **Bitbucket, GitHub, GitLab and Jenkins** for version control and traceability usage.
* Good understanding of development environment using **AGILE methodologies with SCRUM process**. Participated in **Daily Standups, Sprint Planning, Sprint Retrospective** meetings on tools like **JIRA** & **Rally**.
* Hands-on expertise skills include functional programming in **JavaScript**, front-end **design patterns**, managing technology, **mentoring** junior developers, solving difficult UI problems, enterprise-grade code quality, UI component architecture.
* Hands-on experience with development tools like **VS Code** with **Salesforce DX CLI**, and experience in design and development of **SOAP/REST API** Enterprise Integrations between Salesforce and other legacy applications and deployment using **Change Sets and ANT** and tools like **Copado** and **AutoRabbit**.

Technical Skills:

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| --- | --- |
| **Salesforce & Technologies Integration.** | Salesforce CRM, Apex Language, Apex Classes/Controllers, Service and Sales Cloud Apex Triggers, SOQL, SOSL, Visual Force Pages / Lightning Components, Lightning Web Compenets, Workflow & Approvals Process, Dashboards, Custom Objects, Knowledge on MuleSoft Integration tool, Rest and Soap API. |
| **Sales force Tools** | Force.com, Eclipse IDE Plug-in, Visual Studio Code and IntelliJ IDE. |
| **Operating Systems** | Microsoft Windows, Linux, Unix, Mac. |
| **Languages** | C, Java, Apex. |
| **Web Technologies** | HTML, CSS, JavaScript, XML, AJAX, SOAP, JSON, IONIC Framework, Apache Cordova. |
| **Database** | ORACLE SQL, MySQL. |
| **Tools** | Apex Data Loader, Eclipse, Workbench, Force.com Explorer, Mavens mate, Salesforce DX. |
| **SDLC Methodologies** | Waterfall, Agile and Scrum methodologies. |
| **Others** | Workflows, Approval processes, Triggers, Validation Rules. |

EDUCATION

Master of Information Science, Saint Joseph’s University, PA Aug 2011-Dec 2012

* Business Intelligence
* GPA 4.0

Bachelor of Technology, JNTU, Hyderabad, Andhra Pradesh, India Apr 2007-May 2011

* + Computer Science Information Technology
	+ GPA 3.7

certifications

* SALESFORCE CERTIFIED **ADMINISTRATOR**
* SALESFORCE CERTIFIED **ADVANCED ADMINISTRATOR**
* SALESFORCE CERTIFIED **PLATFORM DEVELOPER I**

Salesforce Trailblazer Link

* https://trailblazer.me/id/cpotu

WORK EXPERIENCE

**Nokia, CA April’ 2018-Till Date**

**Salesforce Lightning Admin/Developer**

Enterprise Applications team, responsible for end-to-end Nokia's application portfolio, is used across all Business Groups and Functions. We simplify and modernize the application portfolio and transform the fast moving, product-oriented and customer-focused technology organization.

**Responsibilities:**

* Created modern Enterprise **Lightning Apps** combining **Lightning Design System**, **Lightning App Builder and Lightning Component features**.
* Created multiple **Lightning Aura Components** and **Lightning Web Components**, added **CSS** and Design Parameters that makes the Lightning component look and feel better.
* Designed and developed **REST** Web services for inbound integration and made **callouts** for **outbound** **integration**.
* Worked on creating Lightning Pages Inside **Lightning Community Builder.** Developed various **Lightning Web components** (**LWC**) for UI applications for both Mobile and Desktop.
* Experience in building **Lightning Web Components** and **Events** using Lightning based Components, Lightning UI Components.
* Upgraded some Apps from **Salesforce Classic** to **Lightning Experience** to develop rich user interface and better interaction of pages.
* Understanding on how to Create service resources and service crews that represent your field service technicians in **Field Service Lightening** app and add details about their **skills, service territories, and availability.**
* Used **field service lightning (FSL)** to track job management of technicians**.**
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various **API’s** and displayed them on to the component.
* 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.
* 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**.
* Worked on Lightning **Process builder flows**, **Connect API**, **Chatter** and **quick** **Action**.
* Perform detailed analysis of business and technical requirements and created data model using **standard** and **custom** **objects**.
* Built **Lightning** **Component** Tab for **Salesforce 1 Navigation** and **Custom Applications** in Lightning Experience.
* Used field level security along with **page layouts** in Lightning to manage access to certain fields.
* Implemented the **Web Services** through **WSDL** in the **Salesforce.com** for **outbound** **messaging**.
* Used salesforce **process builder flows**, **workflows** to **automate** **task** assignment and streamline business process.
* Provided training to internal business users to use application and develop their own **custom reports**.
* Involved in **daily standup meetings**, **Scrum**. This resulted to bring good solution to the business requirement.

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

**GM ONSTAR, MI April’ 2016– Mar’ 2018**

**Salesforce Admin/Developer**

**Responsibilities:**

* Created **custom Objects, Tabs, Formula Fields, Field Dependencies, record types, page layouts Validation Rules, Workflows, and Approval Processes for automated alerts, field updates, and Email generation** according to application requirements
* Enabled **Communities** for **sandbox** and **production** for the external Business purpose.
* Designing and developing high level customized **Visualforce pages** using controller **extensions**, **custom controllers and standard controllers**.
* Using Eclipse IDE with Force.com plugin for developing **Apex programming** and customizing meta-data components.
* Created **Apex classes, Apex Triggers and test classes**.
* Analyzed business requirements, and converted to Salesforce **custom objects**, **lookup relationships, junction objects, master-detail relationships.**
* Created **email** **templates** and **inbound emails** using **Visual force** for the **clients** and **customers**.
* Hands on experience in using **change sets**.
* **Pre-Deployment**, **Deployment** and **Post-Deployment** activities in **Production**.
* Responsible for all the activities related to configuring **Data Loader, uploading data in CSV files** into salesforce.com, checking for the correctness of the data.
* Deployed application from **Sandbox to Production environments** using **Change Set,** **Eclipse** and **Force.com Migration tool**.
* Explore data in a Variety of ways and across **multiple visualizations using Power BI.**
* Used **Power BI** Gateways to keep the dashboards and reports up to date and published reports and dashboards using **Power BI.**
* Designed and developed **Power BI** graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards.
* Created maintenance plans and templates to standardize your **field service tasks using FSL**.
* Used **Field Service Lightning (FSL**) to track the location, service vehicles, and generated reports to keep customers informed.
* Maintaining release notes and release plan for every release. Effectively communicating with client and team members in **Knowledge Transfer sessions**.
* Providing ongoing **salesforce.com** maintenance and administration services including periodic **data** **cleansing**, **designing** and developing **Salesforce** declarative functionalities.
* Interacted with Business users for **analysis, requirements gathering and development**.
* Performed detailed analysis of **technical and business requirements**.
* Worked extensively in customization of **Service Cloud Console** by embedding Visualforce pages in **custom console components**, **highlight panel and interaction log**.
* Developed various **Apex classes, Apex Triggers, and Controller classes** for various needs in the application.
* Developed various **Custom Objects, Tabs, Master-Detail, Lookup relationships, Formula fields, validation rules.**
* Using **Field Service Lightning** built service territory for our team to organize workforce which typically represents geographical areas where our team works.
* created field service permission sets, gave users the permissions they need to complete their **field service** tasks and assign permissions in Setup
* Designed and deployed **Validation rules, Approval Processes, Custom tabs, and Auto-Response for automating business logic.**
* Created various **Roles, Profiles, and Page Layouts and Configured the permissions based** on the hierarchy requirements of the organization.
* Defined best practices for Tableau **report development**. Provided Hands-on development assisting users in **creating** and **modifying worksheets** and data visualization **dashboards**.
* Operated in **all phases** of data warehouse development lifecycle, from gathering requirements to testing, implementation, and support.
* Analyzed **datasets** using Pig, Hive and Sqoop to recommend **business improvements**.
* Regularly tune performance of Hive and Pig queries to improve **data processing and retrieving**

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

**SiriusXM, NY** **Dec’ 2014 – Mar’ 2016**

**Salesforce Administrator/Developer**

SXM radio is a satellite and online radio which provides three key features for customers which include Audio only, Travel link and Navigation Travel link. Sirius XM enterprise system team manages CRM

platform used by Ad-Sales organization.

**Responsibilities:**

* Created data model using **standard** and **custom** **objects** to help construct a folder **hierarchy** in salesforce.
* Developed Custom components using **Lightning Data Service** (LDS).
* Created **Lightning app pages**, home pages integrating the custom components for **Lightning App builder.**
* Reengineered standard file home to meet the ease of access to folder and tag hierarchy.
* Built components with **design attributes** and **Aura Handlers** for Events to focus on logic and Interactions in **Lightning Applications**.
* **Designed** and **developed** **REST** Web services for **inbound** integration and made callouts for outbound integration.
* Prepared and presented technical review documents for **Salesforce Security Review**.
* Created **manage packages** using package manager with a **namespace**.
* Supported all stages of **AppExchange** Product Lifecycle.
* Participating in requirements grooming sessions with **business users**, **developers** and also responsible for the administration and ongoing support of the application in cooperation with the business and areas of IT.
* Enabled Lightning for **Outlook, Lightning Sync and made Outlook configurations**.
* Created alternative **customization** for **Rollup summaries** using **Apex** as needed.
* Worked on creating **Objects**, **Page Layouts**, **Record Types**, **Relationships**, **Validation** **Rules**, **Workflows** and **Approval** **Process**.
* Creating **Public Groups, Queues, Permission Sets, Profiles, Users and Security** **Settings** based on **role hierarchy**.
* Created the functional areas of **Data management**, **Sales forecasting**, **Contacts**, **Leads**, **Campaigns**, **Opportunities**, **Quotes**, **Price book**, **Dashboards** and **Reports**.
* Ran Nightly **Batch Jobs** to auto update of records without manual intervention.
* Created **various Reports** (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different **user profiles**.
* Migrate existing data from **legacy systems**, in and **outbound** using **Data Loader** and **Web Services.**
* Working in **Agile-scrum** delivery **framework**, **participating** in daily **Stand-ups/ Scrums.**

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

**C VISION, MI April’ 2013 – Nov’ 2014**

**DATA ANALYST**

**Responsibilities:**

* Involved in **publishing** of various kinds of **live**, **interactive** data visualizations, **dashboards**, **reports** and **workbooks** from **Tableau** **Desktop** to **Tableau** **servers**.
* Defined best practices for **Tableau** **report** **development**. Provided Hands-on development assisting users in creating and modifying worksheets and data visualization dashboards.
* Operated in all phases of **data warehouse** development lifecycle, from **gathering** **requirements** to **testing**, **implementation**, and **support**.
* Analyzed **datasets** using **Pig**, **Hive** and **Sqoop** to recommend business improvements.
* Regularly tune performance of Hive and Pig queries to improve data processing and retrieving
* Designed and developed various **analytical** **reports** from multiple data sources by blending data on a single **worksheet** in **Tableau** **Desktop**.
* Developed KPI metrics for **Blue Button Key Press**, **Auto Feed projects**.
* Ability to manipulate unstructured data with **Python** to form insights about the business
* Collect Data, conduct analysis and understand campaign results to forecast Business trends using sql and **tableau**.
* Created Tableau **dashboards** using **stack bars**, **bar graphs**, **scattered** **plots**, **geographical** **maps**, **heat maps**, **bullet** **charts** demonstrating key information for decision making.
* Used action filters for better navigation throughout **dashboard** in **tableau**, particularly using URL action for sending emails when selected.
* Worked on building queries to retrieve data into Tableau from **Oracle SQL Developer**.
* Conducted necessary ad-hoc data analysis and quantitative investigations for supporting business groups and provide recommendations for data presentation within **reports/dashboards**.
* Combined visualizations into **Interactive** **Dashboards** and publish them to the web by created groups and users in **Tableau Server**.
* Work on the live **customer escalations** on day-to-day basis.

**Environment**: Agile, SOQL, MS SQL Server 2000/2005, PL/SQL, RDBMS, Oracle 8i/9i/10g, MS Access, Teradata and MySQL.