**Divya Saripalli**

**Application Developer (Salesforce Developer)**

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**PROFESSIONAL SUMMARY**

* Over 6+ years of relevant experience as a Salesforce **Administrator** and **Platform** **Developer** and have in depth experience with Salesforce development life cycle including analysis, application design patterns, integration patterns, testing and deployment planning.
* Extensive experience in Salesforce CRM products including **Sales Cloud**, **Service Cloud**, **Marketing Cloud** and its design, **Setup, Configuration, Customization, Administration, Data Migration** and **Deployment** of applications to Force.com platform for large user groups.
* Designed, setup and maintained Salesforce standard objects, custom objects and junction objects, **custom fields, Record types, page layouts, custom Tabs** while also structuring **user roles, security profiles and workflow rules** as per user requirements.
* Involved in developing custom applications using **Lighting Components** and **Lightning Web Components** and LWC Testing Framework.
* Developed Visualforce pages using HTML, JavaScript, jQuery, CSS as per the requirements.
* Experience with salesforce **security controls** (ex: **profiles, permission sets, queues, public groups, field level security, sharing settings,** etc.,) and process automation tools (workflows, process builder, etc.,)
* Design and Develop customer solutions in **Vlocity, Visualforce, Apex, CSS, Javascript** and other technologies .
* Working experience on integration with external applications using Apex Web services using **REST** and **SOAP** API.
* Having good understanding and sound knowledge about Salesforce **Governor limits**, best practices and ability to run code reviews and enforce coding best practices.
* Involved in handling the lower level environments and deployments using **Jenkins** and **Gitlab** as code repository.
* Well Versed with both **Agile** and **Waterfall** Methodology of Software Development Lifecycle.
* Experience working directly with external clients / end-users and stakeholders.
* Knowledge of Object-oriented methodologies and approaches.
* Proficiency in Territory management such as Lead Routing and ownership, Account Assignment, Opportunity Ownership.
* Experienced working in **Cross-functional** teams, identifying business requirements and supporting sales/marketing.
* Involved in project to understand the business needs and objectives of the system and interacted with the end client/ users and stakeholders, involved and gathered requirements for the integrated system.
* Lead planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle.
* Experienced in syncing the tasks, events and contacts through Process Builders from Salesforce to Outlook, vice-versa.
* Participated in all stages of Software Development Life Cycle (**SDLC)** System Analysis, Design, Development and Testing.

**TECHNICAL SKILLS**

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| --- | --- |
| CRM Applications | Salesforce.com Sales Cloud, Service Cloud, Marketing Cloud, Force.com: Custom Cloud, Reporting. |
| Development Skills | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development; Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation. Reports, Dashboards, Formula Fields and Cross Object Formula Fields Configuration Skills, Overall User Management, Security and Sharing Model, Translation Workbench, Email and Document Templates, Apex, VisualForce pages, SOAP API, Rest API |
| SFDC Development Tools | VS Code - Salesforce DX, Force.Com Plugin, Scratch Orgs |
| Web Technologies | JavaScript, jQuery, HTML5, XML, CSS |
| Other Tools | Jenkins, GitLab, Tortoise Git, Git Bash, Splunk, JIRA |
| Operating Systems | Microsoft Windows, Mac OS X, Linux |

**WORK EXPERIENCE**

**Client: Barracuda (Jan 2021 - Till Date)**

**Role: Software Engineer (Salesforce Developer)**

**Responsibilities:**

* Interacted Worked with Stake holders and various divisions of Business using **Agile methodology** to gather and document requirements for CRM Implementation.
* Proactively documented and maintained self-learning documents for internal departments connected within Salesforce, reviewed, and updated role hierarchies, managed sharing access among different users.
* Building Complex and Reusable Components in V**locity**.
* Optimize and improve the overall runtime of **Omniscripts, DataRaptors and Vlocity Integration Procedures using best practices.**
* Created record types and assigned page layouts based on the profile to the record type.
* Building different reusable components and libraries to support common functionality and features..
* Worked on deploying salesforce components across various sandbox to production instances by using ANT Migration Tool, GIT Lab(CARA).
* Conducted Gap Analysis **on Vlocity Insurance Cloud functionality** to shore up any process gaps between current and future state capabilities. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile and software analysis.
* Used Salesforce Lightning Components for building Customized Components by using JavaScript on the client side and Apex on the server side.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners
* Implemented Entitlement process for SLO, Milestone component on Case Object using Business Hours.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Well versed with migration of Vlocity components using Data Packs and manage connected Orgs.
* Managed daily support and maintenance of internal Salesforce instance and conducted long-term improvement operations to ensure compatibility with evolving mission requirements.
* Configured **Page Variations**, Manage **Audiences** and Customize **Navigation Menu** and Modify Page Structure as part of **Community Builder**.
* Customized User interface using **Lightning web components** and tested the components using LWC **Jest** Framework.
* **Lightning Web Component for** building **Community Pages** using **Responsive CSS.**
* Worked on **Platform Events** to Publish the data and send to MuleSoft and process the record update from SAP.
* Experience with Implementing Flows (Screen, Auto-launched, Trigger Based), **Process Builders** and created reusable **Sub Flows**.
* Created Custom **Lightning events** and registered respective Listeners and handlers to work with lightning components.
* Works with the Pre Sales Team to drive Sales Growth for the **Community Cloud Products.**
* Migrated existing functionality in classic into lightning and configured Lightning applications using **App Manager, Lightning App Builder**.
* Worked on configuring Visual Flows and Process builder to automate functionality in salesforce.
* Developed Apex Classes using Query Plan Tool and Governor Limits in Salesforce for Better coding practices.
* Created custom page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Designed Custom Formula Fields, Validation rules, Dependent Fields, Workflow rules, Approval Processes and automated alerts, fields update and email generation using Process Builder.
* Responsible for all the activities related to Data Loader, Workbench uploading data in CSV files into Salesforce org while checking the correctness, format, and quality of entered data.
* Controlled access of the users into Salesforce org through Security and Sharing Control features like Sharing Settings, Login Access Policies, Network Access, Permission sets; reviewed user profiles, role hierarchies and organization wide default settings.
* Involved in setting up queues, Web-to-Lead setup, lead conversion mappings, assignment rules and auto response rules.
* Managed Customer and Partner Cases by implementing Case Assignment Rules, Case Auto-Response Rules, Escalation Rules, Web-to-Case and Email-to-Case features for effective Case Management.
* Used Gitlab as Code repository using Visual Studio with Salesforce DX, Scratch orgs, Jenkins for development and deployment activities.
* Used Agile Methodology and Sprint Cycles to breakdown the project into different phases and to effectively accomplish all project goals systematically.
* Integrated external applications with Salesforce org using **SOAP** and **REST** API.

**Environment**: Salesforce.com platform, Sales cloud, Service cloud, Apex classes, Triggers, Lightning Component and Web Components, Visualforce pages, Data loader, Workbench, Flows, Process Builder, Workflows, Approvals, CSS, HTML, Java Script, jQuery, Reports, Dashboards, SOAP and REST API’s, Salesforce DX, Gitlab, Jenkins, Auto rabbit, Heroku

Client: Visa (Jan 2019– Dec 2020)

Salesforce Developer

Responsibilities:

* Designed Custom Formula Fields, Validation rules, Dependent Fields, Workflow rules, Approval Processes and automated alerts, fields update and email generation using Process Builder.
* Responsible for all the activities related to Data Loader, Workbench uploading data in CSV files into Salesforce org while checking the correctness, format and quality of entered data.
* Controlled access of the users into Salesforce org through Security and Sharing Control features like Sharing Settings, Login Access Policies, Network Access, Permission sets; reviewed user profiles, role hierarchies and organization wide default settings.
* Involved in setting up queues, Web-to-Lead setup, lead conversion mappings, assignment rules and auto response rules.
* Managed Customer and Partner Cases by implementing Case Assignment Rules, Case Auto-Response Rules, Escalation Rules, Web-to-Case and Email-to-Case features for effective Case Management.
* Used Gitlab as Code repository using Visual Studio with Salesforce DX, Scratch orgs, Jenkins for development and deployment activities.
* Used Agile Methodology and Sprint Cycles to breakdown the project into different phases and to effectively accomplish all project goals systematically.
* Interacted directly with clients, managers and end users as necessary to analyze project objectives and capability requirements, including specifications for user interfaces, customized applications and interactions with internal Salesforce instances.
* Developed customized solutions within the Salesforce Platform to support critical business functions and meet project objectives, client requirements and company goals.
* Proactively documented and maintained self-learning documents for internal departments connected within Salesforce, reviewed and updated role hierarchies, managed sharing access among different users.
* Managed daily support and maintenance of internal Salesforce instance and conducted long-term improvement operations to ensure compatibility with evolving mission requirements.
* Customized User interface using **Lightning web components** and tested the components using LWC **Jest** Framework.
* Created Custom **Lightning events** and registered respective Listeners and handlers to work with lightning components.
* Worked on Marketing Cloud to setup Journeys using **Journey Builder** and track email activities as part of Campaign flow.
* Migrated existing functionality in classic into lightning and configured Lightning applications using **App Manager, Lightning App Builder**.
* Worked on configuring Visual Flows and Process builder to automate functionality in salesforce.
* Developed Apex Classes using Query Plan Tool and Governor Limits in Salesforce for Better coding practices.
* Integrated external applications with Salesforce org using **SOAP** and **REST** API.
* Worked on creating Knowledge Share documents, provided support and training to end users for greater user adoption.

**Environment**: Salesforce.com platform, Sales cloud, Service cloud, Apex classes, Triggers, Lightning Component and Web Components, Visualforce pages, Data loader, Workbench, Flows, Process Builder, Workflows, Approvals, CSS, HTML, Java Script, jQuery, Reports, Dashboards, SOAP and REST API’s, Salesforce DX, Gitlab, Jenkins

Client: USAA (June 2017– Dec2018)

Salesforce Developer

Responsibilities:

* Participated in complete application development life cycle which comprised processes like gathering client requirements, analyzing, designing and testing the functionality with respect to client’s requirements.
* Developed business use cases and user requirements by working closely with the Sales team and business analysts.
* Involved in several Salesforce business processes like **Lead management, Case management, Campaign management, Forecasting,** Pipeline management, Order management and Opportunity Management.
* Created relationships among objects with **Lookup, Self, Master - detail relationship** and used Junction objects for many-to-many relationships.
* Created Security Settings for Roles and Profiles and managed other security sharing settings.
* Created **Workflow rules, Approval processes** on various objects to automate actions Email Alert, Field Update, Creating task, outbound messaging and time-dependent actions.
* Developed **Custom Formula Fields, Filed Dependencies, Workflow Rules, and Process Builder for automated alerts,** field updates and email generation based on functional requirement.
* Migrated data to and from data sources like spreadsheets, emails and databases with tools like **Data Import Wizard, DML Statements and Batch Apex**.
* Created several Reports & Dashboards using tabular, summary and matrix formats for Reports; and **Visualforce Pages for Dashboards**.
* Regularly monitored various components **like Login History, Data and Storage Resources**, Setup Changes and Debug Logs.
* Maintained clean and accurate data by merging duplicate records and developing custom **validation rules and formulas**.

**Environment**: Saleforce.com Out-of-the Box Functionality, Profiles, Workflows, Approvals, Data Migration, Salesforce Standard Objects, Custom tabs, Email service, Html, Web service, Roll-up Summary, Visualforce, Email Templates, Data Loader, Reports & Dashboards, Change Sets, Sharing rules, Permission Sets and Developer Console.

**Client: udemy,**

**Location: San Francisco, CA (April 2016 – May 2017)  
SalesforceDeveloper/Administrator.  
Responsibilities:**

* Responsible for the review of user requirements and perform analysis, accordingly, perform the development of code, design implementation, installation.
* Exposed Custom Web Services in Apex to support callouts from external systems through the API.
* Implemented Test Methods for the Apex Code and followed best practices to avoid governor limits and achieve better code coverage
* Refactored a lot of legacy code as part of technical debts to avoid redundant execution of business logic and optimized the code better maintenance.
* Created Force.com SITES and configured security for guest profiles and access sites form external links.
* Performed complete testing of the system to validate it operational reliability and compatibility.
* Actively involved in Sprint Grooming and Planning Sessions to work with business and come up with a designed solution.
* Defined the lookup relationship and master-detail relationship on the objects that helps in associating the records and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Troubleshooting the code by diagnosing and fixing the errors in the logic and improvising the code.
* Created Roll up Summary, Formula fields and Validation Rules to ensure data is validated and automate business logic conditionally.
* Maintained Task, Defect lists and coordinates with different teams to ensure development related bugs are closed in timely fashion.
* Developed Test Cases, Executed UAT and log all the defects using various tools like Share point, Bugzilla.
* Carry out fact-finding and program analysis of problems and apply established procedures to bring resolution.

**Environments:** Saleforce.com Platform Data Model, Service Cloud Console, Service-Related Data Model, Data Loader, Reports, Custom Objects, Custom Tabs, Email Templates, workflows, Approval Processes

**Client: Juniper Networks,**

**Location: Sunnyvale CA, (Jan 2015 – Feb 2016)**

**Role: Salesforce Administrator.**

**Responsibilities**

* Review all development stories, follow up user access related changes with development and raise access related design concerns to prevent potential operational overhead.
* Created Visual Force Pages to display search-based record sets and paginated using Standard Set Controller methods.
* Responsible for adding App Exchange applications, which is especially used to generate game rewards automatically based on predefined conditions.
* Performed Deployment related tasks during Go Live using Force.com IDE deployment and Change Sets to accomplish code push.
* Created various Custom Reports for standard objects as well as custom objects to give complete detail overview of Customer (Account) Orders, Renewal Forecasting, and Customer Balance Report.
* Created various Custom Objects, Custom Settings, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rules, assignment rules and approval process.
* Efficiently worked on customizing with standard Salesforce.com objects like Accounts, Contacts, Leads, Cases and Opportunities using Apex.
* Developed various Custom Reports, Dashboards and deployed them for different business users based on security.
* Implemented pagination, sorting columns and search box to display large number of records on a Visual force page using JavaScript, Standard Controller and Standard Set Controller.
* Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.
* Refresh the sandboxes in regular intervals and deploy the code into production.
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.
* Supported the Data migration activities using out of the box Data Loader.

**Environments:** Salesforce.com, Apex Script, Apex Classes, Triggers, Controllers, Lightning, Visual force, Web services API, Data Loader, Sales cloud, Service Cloud, SOSL, SOQL, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Page Layouts, HTML, Reports, Dashboards.