 **Swathi Paladugu Mobile: +91 9886828717**

**Email: swathisfdc19@gmail.com**

**Professional Summary:**

* 6 years of working experience with recognized Clients such as GE Healthcare, GE Power and GE Digital.
* I have good exposure in Admin & Development in Salesforce CRM. Involved in various phases of Software development including SFDC Administrator, SFDC Development, Business analysis, Design, Testing, Production Support and implementation of SFDC.
* Worked on the designing of Custom Objects, Custom Tabs, Custom fields, Role based Page Layouts, Custom Reports, and Report Folders, Report extractions to various formats, Dashboards and various other components as per the client and application requirements.
* Good knowledge of security and Sharing rules, field and record level access for different users at different levels of organization. Created various profiles and configured Permission sets based on the Organizational hierarchy.
* Having good experience in organization automation processes like workflows, process builder, validation rules and approval process.
* Ability to write SOQL queries across multiple objects within the SFDC database.
* Experience working with Salesforce.com sandbox and production environments, also with change-sets and eclipse deployment.
* Experience working with Dataloader, Salesforce Inspector, workbench and salesforce.com Production and Sandbox Environments.
* I have good experience in Marketing Automation tool Marketo. Worked on moderate to large-sized projects which include introducing, improving and enhancing business intelligence programs via data driven marketing campaigns. Designing, Developing, Testing, and Implementing email marketing campaigns. This includes creation of emails, forms, landing pages, segments, strategizing campaign flow, program builder in Marketo.
* Setup of revenue marketing programs (e.g. Email Nurtures, Event Campaigns) with all the associated flows and targeting settings.
* Creating necessary development work to handle email campaign launches through Marketo and Produce landing pages as needed to enhance user experience and conversion.
* I Have knowledge in Product setup, Product options, Product Configuration & Rules, Pricing, Discounting and quote templates in salesforce CPQ.
* Excellent team player, self-motivated, quick learner with good communication skills and trouble-shooting capabilities.
* Effective in using leading industry tools like MS word, MS Excel and MS PowerPoint to develop various project deliverables.

**Educational Qualifications:**

Bachelor of Technology in CSE from NIET, JNTU HYDERABAD in 2011.

**Technical Summary:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | CRM |  | : Salesforce.com |
|  | LANGUAGES |  | : C, java, Apex. |
|  |  |  |  |

Web Technologies : HTML, CSS, Visualforce

SFDC Tools : Force.com Eclipse IDE Plug-in, Apex Data Loader, Import Wizard, workbench,

Salesforce Inspector.

**Experience Summary:**

* + Working as a Business Analyst (SFDC Developer) in Genpact India Private Limited, Bangalore from December 2015 to till date.
  + Worked as a SFDC Developer for Genpact India Private Limited, Bangalore from October 2013 to September 2014.

**Certification:**

* + Completed the Certification for Platform App Builder

**Project Summary**

**Project#1:**

|  |  |  |
| --- | --- | --- |
| Title | : | GE Digital |
| Role | : | SFDC Business Analyst |
| Environment | : | Salesforce.com / Marketo |
| Company | : | Genpact India Pvt Ltd |
| Duration | : | Jan 2019 to till Date |

**Project Description:**

This project deals with Digital part of GE business which is aligned with all verticals of GE which integrated with different tools for account search, Lead generation and other business requirements. Partner and Community portal used for customers to connect to Salesforce and Marketo data, that will do web to case to resolve support issues.

Responsibilities:

* + Analysing the Business Requirements based on the existing functionality and developing feasible solutions.
  + Create/Own support tickets and User Stories from Functional Team Queue and Worked on User Stories which has created by the Users based on their priority.
  + Gather Additional information from the Functional Lead.
  + Handling all the salesforce requests related to workflows, Process builder, validation rules, and Approval process in SFDC.

• Created Custom Page Layouts for salesforce.com standard and custom objects.

* + Worked on Apex Classes, Visualforce pages, Controller Classes and Apex Triggers for various functional needs.
  + Worked on Data Management, Data Analysis and Data loading using Data loader, Salesforce Inspector and Workbench tools.
  + Worked on security and Sharing rules, field and record level access for different users at different levels of organization. Created various profiles and configured Permission sets based on the Organizational hierarchy.
  + Worked on Custom Reports and Dashboards.
  + Deployed and Validate the changes in Dev and PROD instances.
  + Also working on Campaign management process through Salesforce, Marketo.
  + Setup of revenue marketing programs (e.g. Email Nurtures, Event Campaigns) with all the associated flows and target settings.
  + Produce landing pages as needed to enhance user experience and conversion.
  + Create strategies and plans for segmentation, lead scoring and automated workflows to support marketing campaign lead generation and contact nurturing.

**Project#2:**

|  |  |  |
| --- | --- | --- |
| Title | : | GE Power Services |
| Role | : | Business Analyst/SFDC Tester |
| Environment | : | Salesforce.com |
| Company | : | Genpact India Pvt Ltd |
| Duration | : | Dec 2015 to Dec 2018 |

Project Description:

GE Power Service provides power generation products, installation and commissioning, and repair and upgradation services. Its solutions for gas plant assets include gas turbines, steam turbines, generators, heat recovery steam generators, balance of plant systems, and operations and maintenance management, as well as asset/plant-level software, controls, and data analytics and solutions for steam plant assets include steam turbines, generators, boilers, and air quality control. The company also provides heavy duty gas turbines, steam turbine, generator, gas engine, aero derivative gas turbine, boiler, heat recovery steam generator, and air quality control system maintenance services. We are providing maintenance Services for GE Power Equipment’s Using Salesforce.

Responsibilities:

* + Analysing the Business Requirements based on the existing functionality and developing feasible solutions.
  + Provided the training to the internal business users to use the application and develop their own custom reports.
  + Requirement Analysis, Design, Development in salesforce.com
  + Data Management, Data Analysis and Data Loading.
  + Tested the Test Cases release wise in salesforce.com
  + Worked on Creation of Custom Objects and Fields and User creation.
  + Created Customized Page Layouts for salesforce.com standard and custom objects.
  + Data migration using Workbench, Data loader and Salesforce Inspector.
  + Worked on workflows and validation rules and Process Builder.
  + Communicated with Business and End users to gather requirements based on Business flow.
  + Suggested on Business requirements delivery and possibility ways to implement requirements.
  + Involved business SPOC calls.
  + Shared Metric Reports to client on Every Quarter.
  + Validate the changes in Dev and PROD instances.
  + Worked on Custom Reports and Dashboards.

**Project#3:**

|  |  |  |
| --- | --- | --- |
| Title | : | GE Health care |
| Client | : | General Electronic |
| Role | : | SFDC Admin |
| Environment | : | Salesforce.com/Apex/Visual force |
| Company | : | Genpact India Pvt LTD |
| Duration | : | Oct 2013 to Sep 2014 |

Project Description:

GE Healthcare has a range of products and services that include medical imaging and information technologies, providing Sales and Services for medical equipment like contract renewals, warranty conversion etc.

Responsibilities:

* + Requirement Analysis, Design, Development and testing in salesforce.com
  + SFDC Data migration from one environment to another.
  + Involved in business SPOC calls and Communicated with Business and End Users to gather the requirements and possible ways to implement the requirements.
  + Customized page layouts for Salesforce.com standard and custom objects.
  + Worked on Workflows, Validation rules.
  + Responsible for Creation of objects and fields.
  + Data Migration using Apex Data Loader and Workbench.
  + Worked Reports & Dashboards
  + Configured user’s roles, permissions and profiles as per business requirement.