**Raja Vadapally**

**Tel: ‪(646) 571-0927**‬

**Email:** [**deviraja056@gmail.com**](mailto:deviraja056@gmail.com) **|** [**LinkedIn**](http://www.linkedin.com/in/raja-v-05a637200/)

**CERTIFICATIONS: Salesforce Certified Administrator 201.**

**Professional Summary:**

* Highly organized, logical, process-oriented **certified professional with total 8+ years in CRM domain** and almost **5 years of experience in the Salesforce.com CRM and Force.com** Platform as Lead Salesforce Developer, Technical Administrator and Post Salesforce implementation support professional.
* Strong IT experience in Software Development that includes all phases of Requirement Analysis, Design, Development, Testing, and maintenance of Product / business applications including Cloud Based, Web Applications, Windows Applications, Web Services, Windows Services, Client-Server applications.
* Supported the creation of a B2B marketing journeys platform integrating Salesforce Marketing Cloud with source systems like Salesforce.com through Connector and Snowflake through AWS Ansible Tower / S3.
* Desinging various Visual force pages and linking them to the **community cloud portal**.
* Used Community Builder to easily customize the communities.
* SFDC development following best practices, implementing Apex Classes, Test Classes, Triggers, **Aura and Lightning Web Components, SOQL, and SOSL.**
* Experience in building responsive application using by creating Lightning components (Client/Server side controllers) using aura framework, Salesforce LDS styling.
* Expertise in developing **Apex classes**, Controller and Triggers on **Force.com** platform to customize application according to the functional needs.
* Profound knowledge in using Lightning components and Lightning Builder for Salesforce1.
* Enabled Aura Framework, by adding **Aura Attributes and Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Administrate **Salesforce Marketing Cloud**, **Pardot**, **& Salesforce Sales** **&** **Service Cloud** for clients.
* Experienced in working with on premise and cloud platform of **CRM solutions.**
* Experience with Release Management, Source Control, and Deployment concepts and technologies such as **ANT**, SFDC Metadata API, Jenkins, SVN.
* Implemented **Sales Cloud**, Created Groups, and deal provisioning and marketing teams.
* Deployed the **Sales Cloud** with various custom-built Page layouts, Custom tabs, Custom Apps, suit to the needs of the application. Used Cloud Craze while building community portal for B2B.
* Experience in implementing Salesforce.com **CRM applications**, develop complex applications, delivering user training, architectural and package implementations on **Commerce cloud B2B.**
* Good Knowledge on Configuration, Administration, and Maintenance of **CI** tools **Jenkins/Hudson.**
* Worked on **SVN and GIT** as a version control tool.
* Responsible for running Business Design Sessions with Dev, UAT and business Teams.
* Experienced in **Service Cloud, Community Cloud, Marketing Cloud, Sales Cloud, and Force.com.**
* **including twelve as Healthcare IT Specialist**
* Development using VisualForce, **APEX**, triggers, Classes, Java Script, Lightning API.
* Worked with both desktop and Mobile view UI issues in Community Cloud.
* Extensive experience on setup of Community cloud.
* Worked closely with Business Users to enable business processes using Salesforce.
* creating and integrating Salesforce External Services, External Objects and use of Salesforce Connect using Odata with internal APIs and micro-services.
* Proficiency in **Salesforce Lightning** UI Framework using Aura and web components.
* Develop Salesforce.com platform modules, interfaces, and database functions.
* Communicate with other infrastructure and technology specialists to streamline business processing workflows, integrating them into the Salesforce functionality base.
* Experienced using Salesforce Lightning UI. Created lightning apps combining lightning design system, Lightning App Builder, and lightning component features.
* Experience with **OSS/BSS/CRM solutions** across multiple industries.
* Experienced in **ServiceMax-FSM:Installed Base Management,** Work Planning & Scheduling, Service Requests & Work Order Management, Mobile Field Service Management, Warranties & Contracts, Parts, Returns & Depot Repair Management.
* Expertise in both Agile and waterfall methodologies of **SDLC**.
* Experienced is Salesforce E-Commerce solution - **Pricing, B2C and B2B business process, CPQ processes** which include product management, Order Management, up selling and down selling options, shopping cart management and full order to cash flow.
* Experienced in lightning component development for custom lightning application.
* Upgraded some apps from salesforce classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Enabled Aura Framework by adding Aura Attributes and Aura Handlers for events to focus on logic and interactions in lightning applications.
* Working on **Salesforce Visualforce, Apex, and SOQL/SOSL**.
* Experience working across various SFDC implementations covering Marketing Cloud, Sales Cloud, Service Cloud, Call centre, Chatter & App-exchange applications.
* Experience **in SFDC development using Apex** classes and Triggers, Visual Force, Force.com IDE, SOQL, SOSL.
* Experienced in using **tools like JIRA, TFS, SVN, GIT,** **Eclipse IDE, Visual Studio Code**.
* Extensive experience in analyzing business requirements, entity relationships and converting to Salesforce custom objects, lookup relationships, junction objects, master-detail relationships.
* Experience in integrating **Salesforce with ERP applications like** SAP using Informatics-on-Demand.
* Experience in working on **global Salesforce.com platform** and the implications related to Release Management.
* Experience in migrating data from legacy systems to Salesforce using Apex Data Loader.
* Hands on experience with Apex Language, Apex Trigger, Apex Class, Apex Test Methods, Apex Web Service, Visual force Pages, Visual force Components & Controllers.
* Configured and maintained user security permissions in compliance with organizational needs.
* Experience in web technologies **like HTML, XML, CSS, JSP, JavaScript, WSDL, jQuery and SOAP.**
* Experience in **databases** such as **SQL** **Server**, **Oracle**, and **MySQL**.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.
* Strong knowledge & experience working in teams implementing Agile Methodologies and Waterfall Methodologies.
* Research and identify new ways to utilize the rapidly maturing **Salesforce platform**.
* Research and keep up to date with the latest Cloud based solutions for enterprise wide computing needs.
* Hands on experience with developing apex code, visual force pages, apex triggers, apex classes, visual force controllers, workflows/approval rules using custom code.
* Experience on Data Migration, Data Conversion, Data Processing, Data Cleansing, Data Validation and Data Archiving Process.
* Experienced in Marketing planning and Campaign Management, Lead Management, Opportunity Management and **Activity Management of SAP CRM.**
* Experienced in **Sales** Contracts and **Service** Contracts.
* Client interfacing and exposure on working in **offshore / onsite model**.

**WORKING EXPERIENCE:**

**Salesforce Developer / Admin**

**AT&T, New Jersey March 2020 to Present**

**Responsibilities:**

* Designed, developed and deployed the Custom Apps, Custom objects, Custom Fields, Custom buttons, Page layouts, Custom tabs, Lightening Conversion, Test classes, Components, Visual Force Pages, Batch Jobs, Workflows, **Triggers**, Lightening components, **Apex programming** to suit to the needs of the business.
* Work closely with different vendors to achieve business requirements in mapping with IT applications   
  [**SAP** **CRM** (OnPremise CRM),**Salesforce**].
* Work closely with offshore team and onsite team for on time deliverables and guide best practices by reviewing the code and discussing the design options.
* Implemented Configuration, Customization and Development with Salesforce.com on **Community Cloud and Sales Cloud.**
* Hands-on experience in using Mule connectors like **JDBC, HTTP, HTTPS, FTP, FILE, SFTP, JMS, Salesforce, SAP** etc.
* Hands-on experience in developing, exposing, and consuming **SOAP Webservices and REST Webservices.**
* Knowledge in **SOQL, HTML, XML, JavaScript, SQL, Java and C#, SOAP-based web services**.
* Involved in implementing **e-Commerce / CPQ - Order to cash (B2B)** process complete end to end process.
* Work closely with business to close the application gaps.
* Developed and implemented lighting standalone application as a link to launch in a fully customized classic application.
* Administered community portals and customized the interface using community builder and adding lightning components to it.
* Lead discovery sessions with clients, design and implement solutions.
* Train clients on how to maintain solutions long term.
* Administered Salesforce setup functions for users, roles, profiles, enforced security controls, permission settings and Data security access across fields, objects, record levels.
* Used **Community cloud** to build relationship with end users to provide better services and assist them through online.
* Create **Marketing Cloud** automations and journeys.
* Connect **Marketing Cloud and Pardot to Salesforce.**
* Assist in resolution of escalated situations initiated by Salesforce Marketing Cloud, clients and partners.
* Feedback on processes efficiency and process improvement between Marketing Cloud, clients and partners.
* Experience in setting up the **Ant** and Maven build scripts for JAVA and J2EE applications.
* Involve in System Testing, **UAT** Testing, Regression Testing, and Functional Testing.
* Created multiple **Lightning Components**, added **CSS and Design Parameters** that makes the Lightning component look and feel better. Leveraged **APEX** Controller to make a call for external requests to retrieve data from various API's and displayed them on to the component.
* Used Lightning framework to integrate with third party system like SAP.
* Developed lightning web component.
* Used **Cloud Craze** while building community portal for B2B.
* Added Community portal login pages to the salesforce customer users.
* With the help of community builder, added flows and lightning components for each customer account users to add business hours into the portal.
* Integrated **Jenkins** with various DevOps tools such as JFrog, SonarQube, Chef and used CI/CD system of Jenkins on Kubernetes container environment, utilizing Kubernetes and Docker for the runtime environment for the **CI/CD system to build,** testanddeploy.
* Manage Escalations on behalf of **the client and/or Marketing Cloud**.
* Work closely with **salesforce premium support** for support issues.
* Work related to all Salesforce Technical **admin** **activities**.
* Interact, collaborate and support **SIT/UAT testing.**
* Perform all the technical admin activities which includes converting org to lightening, regular sandbox refreshes, health check reports and critical updates, preview releases from salesforce, **key certificate management**, **SSO** Setup, **data loader**, regular refresh of lower environments from PROD, scheduling batch jobs, Object and field creation with field level security, permission settings, record types and layouts, sharing rules of security matrix, regular deployments, version control, code coverage, user maintenance, etc..
* Facilitate release activities acrossall**Salesforce Development and Administrator teams**, ensuring quality and timely deployments across environments by following proper change control process.
* Work with Salesforce Development Team(s) to maintain **allowed Test coverage** in **salesforce** and resolve all the Deployment errors.
* Monitor all lower environments (Salesforce Sandboxes) for release **process / creating** and synchronizing **sandbox metadata** and appropriate data sets.
* Involved in complete full life cycle implementation - Requirement gathering, finding gaps, identifying enhancements, implement, unit and integration testing, complete deployment process, cutover activities, change management process and many more activities.

**Environment:**Salesforce.com platform, SAP, Aura Framework, Lightning Web Components, Apex Language, Visualforce (Pages, Component & Controllers),Jenkins, VB.NET, Data Loader, HTML, Java, Java Script, ANT, Workflow & Approvals, Reports, Cloud Pages, Custom Objects, Custom Tabs, Email Services, Eclipse IDE Plug-in, Windows 10, GIT, SQL DB, Relational Junction.

**Salesforce Developer**

**Vera Solutions, WASHINGTON DC December 2018 to March 2020**

**Responsibilities:**

* Created Profiles, Roles and Permission Sets for all the users in the organization.
* Designed, developed, and deployed the **Custom Apps, Custom objects, Custom Fields, Custom buttons**, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes to suit to the needs of the application.
* Attending daily stand-up meetings, weekly scrum meetings **and sprint review meetings.**
* Designed, developed and deployed the Custom Apps, Custom objects, Custom Fields, Custom buttons, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes, the Custom objects, Custom tabs, validation rules, **Workflow** Rules, Page layouts to suit to the needs of the application.
* Attended daily meetings, weekly scrum meetings and sprint review meetings.
* Developed Apex **Classes, Apex Triggers, Workflows and Approval Processes** for various functional needs in the application.
* Ensure adherence to client service level agreements and timely case resolution.
* Facilitate and maintain positive relationships with **Marketing Cloud teams, clients and partners**.
* Execute **Marketing Communications from Service Cloud and Community Cloud**.
* Migrate Data from **Sales cloud to Marketing Cloud**.
* Configured, designed and implemented **healthcare-centric** **Service Cloud** Console, Service Entitlements and Milestones, SLAs, Live Agent functionality, Omni Channels, Computer Telephony Integration, Asset Tracking, Knowledge Center, Contact Center Analytics, KPIs, Web-to-Case and Chat Agents.
* Performed Needs Analysis, Requirements Elicitation, System Design/Solution and Stakeholder Analysis for in-house Managed Services Packages and Asset Management.
* Configured processes for issue triaging and resolution and FAQs for Knowledge with Best Practices/Recommendations
* Identified complex issues and custom support requests and worked with the Salesforce Enablement Team to prioritize case assignment and track issues through resolution
* Implemented SFDC Integration using **REST/SOAP Web Service APE'S**.
* Integrated with external system using Web Services callouts for cleansing the Address and save the data in the pages of Salesforce.com and **SOAP and REST based Web Services** for extracting the data from external systems to display in the pages of Salesforce.com.
* Integrated with External sources by making callouts that used **SOAP/REST.**
* Maintained data cleanliness and accuracy by adding various Custom validation rules and Custom formulas. Worked on Test Cases by developing Test Classes to meet the required Code Coverage in **salesforce**.
* Developed Workflows and Approval Processes for various functional needs in the application.
* Created various Visual force/html email templates for Email Alerts using triggers and approval process for the clients and customers.
* Deployed the Sales Cloud with various custom-built Page layouts, Custom tabs, Custom Apps, suit to the needs of the application.
* Used **Cloud Craze** while building community portal for B2B.
* **B2C and B2B Integration** through Salesforce.
* Maintained data cleanliness and accuracy by adding various Custom validation rules and Custom formulas.
* Conducted meetings with state users on code review on the developed objects.
* Analyzed the source system and involved in designing the ETL data load.
* Developed/designed Informatica mappings by translating the business requirements.
* Responsible for developing, support and maintenance for the ETL (Extract, Transform and Load) processes using Informatica PowerCenter
* Develop Mappings and Workflows to generate staging files.
* Worked on Test Cases by making sure all the Test Classes to meet the required Code Coverage in salesforce.
* Heavily involved in deployment activities and resolving the deployment issues.
* Deploying components from **Sand Box to DEV-GOLD, Training**, **SIT** and **UAT** environments.
* Configure and used Eclipse, source tree and TFS (Team Foundation Server) to deploy and merge the code between two orgs.
* Hands on experience using JFrog artifactory and its integration with **Jenkins**.
* Experienced in building cron job to run jobs periodically in **Jenkins**.
* **Monsanto implemented Salesforce** (Sales Cloud) and SAP to support their dealer portal management and orders that are placed through portal by dealers.
* Maintained Ques, Public groups, and custom labels.
* Configured validation rules and used process builder to define the flows.
* Involved in setting up the community portal and creation of users and profiles.
* Identified post deployment activities to perform manually.
* Scheduled batch jobs based on the different conditions to execute them nightly.
* Custom objects creation and maintained master detail and lookup relationships between two objects.
* Configured approval / workflow processes to create tasks and update fields and multilevel approval.
* Used agile methodology to execute the project deliverables.

**Environment:** Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Aura Framework, VB.NET, Data Loader, HTML, Java, Java Script, Workflow & Approvals, SOAP/REST, Reports, Jenkins, Cloud Pages, Custom Objects, Custom Tabs, GIT, Email Services, Eclipse IDE Plug-in, Windows XP.

**Salesforce Administrator**

**A1 Kaiser, New Jersey November 2017 to December 2018**

**RESPONSIBILITIES:**

* Involved in designing and implementing the Marketing enrolments using salesforce Marketing Cloud/ Marketing Enrollment Programs mapping with Campaigns.
* Involved in designing and implementing cases and **service ticket management using salesforce** / **Service cloud**. Performed **GAP** analysis and identified the **RICEFW's**.
* Involved in designing the channel partner management using Salesforce in integration with third party systems.
* Used Service **Max App Exchange functionality** in salesforce for developing the application used in mobile/iPad device.
* Customize **Salesforce** applications using custom objects, workflows, validations and formulas while adhering to Salesforce best practices.
* Worked on configuring the **SSO for marketing cloud** Org using SAML and Key management and IDP.
* Deep knowledge of the SFMC platform, HTML, CSS, JavaScript, SQL and **Salesforce Marketing Cloud.**
* Used ServiceMax Setup to create **SFM transaction, SFM Wizards, Service Team**, Technician, Skills, and Translations etc.
* Used Dispatch console functionality to create Subject, Hover for event creation.
* Used Dispatch console functionality to configure the color for work order grid.
* Created Email templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created profiles and implemented Object and field level security to hide critical information on the profile users.
* Created test scenarios on Sandbox environment and used Force.com Component Deployment Wizard for **migrating data between Force.com IDE and Sandbox environment**.
* 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 for different user profiles based on the organization's need.
* Used **Force.com IDE** for creating, modifying, testing, and deploying Force.com Application.
* Created custom reports and dashboards for analyzing the information provided by the user.
* Responsible for architecting profiles, roles, public groups, queues, permission sets, sharing settings.
* Analyzed complex business requirements and designed solutions using Apex classes, triggers, and Visual Force pages.
* Administered community portals and customized the interface using **community builder** and adding lightning components to it.
* Worked with import tools such as Apex Data Loader and Import wizards.
* Implemented **Salesforce.com customizations** and drove User Acceptance Testing (UAT) in different environments. Worked in coordination with off-site team during testing and development phase. Experience working with Vendors to troubleshoot issues.
* Resolved Salesforce.com usage problems. Conducted Training sessions for End users and testing team.
* Review **AppExchange applications** for functionality and security risks.
* Support change management for all applications in a Salesforce.com instance.
* Partner with business stakeholders driving the requirements to be sure they have a complete understanding of the improvements and changes.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using **Eclipse**. Set up and maintained a continuous integration environment using source control, deployment scripting and job monitoring.

**Environment:** Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), VB.NET, Data Loader, HTML, Java, Java Script, Workflow & Approvals, Reports, Cloud Pages, Custom Objects, Custom Tabs, Email Services, Eclipse IDE Plug-in, Windows XP, SAP ECC, CRM, GIT.

**Salesforce CRM  Consultant**

**V2Force,** **Santa Clara County, California October 2016 to November 2017  
RESPONSIBILITIES:**

* Performed Gap Analysis to check the compatibility of the existing system infrastructure with the new business requirements.
* Involved in conducting extended Knowledge Transfer Workshops to familiarize the development team with the platform and ensure their ability to maintain and perform enhancements in the future.
* Analyzed and explored all the relevant business processes, core functionality areas and integration points related to the **SAP CRM sales** and service areas.
* Identified the processes related to Cashman - Field Service, In-House Repair, Rental Repair.
* Worked on the design specifications related to sales and service processes in integration between **ECC and CRM**. Prepared functional process flows, functional designs and working with the technical team.
* Designed Pricing using IPC - Condition Technique, Condition types, access sequences, condition tables, condition records, field catalogue. Worked on Account and Contact management.
* Designed **Machine Sales and billing** (SAP CRM Billing), **Machine Rental processes**.
* Designed field service and In House repair processes. Designed Rental repair, parts sales processes and designed Complaints and Returns Process.
* Experience in building responsive application using by creating Lightning components (Client/Server side controllers) using aura framework, Salesforce LDS styling.
* Expertise in developing Apex classes, Controller and Triggers **on Force.com** platform to customize application according to the functional needs.
* Helped in preparing the templates for the data conversion.
* Involved in preparing the blue print documentation and getting signed off.
* Middleware Setup between **ECC and CRM: Master data load from ECC to CRM** (Customers, Materials, Knowledge Base, Contact persons, Pricing, customizing load) and CRM to ECC (Sales and service transactions).
* Master data load - Customers, materials, Knowledge Base, Organization Structure, Pricing.
* Product configuration **using IPC and performed XCM settings**.
* Service Order Configuration - Item categories, copy controls, organization determination, actions, date profile, pricing procedure, partner determination.
* Identified the configuration areas - Return order, Confirmation, In-House Repair, Logistics and CO integration, Lead and Opportunity Management, Service Contracts, Warranty and Claims, Service Quotations. Web UI Configuration - Setup business roles, skin changes.
* Good exposure on Salesforce (Sales Cloud).

**Version:** Salesforce.com platform, SAP ECC, SAP CRM, BW.

**Java/J2EE Developer**

**Evolgence, Hyderabad, IN July 2012 to June 2015**

**Responsibilities:**

* Responsible for coding as per the Framework standards
* Involved in Design and Development of application using Spring Framework.
* Interacted with clients for requirement gathering, analysis and modularization of the requirement.
* Involved in Object Oriented Analysis and Design using UML and create activity diagrams, sequence diagrams, class diagrams and use case diagrams for various cases using Rational Rose
* Developed user interface using **JAVA Server pages (JSP),** **HTML and Java Script** for the presentation tier.
* Worked and maintained the front-end functionality of Websites from scratch using **HTML, CSS, jQuery and JavaScript.**
* Hands-on experience in **using JDBC, HTTP, HTTPS, FTP, FILE, SFTP, JMS, Salesforce, SAP** etc.
* Hands-on experience in developing, exposing, and consuming **SOAP Webservices and REST Webservices**.
* Developed **J2EE** components on **Eclipse IDE and J2EE design** patterns like the business delegate, service locator and data access object pattern
* Developed screen design using HTML, IFrames, JavaScript and CSS.
* Developed UI screens using Swing components like Jlabel, JTable, JScrollPane, JButtons, JTextFields and so on.
* Worked on applications including GUIs using Swing classes.
* Developed code to call the web service/ APIs to fetch the data.
* Developed Entity Beans in EJB to interact with the database to update, retrieve, insert and delete values effectively.
* Used various **jQuery plug-ins** like auto complete, date picker, color picker, document slider to enhance the usability, functionality and overall experience for websites.
* Used/modified jQuery to perform **AJAX** calls for creating interactive web pages on JSON response
* Developed web services using WSDL to communicate with the other modules.
* Used Hibernate for mapping object oriented design model to relational database
* Programming by using Struts Framework with **MVC** architecture implementation.
* Developed Controller Servlet to handle the database access (MVC pattern).
* Worked on **XML** conversions and validations.
* Involved in writing Unit Test scripts to check the functionality of the middle tier and aid in debugging phases.

**Environment:** Java, JSP 2.0, Servlets, JSON, Struts, Swings, AJAX, JavaScript 1.8, EJB 1.1, WSDL, jQuery, Hibernate, CSS, J2EE, MVC, HTML, Eclipse IDE, Windows XP