[preetham.sfdc001@gmail.com](mailto:preetham.sfdc001@gmail.com" \t "_blank)

(929)269-2662

**PROFESSIONAL SUMMARY:**

Around 7+ years of experience as an IT professional, strong at Object Oriented Analysis, Designing and Programming skills and 5 years as a Salesforce.com CRM and Force.com platform as Development and Administration, Implementation, Support and Configuration of Salesforce CRM based on Apex Language and Force.com Platform.

* Expertise in Salesforce **Lightning Components** and **Lightning Pages** and **Lightning Design** Systems.
* Assisted in **Migrating** to the Lightning Experience.
* Actively participated in multiple phases of **SDLC**- Feasibility, Implementation, Production and Development, Delivery of projects in **SFDC**.
* Experienced in implementing Cloud based solutions using Salesforce platform both as an administrator and developer.
* Designed and developed various Custom Objects, Custom Apps, Custom Fields, Validations, Role Based page layouts, Custom Tabs, Custom Reports as per the requirements.
* Developed **Reports** and **Dashboards** using components and different report types.
* Involved in **Data Mapping** and **Migration** of data from legacy systems to Salesforce.com.
* Proficient in dealing with the functionalities related to the Service Cloud and Sales Cloud.
* Experience with Salesforce customization, Security Access, Creating Profiles, Roles, Sharing rules, Users, Page layouts and email services.
* Good experience in setting up relationships in view of business use cases using Salesforce relationships **Master-Detail, Lookup** and **Many-to-Many** (Junction Object) between objects.
* Expertise in querying Salesforce database using **SOQL & SOSL queries** with Force.com explorer.
* Experienced in SFDC development using Apex Classes, Batch Class, Schedule Class, Triggers, Test Methods, Visualforce Pages, Visualforce Components & Controllers **Force.com IDE, SOQL, WSDL, REST** and **SOAP.**
* Created various SFDC **Administrative roles**.
* Integrated Salesforce.com applications with external systems using **Web Services** and **Apex Web Services** classes and XSL. Used REST full web services.
* Experience on working and designing with Force.com **Service Cloud, Sales Cloud,** and **Marketing Cloud**.
* Experienced in working on **Eclipse IDE** with Force.com plug-in, command line interface.
* Handful experience in **Sandbox Management** (Like Refreshing Sandbox, Creating New Sandbox, Migrating code from one sandbox to the other).
* Expertise in advanced **Apex programming** concepts including common Design patterns, Governor limit management techniques, Bulk patterns, efficient and reliable trigger handling, and asynchronous operations.
* Experienced in creating and execute **Unit** and **Integration tests**.
* Expertise in **Release management**, including preparation and deployment of Salesforce Packages as well as maintaining version control.
* Great exposure to key areas of **Enterprise architecture**, including Integration technologies, single sign on, and master data management**.**
* Good understanding of key Salesforce architectural concepts (e.g. **API and governor limits, security models and techniques**) and how they influence design.
* Solid technical and functional knowledge of Salesforce Platform, APEX, Visualforce, Declarative tools, Interfaces.

**CERTIFICATIONS**:

* **Salesforce.com Certified Force.com Administrator**
* **Salesforce.com Certified Force.com Platform Developer - I**
* **Salesforce.com Certified Force.com Platform App Builder**

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce.com** | Apex, Visual force, SOQL, SOSL, Apex Triggers, Apex Controllers, Salesforce.com, Workflows and Approvals, AppExchange, Apttus CLM, Email Templates, DocuSign, Wave Analytics, Formulas, Validation Rules, Eclipse, Apex Data Loader, SVN, Jenkins, Force.com IDE, Oracle Big Machines CPQ |
| **Web Technologies** | JavaScript, PHP, Angular JS, XML, HTML, XHTML, XSL, CSS, AJAX, ASP |
| **Databases** | Oracle 11g/10g, SQL Server 2008/05/2000, MYSQL, DB2 |
| **Operating Systems** | Windows Family, MS-DOS, UNIX, SOLARIS |
| **Programming Languages** | C, C++, Java, Apex |

**EDUCATION QUALIFICATION:**

Bachelor of Technology, India

**PROFESSIONAL EXPERIENCE:**

**Prudential Financial, NJ Dec 2018 to Till Date**

**Sr. Salesforce Developer**

*The Prudential Insurance Company of America, a New Jersey life insurance company whose principal office is located in Newark, New Jersey. Prudential Financial, Inc. is an American Fortune Global 500 and Fortune 500 company whose subsidiaries provide insurance, investment management, and other financial products and services to both retail and institutional customers throughout the United States and in over 40 other countries. Prudential Financial is the largest insurance company in the United States, with total assets amounting to approximately 1.456 trillion U.S. dollars.*

**Responsibilities:**

* Involved in Salesforce.com application setup activities and customized the applications to match the functional needs of the organization.
* Experience in acting as a liaison between offshore team and the Business performing meeting facilitation, work plan creation, task management.
* Developed **Apex triggers** with **bulk** safe for both standard and custom objects.
* Worked on security models, developed **Apex based sharing rules** in order to meet security requirements.
* Developed various **batch Apex** classes to merge duplicate accounts/contacts. Streamlined the integration and merge process in Salesforce. Ensured the integrity of data by building custom code to merge data.
* Developed dynamic salesforce.com visual force pages using Java script, Ajax toolkit and JQuery.
* Involved in troubleshooting and resolved issues related to integration. Developed **Apex classes** with **REST** calls to connect to **web services**.
* Developed **custom Visual force pages** and apex controller classes for various functional needs in the organization.
* Written test classes for unit testing.
* Experience in migrating data from various systems into force CRM usingSOQL and SOSL queries in Apex.
* Enhanced several **SOQL queries** to decrease the execution time and avoid **governor limits**.
* Worked **on email to case services**, implemented custom development to meet user requirements.
* Developed and deployed **workflows** and **approval processes** for custom objects as per the business requirements.
* Created **page layouts**, **search layouts** to organize fields, custom links, related lists, and other components on record pages.
* Involved in requirement gathering for setting up **Salesforce Service cloud**.
* Implemented **Salesforce customer portal** to provide online support channel for customers.
* Built various agent-specific and management-specific **reports** and **dashboards** to track and provide key leading and lagging indicators for same day resolution and average queue times of cases.
* Developed **case escalation rules** to ensure cases were resolved in a timely manner.
* Used **change sets** to deploy metadata from sandbox to production environment.

**Environment:**Salesforce.com, Customer Portal, Service Cloud, Informatica, Apex Language, Visual Force (Pages, Component & Controllers), Triggers, SOQL, SOSL, Workflow Approvals, CSS Style sheets, Custom Objects, HTML, WSDL, Security Controls, Page Layouts, Sandbox data loading, Apex Data Loader Eclipse IDE Plug-in, Reports, Dashboards, Sandbox.

**CVS Health, Rhode Island (RI) June-2018 to Nov 2018**

**Sr. Salesforce Developer**

*CVS Health Corporation (previously CVS Corporation or CVS Caremark Corporation) is American*[*retail*](https://en.wikipedia.org/wiki/Retail)*pharmacy and*[*health care*](https://en.wikipedia.org/wiki/Health_care)*company headquartered in*[*Woonsocket, Rhode Island*](https://en.wikipedia.org/wiki/Woonsocket,_Rhode_Island)*. The company began in 1964 with three partners who grew the venture from a parent company, Mark Steven, Inc., that helped retailers manage their health and beauty aid product lines. The business began as a chain of health and beauty aid stores, but within several years, pharmacies were added.*

**Responsibilities:**

* Responsible for writing **Apex, Visual force** code containing business functions.
* Developed Custom objects, customizing tabs, **Apex Triggers,** Test classes for unit testing and code coverage.
* Experience in Data Loader for Data Management in Force.com platform
* Experience with custom application development in Force.com, utilizing Visualforce and **Lightning Components/Framework**
* Used Data Loader for insert, update and bulk import or export of data from Salesforce.com, SObjects used it to read, extract and load data from comma separated values (CSV) files.
* Used **SOQL&SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Worked in developing various lightning components, events and lightning applications.
* Experienced in **SSO** and Integrations
* Developed code for generating the **XML** requests required for calling the web services.
* Involved in design and development of different views and page layouts for different profiles.
* Developed complex workflows and approval processes for automating business logic
* Created **Lightning Component** Tabs and Visualforce Tabs using Lightning Components.
* Created email templates and inbound emails using Visual force for the clients and customers.
* Developed **Apex Test** Classes with assurance of maximum code coverage.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Worked on **Jenkins** and change sets for continuous deployments to higher environments
* Used **SVN** for code repository and **JBOSS** eclipse editor to modify and commit the changes
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, **Users, Page Layouts, Email Services, Formulae Fields, Approvals, Workflows, Reports, Dashboards, Tasks and Events**
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups of sales cloud objects.
* Experience with **Front-end JavaScript frameworks like Angular JS, Node JS**. And with the creation of RESTful Web service.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validations.
* Used Bootstrap and **AngularJS, React.js and Node.js in effective web design**.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.
* Involved in all the phases and pre-production/post-production support activities.
* Used Force.com web service API for implementing WSDL in the application for access to data from external systems and web sites.
* Executed various levels of **Unit, Integration, Regression and User Acceptance (UAT)** using test cases to prove that system conform to specifications of business and quality requirements.

**Environment**: Saleforce.com platform, Marketing cloud, Service 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.

**Rockwell Automation, WI Jan 2017 to May-2018**

**Salesforce Developer /Admin**

*When you invest in Rockwell Automation, you join in our mission to improve the standard of living for everyone by making the world more productive and sustainable. You also invest in the future of manufacturing. We are committed to enabling the next generation of smart manufacturing. With the right strategy, talented people, and our substantial financial strength, we are dedicated to deliver sustained shareowner value*

**Responsibilities**:

* Performed the roles of Salesforce.com Developer and Administrator in the organization.
* Developed Visualforce Pages, created Reports, Dashboards and Apex Classes.
* Provided technical walk-throughs to various stake holders (QA Team, UAT Team, etc.)
* Built custom user interfaces using **Lightning components**.
* Developed, Tested and Deployed Custom fields/objects, Forms, Workflows, Interfaces, Records, and user roles to meet business requirements.
* Worked on translating several Visual Force pages to **lightning framework**.
* Developed Apex Classes, Controller Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services API and Apex Triggers for various functional needs in the application.
* Performed Asynchronous Callouts using the **Future Annotation** and executed the future methods from a Trigger.
* Worked efficiently with standard Salesforce.com objects like **Accounts, Contacts, Leads, Cases** and **Opportunities.**
* Strong knowledge of Force.com platform technologies including Apex, Triggers, Visualforce, Workflows and Approvals, Integrations with end-to-end product development experience.
* Worked on various SFDC implementations covering Sales Cloud, Service and Cloud applications.
* Implemented change control from development **sandboxes** to production and across the development lifecycle.
* Experience in creating **Lightning Components** and used Salesforce Lightning Design System (**SLDS**) to convert existing Visualforce pages to **lightning components.**
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Provided detail estimates of the level of effort associated to implement capabilities based on business requirements and solution design.
* Worked with **SOQL & SOSL** queries with Governor Limitations to **store** and **download** the data from Salesforce.com platform database.
* Involved working in the integrations components by consuming **Restful APIs**.
* Involved in creating a user interface in Lightning using **Aura components**, for a user to enter details and submit in to Salesforce.
* Deployments’ using the **change sets** from one sandbox to other, refreshing the sandbox. Have done many data migration tasks using **Data loader**.
* Hands on experience in **Sales Cloud** and **Service Cloud** functionalities.
* Developed Lightning components and used **Lightning App builder** to use those components in Lightning pages.
* Used Salesforce **Chatter** to provide real time notifications of changes in accounts, leads and opportunities to help sales and service teams to be more efficient.
* Customized the entire salesforce.com applications to incorporate the business requirements, which involved creating **Web Forms** and processing the data in **SFDC** with the extensive usage of Web services **API**.
* Created various workflow rules, profiles and permission sets based on the organizational hierarchy requirements.
* Created **Apex methods** for the lightning controller and helper methods to perform **DML** operations on the case records.
* Key role in gradual transition of company's application from Salesforce **Classic** to **Lightning** Experience.

**Environment:** Saleforce.com platform, Sales Cloud, Service Cloud, Informatica, Deployments, Apttus, Lightning components, Apex, Visual Force, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Data Loader, SF Explorer and Eclipse IDE Plug-in, AppExchange apps, SOAP and RESTAPI.

**Sonata Software Ltd, Mumbai, India July 2014 to Nov 2015**

**Salesforce Admin**

**Responsibilities:**

* Interacted with various **business user groups** for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Configured the **Salesforce.com** environment.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards and worked on **Service Cloud** to improve the functionality.
* Created **Custom objects** to build new application functionality in the **Salesforce.com**.
* Created **workflow rules** and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created **email templates**, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Created **new user accounts** and configure Salesforce.com to fit security needs at the user and organization levels.
* Created Custom **Profiles, Public Groups and Roles** to distribute user rights and functionality.
* Responsible for understanding the **data migrating requirements** and analyze data to be loaded from legacy systems to Salesforce.com.
* Involved in **data mapping** and **migration of data** from legacy systems to Salesforce.com Objects and fields.
* Provided custom **reports and dashboards** to support the needs of the users and executives.
* Experience with **Remedy ticketing tool**. Resolving tickets was an interesting part and understanding the instance of a ticket and why the ticket has been created.
* Set up **Salesforce Knowledge** to enhance the customer service and also used Data Categories to control the accessibility of the articles.
* Used **agile methodologies** to minimize the risk by developing software in short amounts of time.

**Environment:** Salesforce.com Enterprise Edition, Pages, Data Loader, Reports, Custom Objects, Custom Tabs, Security Controls, Data Management, Profiles, Page Layout, Validation Rules.

**Natco Pharma Ltd, Hyderabad Sep 2012 to Jun 2014**

Role: Java/ UI Developer

**Responsibilities**:

* Developed application code using Core Java and J2EE (Servlets, JSPs) in Eclipse tool.
* Developed GUI related changes using JSP, HTML and client validations using Java script.
* Developed application based on SDLC (software development lifecycle).
* Created several complex stored procedures and triggers using SQL Server 2005to retrieve data.
* Involved in all the phases of SDLC including Requirements collection, Design and Analysis of the customer specifications, Development and Customization of the application.
* Developed front-end controller in Servlets to handle the database access (MVC pattern).
* Developed JSP pages and client-side validation by java script tags.
* Developed Session and Entity Beans to implement business functionality.
* Used Eclipse as an IDE and Apache Tomcat as an Application Server.
* Interacting with client for requirement gathering, analysis and modularization of the requirement.
* Used Apache web server for deployment.
* Performed Integration Testing by adding all modules together for the web-based application.

Environment: Java 1.5 SDK, java Script, JSP 2.0, AJAX, XML, JSTL, JNDI, EJB 2.0, UML, Web sphere, Struts, CSS, Eclipse, Hibernate.