RAKESH REDDY YELLU

Phone: (510) 565-5423

Email:rakeshrddy11@gmail.com

<https://www.linkedin.com/in/rakeshreddy11/>

**SUMMARY OF QUALIFICATIONS:**

* 13 years’ experience in Information Technology in which 8+ years of Experience working in & as Salesforce Business Analysis, Administration, and Declarative Development – Sales, Marketing & Service Cloud
* Experience working as Salesforce Business Analyst:
  + Experience in Identifying, developing and documenting Business and Functional Requirement Specification (BRS & FRS)
  + Expert in understanding Complex Business Process and collecting Business Requirements from Various Stakeholders and Business Users.
  + Experience in collaborating with cross functional team and responsible for increased adoption among SFDC users.
  + Liaison between Sales & Marketing teams and Development (IT) team in delivering the projects.
  + Plan & Execute End user training on new features and creating user documentation.
* Experience working as Salesforce Administration:
  + Sales Cloud – Accounts, Contacts, Opportunities, Price Book, Product & Quote Management.
  + Service Cloud – Case Management, Queues, Email to Case, Web to Case, Escalation Rules. solution Management, Field Service Lightning, oortho.
  + Marketing Cloud – Campaign Management, Web to Lead, Lead – Conversion, Qualification, Scoring and Territory Management.
  + User Administration – Users, Profiles, Roles, Permission Sets, Groups
  + Automation – Build custom Applications, Create custom -Objects, Fields, Tabs, Buttons, Links & page Layouts.
* Experience in understanding Complex workflows, Creating Workflows, Process Builder, Approval Process, Case Assignment Rules.
* User Security – Managing Object level, Record Level & Field Level Security, Sharing Setting, Role Hierarchy and Organization Wide defaults.
* Experience in creating Data Models, Entity Relationship models and Look-up, Master-Detail, & Many-to-Many (Junction Objects) Relationships.
* Knowledge in developing client-specific solutions on force.com platform using Apex classes and Triggers, Visual Force Pages, Force.com IDE, SOQL, SOSL.
* Experience on Salesforce & other related Tools:
  + Import Wizard, Data Loader, AppExchange, Salesforce1
  + Steel brick & HubSpot, Omni Channel, Field Service Lightning
* Experience in Analytics:
  + Reports – Custom Reports, Conditional highlighting, Advance filters, schedule reports
  + Dashboards –Custom Dashboards, Build Dynamic Dashboards
* Monitoring Organization:
  + Debug Logs & Email Logs, Manage Packages
  + View Set-up Audit Trails, Password Policies, Code Coverage
  + Schedule Jobs, Apex Jobs, Bulk Data Loads.
* Release Management:
  + Migrated Code base from Sandbox to Production Environment using migration tools like: ANT & Change Sets
  + Facilitated successful Release of Code from Engineering to Production by proactively & relatively working with CAB Team, Development, QA & Operations.
  + Conduct Post / Pre-Release Reviews, Implementation Reviews to identify improvements to processes and procedures over time.
* Experience working on Agile Methodologies
* Experience with Managing the complex data Experience in Integrating AppExchange Applications with Salesforce.
* Experience with subscription, billing, invoicing and can take control of sales process from Quote to Cash.

**EMPLOYEMENT HISTORY:**

Aryaka Networks Sr. Business Analyst Nov,2019 to Present

Critical River Inc Sr. Salesforce Business Analyst Jul,2019 to Nov,2019

SoftNice Inc Sr. Salesforce Consultant Jun,2018 to Jul,2019

Ascent Global Sr. Salesforce Consultant Jan,2017 to May,2018

IQVIS Inc Sr. Salesforce Consultant Feb,2017 to Oct,2017

Microexcel Inc Sr. Salesforce Business Analyst / Admin May 2012 to Jan 2017

Zylog Systems Associate – Marketing & Sales Apr 2011 to Apr 2012

InfoSTEP Inc Sr. Inside Sales Executive Feb 2010 to Mar 2011

Yash Technologies Inc Sr. Lead Management Executive Jan 2007 to Feb 2010

**CERTIFICATIONS:**

Salesforce Certified Administrator – ADM 201 - 17029307

**WORK EXPERIENCE:**

**Client: Aryaka Networks – Sa Mateo, CA**

**Role: Sr. Salesforce Business Analyst July,2019 TO PRESENT**

Projects Handled:

1. CPQ Implementation
2. RevRec Implementation.
3. New Product Enablement
4. Salesforce Enhancements.
5. Multi-Currency Enablement

**Responsibilities:**

* Worked as a Primary Point of contact for Business Stakeholders to gather new requirements / Enhancements, Prioritization, Coordination on status of projects.
* Manage Meetings, Issue Resolutions, escalations etc. with the teams during the complete lifecycle of all assigned projects.
* Design, Develop and Document the key Projects.
* Develop user stories and to-be process flows to support the design and development of Salesforce solutions.
* Performed AS-IS and TO-BE GAP Analysis and re-designed the system to meet Aryaka Needs.

Tools / Technologies: Salesforce, SteelBrick(CPQ), ARM(NetSuite), Jira, Dataloader, Celigo, Zuora Billing

**Client: Hitachi Vantara – Santa Clara, CA**

**Role: Sr. Salesforce Consultant June,2018 TO July,2019**

**Employer: Softnice Inc**

Projects Handled:

1. RevRec (IFRS 15) Implementation
2. Digital Transformation
3. Global Services – Enhancements (Renewals & Case Management)

**Responsibilities:**

* Worked as a Primary Point of contact for Business Stakeholders to gather new requirements / Enhancements, Prioritization, Coordination on status of projects.
* Manage Meetings, Issue Resolutions, escalations etc. with the teams during the complete lifecycle of all assigned projects.
* Drive test planning and execution throughout all phases of testing (i.e. unit, end-to-end, integration, performance, operational readiness, user acceptance.) for all assigned projects.
* Take ownership from business requirement gathering to User Acceptance Testing to obtain Sign-off from the Business.
* Hands-on experience in writing Jira Stories based on BRD and FRD documents.
* Collaborate with developers to Build, test and verify the solutions will meet the business requirements
* Develop user stories and to-be process flows to support the design and development of Salesforce solutions for our clients
* Experienced in building Custom Applications that includes administration configuration implementing and support experience with Salesforce.com platform
* Proficiency in Declarative development & administrative tasks like Creating Roles, Profiles, Users, Email Services, Page Layouts, Workflow Alerts, Reports, Dashboards and Approval Processes.
* Experience working on different salesforce packages like omni channel, Field sales Lightning, oortho and others.
* Worked on different objects like Entitlements, Product Requests, Service Appointments, Assets, Milestones etc.
* Worked cross functionally to understand the REVENUE Recognition Process and configure Salesforce system based on the Revpro needs.
* Configure XaaS Offering products in salesforce system from Quote to Cash in Subscription Model.

Tools / Technologies: Salesforce, FPX, SteelBrick(CPQ), MuleSoft, Zuora (REVPRO), Jira, Data loader, Omni Channel, Pentaho, Oracle Applications.

**Client: Social Imprints – San Francisco, CA Dec,2018 to May,2018**

**Role: Sr. Salesforce Consultant**

**Employer: Ascent Global**

**Responsibilities:**

* Work closely with Sales & Marketing Org Heads to gather requirement on new Business Process & Functionalities
* Worked on Various Salesforce standard objects like Accounts, Contact, Leads, Campaigns, Opportunities, Tasks, Dashboards & Reports.
* Created Dashboard for CXO level Executives.
* Worked on Salesforce Data Integrity and Data Governance.
* Identified the integration issues with Salesforce & Custom ERP (called Thincloud)
* Created Page Layouts – Account, contact, Opportunity Objects & Tasks
* Created Roles, Profiles, Field level security and Object Level security.
* Developed Lead Assignment Rules, Escalation Rule, Auto Response Rules, Email to Case, Web to Case & Web to Lead.
* Worked on HubSpot to create Marketing campaigns like Email, Blog Posts & Social Media.
* Overall responsible to plan, develop, coordinate and lead software release activities with application and support teams beginning with the Software Testing phase till production implementation.
* Created Workflow Rules / Process Builder to Automate the AR Alerts, Revenue Alerts based on Deal Size, Gross Profits.
* Developed various Workflows, Approval Process, Email Alerts, and Validation Rules to validate the data and optimize business logic.
* Performed AS-IS and TO-BE GAP Analysis and documented it.
* Performed User Acceptance Testing (UAT).

**Tools / Technologies:** *Salesforce Enterprise Edition, Visualforce, Apex, Github, HubSpot, Data Loader, Change Sets, Cirrus Insight, Drop Box, Microsoft Office Suite, Visio, Jira, Funnel Source, Custom ERP(Thincloud).*

**Client: First Tech Federal Credit Union – Mountain View, CA Feb, 2017 to Oct, 2017**

**Role: Sr. Salesforce Analyst**

**Employer: IQVIS Inc**

**Responsibilities**

* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Cases, Activities, Dashboards and Reports.
* Implemented security settings, object level security, field level and record level security
* Created Tab permissions, Record Type and Page Layout permissions
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Customized Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Participating in Technical architecture meetings in design and development.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects
* Developed Case Assignment Rules, Escalation Rule, Auto Response Rules, Email to Case, Web to Case & Web to Lead.
* Creating web services using Apex to integrate data from different platforms in to force.com.
* Successful implementation of Apex Classes, Web Service (SOAP), and Apex Triggers as and when required during SFDC implementation.
* Implemented pick lists, dependent pick lists, lookup and master detail relationships
* Managed all new user set-ups and deactivation, including following approval process and transferring ownership of account/contact/opportunities for deactivated users.
* Designed and developed Salesforce Automation based Application on Force.com Platform in SFDC environment with Apex programming language at backend and Visual-Force pages as user interface.
* Worked as a liaison between the users and the various teams involved in the application development for the better understanding of the business and IT processes.
* Salesforce Application Training to End users and created a user guide document.

**Tools / Technologies:** *Salesforce unlimited Edition, Visualforce, Apex, Web Service -SOAP, REST, XML, Process Builder, Data Loader, Talend, Eclipse IDE Plug-in, Force.com Microsoft Office Suite, Visio, HTML, ANT migration Tool.*

**Client: Pelican Products – Torrance, LA April, 2015 to Dec, 2016**

**Role: Sr. Salesforce Consultant (Business Analyst / Admin)**

**Employer: Microexcel Inc (onsite / Offshore)**

**Responsibilities**

* Worked closely with Stakeholders on gathering and implementing feature requests.
* Administered and maintained Salesforce platform.
* Created and configured Salesforce workflow rules, page layouts, record types, fields, validation rules, user profiles, triggers, reports, Process Builder, and more.
* In-house training and knowledge transfer.
* Managed sandboxes and deployed to Production using change sets.
* Involved in API/Web Service design and developing technical specifications for the Salesforce (SFDC) application
* Conducted bulk data migrations using Import tools.
* Worked on Salesforce platform technologies: Visualforce pages, Apex, Sites.com.
* Experience in working with Marketing Cloud – Creating Campaigns, Leads, contacts & reports
* Managed / Assigned leads based on Territory & Lead Scoring.
* Extensive experience in driving requirement gathering sessions involving cross functional teams and business unit leaders such as senior VPs, directors etc.
* Worked on Steelbrick CPQ – Managing Price Books, Products, Discounts & Approval process, Subscriptions, Quote Management.
* Worked on Agile methodologies for various projects and participated in standup meetings and other required meetings such as planning, status and update meetings.
* Experience in creating Business Requirement Documents, User Stories, Use Case Diagrams, and Process Flow Diagrams etc.
* UsedForce.com IDE for creating, modifying, testing, and deploying Force.com Application.
* Salesforce integration with ERP System (SAP).
* Deployed Code using Change sets and Force.com ANT Migration Tool.
* Risk mitigation planning and documentation identifying key issues and risks, dependencies and create backup plans. Manage checkpoint conference bridge while duty managing a deployment.
* Provided training to the internal users and helped them in getting used to the application, generated reports and save them for the further access to the users.

***Tools / Technologies:*** *Salesforce Enterprise Edition, Visualforce, Apex, Web Service (SOAP), Process Builder, Data Loader, Google Apps, Slack, HTML, Eclipse IDE Plug-in, Force.com ANT, Cirrus Insight, Price Book, Steelbrick CPQ, SAP*

**Client: Pregis Corp – Offshore June 2013 to March 2015**

**Role: Salesforce Administrator / Business Analyst**

**Employer: Microexcel Inc**

**Responsibilities**

* Worked closely with the marketing / sales team of the organization and helped them manage sales opportunities and marketing events using Salesforce Automation.
* Experienced in working on Salesforce Campaign Management and Lead Management process.
* Performed the role of Lead SFDC Administrator during project in an unstructured environment.
* Worked closely with Sales & Marketing teams for Data Integrity.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the
* application.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Developed various SFDC Custom Applications, Custom Objects, Tabs, Custom Reports and Dashboards.
* Created profiles and implemented object level, field level and record level security.
* Developed various Workflows, Approval Process, Email Alerts, and Validation Rules to validate the data and optimize business logic.
* Performed AS-IS and TO-BE GAP Analysis, and documented it.
* Performed User Acceptance Testing (UAT).

***Tools/Technologies:*** *Unlimited Edition Salesforce.com, Flow, workflow, Change Sets, Pardot, Dataloader, Github, Slack, Service Now, Microsoft Office Suite, SharePoint, Visio.*

**Employer: Microexcel Inc - India May 2012 to June 2013**

**Role: Salesforce Analyst**

**Responsibilities**

* Worked as the Salesforce Admin and Business Analyst involved in the implementation of a Sales & Recruiting application built on the Salesforce platform.
* Analyzed the requirements and converted the business requirements into technical requirements relating to the application. Collaborated with C-Suite Executives and Cross Functional Teams.
* Prepared business requirements document and functional specification documents in the form of user stories, and screen mock-ups using Microsoft Visio.
* Performed user administration by creating and maintaining user Roles, Profiles, Permission Sets.
* Collaborated with cross functional teams such as HR, Marketing, Outside Sales/ Inside Sales, Accounting and IT to support the business process within the organization and help audit user activities.
* Developed a comprehensive CRM strategy, defining Salesforce as the standard tool in both Sales Cloud and Service Cloud.
* Developed and implemented Workflows, Approval Process, Email Alerts, Field Updates, Validation Rules, for various functional needs in the application.
* Defined and finalized the processes for Marketing, Campaign Management, Lead generation and Lead conversion.
* Proactively worked with development & QA team in planning Sprints and release management schedule, Check list on Pre-Release activities.
* Worked on Ad-hoc requests and Production issues daily ensuring minimal impact.
* Created Custom Dashboards and reports based on Business user requirements.

***Tools/Technologies:*** *Enterprise Edition Salesforce.com, ANT Migration Tool, Dataloader, import wizard, Microsoft office suite, Visio, SharePoint, Mailchimp.*

**Employer:** **Zylog Systems Ltd - INDIA Apr 2011 to Apr 2012**

**Associate – Marketing & Sales**

**Responsibilities**

* Coordinated with users to determine requirements and prepared design documents Performed detailed analysis of technical and business requirements Reports and Opportunities.
* Closely worked with SalesForce.com consultants while implementing CRM Application
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings
* Developed and Customizing salesforce.com application based on the user needs. Developed fields, page layout and customization for the standard objects like Account, contact, Leads. Maintained and gave permissions to communication templates based on Profiles Integrated workflow rules dashboards for leadership team.
* Ability to take strategic executes decisions on campaign planning, customer segmentation and revenue goals to be achieved.
* Influence Support campaign execution, account-based marketing, lead generation, lead nurturing.
* Define metrics; measure, track, analyze and regularly report on the effectiveness of overall campaign.
* Develop metrics, analyze customer response, and identify and apply best practices to continuously improve CRM/direct marketing efforts.

**Employer: Infostep Inc – India Feb 2010 to March 2011**

**Sr. Inside Sales Executive**

**Responsibilities**

* Creating campaigns through Data management, BDE support, CRM enrichment activities, Lead management support.
* Create Reports for marketing manager on quarterly basis and do comparative analysis actual vs projected.
* Identifying prospective clients from databases.
* Maintaining database, handling day to day research activities of Internal CRM Tool.

**Employer: Yash Technologies Inc. –India Jan 2007 to Feb 2010**

**Sr. Lead Management Executive**

**Responsibilities**

* Lead Generation for Software services through – Phone and Email.
* Mapping the companies in assigned territories of North America.
* Gathering required information (like IT landscape and requirements) from prospects for Teleconference / demos.
* Manage, maintain and updating the call responses in CRM (Salesforce).
* Research and building up prospects lead database

**EDUCATION:**

PG Diploma in Business Management – Marketing & Finance (Dec 2006)

**Dhruva College of Management, INDIA** (AICTE & AIMA - All India Management Association)

Bachelor of Science - Statistics &Computer Science

**Kakatiya University, INDIA (May 2005)**