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**Priyanka Madireddy**

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**Professional Summary:**

* Over 8 years of experience including 6 years of Salesforce experience in analysis, modeling, design, and coding, testing, maintenance of **CRM** systems.
* Acquainted and well versed with CRM processes like Sales, Customer Service and Customer Support, Business Processes and recommended solutions to improve their processes using SFDC.
* Good experience with **Configuration, Customization, Development** and **support** experience on **Salesforce.com** Platform.
* Expertise with salesforce.com administrative activities: **Creating Profiles, Roles, User, Permission Sets, Record Types, Page Layout assignment, Search Layouts, Field-Level Security, Custom Tabs, Validation rules, Formula Fields, Email Services, Reports and Dashboards.**
* Skilled in **customizing Salesforce standard objects** like Accounts, Leads, Opportunities, Cases and Campaigns along with good expertise in Data Validation, Sales, Marketing, Customer Service and Support Administration
* Good experience in setting up **Organization Role Hierarchy**, provisioning data visibility rules by **configuring OWD**, Criteria/Owner based and Apex managed **sharing rules.**
* Strong Implementation and Integration experience using **Custom objects, Triggers, workflows/ workflow rules, Approval Process, Visual Force Pages, and Apex classes.**
* Expert in Salesforce Sales cloud, Marketing cloud and Service cloud implementation.
* Implemented new feature enhancements on **Service cloud console view and developed few visual force components**.
* Proficient in using meta-data migration tools like **Eclipse IDE**and **Salesforce Apex Data Loader.**
* Proficient in Data Migration from Traditional Applications to Sales Force using **Data Loader** Utility.
* Proficient in creating **Lightning Apps** combining **Lightning Design System, Lightning App** Builder and **Lightning Component** features.
* Advanced knowledge of **APEX**, including but not limited **to scheduling, Web Services API, Triggers, Custom Controllers, Design Patterns, Dynamic Apex, and Batch Apex.**
* Worked on creating **Lightning Pages** Inside Lightning **Community Builder**. Developed various **Lightning Web components (LWC)** for UI applications for both Mobile and Desktop. Used **Custom CSS, HTML, Java script and jQuery**.
* Developed **Lightning Aura components** and **Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Experience in building Lightning components, **lightning Events**, using Lightning **Base Components**, Lightning UI Components and **Aura Frameworks**.
* Experienced in integration of Salesforce.com with external applications by using Web Services **API, Metadata API and SOAP.**
* Experience in working with **OOTB** (Out-of-Box) features for creating **custom layouts, business processes and email alerts.**
* Extensive working experience on different work environments including Development, Test, UAT and Production.
* Experience in working with Marketing Tools **Apttus, DocuSign** and **Draw loop.**
* Participated in all stages of Software Development Life Cycle (SDLC) System **Analysis**, **Design**, **Development** and **Testing**.
* Experience with working in **Waterfall** and **Agile** methodologies.
* Expertise in Force.com technology stack **APEX, SOQL and SOSL.**
* Ability to meet deadlines and coordinating multiple tasks in a work/project environment.
* Develop and implement training for end-users. Create and maintain all training materials and guides for processes related to Salesforce.com business applications
* Strong communication, organizational and interpersonal competencies along with detail Oriented and problem-solving skills in the technology arena.

**Technical Skills:**

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| **Salesforce technologies** | Custom Objects, Roles and Profiles, Workflows, Assignments, Approvals, Triggers, Record Types, Dashboards, Security, Field updates, reports, SOQL, Visual Force Pages, Apex Classes, Apex Trigger, Lightning Components, Aura Bundle, Lightning App Builder, Data Loader, Storable Actions, Email Studio, Automation Studio, Contact Builder, Web Studio, Journey Builder. |
| **Force.com Tools** | Force.com Eclipse IDE, Apex Data Loader, Jitterbit, Workbench, Force.com Apex Explorer, Single Sign-On (SSO), Force.com Migration Tool, SOQL, SOSL, Service Cloud, Marketing cloud, Sales Cloud, Salesforce APIs, Force.com Excel Connector |
| **Languages** | Apex, Java, Sql, Java/J2EE, jQuery, AJAX, PL/SQL. |
| **Web Technologies** | HTML5, CSS3, XML, REST, SOAP, JavaScript. |
| **Operating Systems** | Windows, Unix, Linux. |
| **Office Tools** | Microsoft Project, MS Visual Source, Apttus, MS Visio, MS Office |
| **IDE and Editors** | Eclipse, RAD, My Eclipse and Force.com Eclipse IDE, Visual Studio Code |

**Education:**

Bachelor of technology in (Computer Science) from JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY

**Module:**

* Sales Cloud
* Service Cloud
* Marketing Cloud
* Community cloud

**CERTIFICATIONS:**

Salesforce Certified Administrator

Salesforce Certified Platform App Builder

Salesforce Certified Platform Devoloper-1

Salesforce Certified Sales Cloud Consultant

Salesforce Certified Marketing Cloud Email Specialist

**Charles Schwab & Co., Inc. Oct 2020 – May 2021**

**Sr. Salesforce Developer**

* Created UI Pages using **Lightning app builder.**
* Experience in building reusable UI components with lightning component framework using **Aura Bundle.**
* Implemented **Custom settings** to store reusable data and **Meta Data** to store data about data in the organization such as structure of objects, fields etc.
* Implemented **Lightning Page Layouts, Lightning Pages**, **Lightning Tabs** using Lightning App Builder.
* Developing **custom lightning components** to fulfill the business requirements on standard and custom objects.
* Implemented **Storable Actions** in **lightning components** to perform client-side cache for webservice callouts and manage the rate limits.
* Experienced in **Unit Testing**, for the customizations and developments done during the project.
* Involved in migrating the data from Oracle database to Salesforce application using Apex **Data Loader.**
* Developing custom code inside Salesforce using **Apex classes, Apex Triggers, Visualforce pages.**
* Hands-On experience with **Sales Cloud, Service cloud, Marketing Cloud and NPSP Managed Package.**
* Executing declarative Salesforce application configuration such as **Profiles, Permission sets, Page Layouts, Workflows, Process Builders, Validation Rules.**
* Implemented **Scheduled Batch Apex Jobs** as a solution to delete the non-approved reservation requests.
* Wrote several **SOQL, SOSL** queries to update or retrieve data from the org.
* Creating unit **test classes** for code coverage of all the new apex classes created as a best practice.
* Modifying, creating and implementing **Boomi Integrations** for Refund/Reclass functionality.
* Integrated third-party API known as **Smarty Streets** to Salesforce for address suggestions and auto-completion of addresses.
* Managing deployments and source code control management through different development environments using **Bitbucket, SourceTree**.
* Tracking bugs and user stories created using **Azure Devops.**
* Using Apex and Visualforce to create unique solutions using **Visual studio code.**
* Partnering with peer developers to successfully complete stories and communicating issues and delivery risks to Project Manager.
* Participated in **Agile** methodologies such as **Scrum, Kanban**.
* Experience with Salesforce Marketing Cloud (SFMC)/ Exact Target platform.
* Familiarity with SQL language for writing queries for data in Exact Confidential.
* automated the file transfer, import, query, script, verification activities to do the data quality checks.
* Building automation to make sure the quality control team is giving the extracts right way.
* Coordinated with creative teams for timely delivery of campaign creatives and upload on Salesforce Marketing Cloud for testing and execution.
* Experience in creating Workflow rules, Email Alerts, Defined Related Tasks, Field Updates and Time-Triggered tasks to implement business logic.

**Environment:**  Salesforce.com, Apex classes and triggers, Visualforce (Pages, Component & Controllers), Lightning (components, controllers, Helper classes), Lightning App Builder, Sales cloud, Service Cloud, Marketing Cloud, Boomi Integration, Smarty Streets Integration, Address Doctor Integration, Scheduled Batch Apex, SOQL, SOSL, NPSP Managed Package, Visual Studio Code, Custom settings, workflows, Process Builders, Profiles, Permission sets, BitBucket, SourceTree, Marketing Cloud, Integration, Email Studio, Automation Studio, Journey Builder, Contact Builder, Content Builder, Web Studio.

**Cigna Health and Life Insurance March 2019- Sep 2020**

**Sr. Salesforce Developer**

**Responsibilities:**

* Developed **Lightning components and Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Added Lightning Component to **Lightning Pages and Record Pages** using **Lightning App Builder**.
* Created many **Lightning Components** and server-side controllers to meet the business requirements.
* Implement event-based communication between lightning components using **Component and Application events.**
* Implemented Lightning Framework using **Aura Bundle** which includes **lightning component, controller classes, helper classes, design classes** to handle business logic, design aspects of the development.
* Developed and maintained **test classes** for controller classes to keep a track of **code coverage**.
* Have worked on **Apex classes, Visualforce Pages, Controller classes and Apex Triggers** for various functional needs in the application.
* Developed **Visualforce pages** using components like Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link and Command Button.
* Created custom **Report types and Dashboards** so that users can generate reports and visualize data on dashboards.
* Developed several **Workflows, Flows, Validation Rules, Approval Processes** as per business requirements.
* Written **SOQL, SOSL** query language necessary for the application in Apex Classes and Triggers.
* Performed Salesforce.com configuration activities creating **Users, Roles, Profiles, Organization Wide Defaults, Permission Sets, Public Groups and Queues**.
* Implemented Email to lead, Web to lead functionalities and **Data Loader** to bulk load leads data into Salesforce.com from other databases and CSV files.
* Used **Email to Case, Web to Case** features and created a community where the customers can create, update and manage their cases.
* Implemented SFDC Integration using **REST/SOAP** Web Service API'S. Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems.
* Gathered business requirements by communicating with user team and trained team on how to efficiently utilize the system.
* Used **SOAP based Apex Web Services** to send/update data from Salesforce to an external order tracking system.
* Performed **Apex Callouts** from Salesforce to an internal API to get tracking information of an order.
* Hands-on experience in **Scrum** agile methodology.
* Deployed application from Sandbox to Production environments using **Change sets, Eclipse**,

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**Ally’s Financial, Detroit MI May 2017 – Feb 2019**

**Sr. Salesforce Developer**

**Responsibilities:**

* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
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**PepsiCo**

**Dallas, TX**

**Sr. Salesforce Developer Feb 2016- April 2017**

**Responsibilities:**

* Created and maintained Reports and Dashboards to provide fast access to key business metrics.
* Worked on writing Apex Triggers and Apex Classes, Batch Apex, Scheduled Apex.
* Provided development, implementation, and updating focusing on Sales cloud.
* Ability to analyze requirements, determine, document and communicate the optimal design/development approach to meet the requirements.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning permissions, generating security tokens, validation Rule, upgrade installation.
* Defined objects and Field Level Security for different profiles.
* Wrote an Apex Trigger on Contact for cross object field update for reporting purposes.
* Enhanced Apex Class and Visual Force Page to create a custom Related List, showing activities for selected contacts or clients.
* Web application development for backend using Angular JS with cutting edge HTML5 and CSS3 techniques.
* Developed Object Oriented JavaScript code and responsible for client-side validations using JQuery.
* Worked extensively with the business sales and marketing teams for gathering business requirements and effectively communicated guidelines regarding project scope and project estimation timelines on a regular basis.
* Configuring Email-2-Case customizing the service cloud for various business support groups.
* Implemented Salesforce Service cloud for implementing Contracts, Case management and Asset administration for its business on Salesforce cloud platform.
* Performed administrative tasks such as managing Accounts, Contacts and Cases, setting workflows and approval process for approving new accounts and other business process.
* Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, Custom App, Field-level Security, Permission Sets for client services and marketing.
* Worked in different sandboxes for development and testing and involved in migrating the code to production instance in installments using Change Set.

**Environment:**

Apex, Force.com platform, Web Services API, Visual Force Pages, Controllers, CSS3, Encryption Fields, Workflow & Approvals, SDFC Service Cloud, Security Controls, Page Layouts, HTML5, Java Script, Reports, Dashboards, Eclipse IDE Plug-in, jQuery, Angular JS, Windows XP, Oracle 10g, Sql server 2008.

**Geico**

**Chevy Chase, MD Sept 2014 – Jan 2016**

**Salesforce Developer/Admin**

**Responsibilities:**

* Implemented event-based integration from middleware for lead creation and assignment in sales force for enrolment users.
* Worked with many standards features like Objects, Workflows, Record Types, Page layouts, Profiles, Roles, etc.
* Extensively developed Visual force pages, Apex class & Triggers for various custom functionalities for business requirements.
* Worked on setting up security and sharing model for enrollment business group within in the application.
* Used Oracle SQL and PL/SQL for data access and manipulation
* Involved in product documentation.
* Worked on Person Accounts for storing customer demographics information.
* Deployed code and configuration to sandbox and production environments using Change sets and Force.com IDE.
* Worked on setting up both form of SingleSignon, Delegated Authentication and Federated Authentication using SAML 2.0.
* Worked on design and building core framework for enhance case management features
* Implemented various Custom Reports and deployed them for different business user levels.
* Closely worked with SalesForce.com consultants while implementing the solutions for the needs of organization.
* Joined the team of 8 for the production support role for phase-3 of the Project.
* Responsible for handling the tickets, defects and enhancements for the phase-3 of the project.
* Responsible for deployment of the code from UAT to Production after the approval of change request for defects & enhancements, from the client.

**Environment**: Salesforce.com platform, MS Visio, MS project, Standard and Custom Objects, Validation rules, Workflow & Approvals, Record types, Reports, Apex Language, Visual Force (Pages, Component & Controllers), Web Services, Data Loader, HTML, Custom Tabs, Access and Security Controls, Force.com IDE, record type, Customer Services and Support, UAT.

**Insert V, IT Solutions, Hyderabad, India Nov 2011 – Feb 2014**

**SQL Server Developer**

**Responsibilities:**

* Planned and Successfully Installed SQL Server 2005, 2008 on the Production and Development Servers.
* Developed suitable AWS-based and Hybrid solutions based on customer requirements.
* Successfully Installed the Service Packs and Hot-fix for SQL Server 2005 in all the Dev and Prod Environments.
* Involved in migrating the existing 2000 databases to SQL Server 2005 (Side by Side).
* Developing the successful Backup strategies based on Recovery models.
* Checking the consistency of the databases using different db2 commands.
* Experience in developing scripts using RESTful API models for the purposes of integrating workflows with AWS.
* Day-to-day activities like taking backup (or schedule the backups daily for database and transaction log) on disk and restore the databases and transaction log on production/development servers as per requirement.
* Involved in creating Logins, Tables, Clustered and Non-Clustered Indexes, Views, Functions and Stored Procedures.
* Raising the change management request and following up with the customer approval, for making any changes in the production server.
* Designed and developed data models for the data warehouse using star and snowflake schema.
* Involved in performance tuning of the database and T-SQL queries using Explain Plan.
* Reviewed business application needs of all functional domains.
* Analyzed business issues relating to information systems.
* Resolved functional areas and formulated data requirements
* Export or Import data from other data sources like flat files using Import/Export through DTS, SSIS.
* Architect and deploy security-conscious infrastructure within an AWS VPC environment. Understand what service are and are not available in a Private Cloud infrastructure via AWS.
* Used SSRS to build health check reports & deploying the SSRS.
* Maintained high degree of competency across the Microsoft Application Platform, focusing on .NET Framework, WCF, Windows Azure, App Fabric, and SQL Azure.
* Experience in using Data driven Subscription to prevent unforeseen circumstances.
* Monitoring SQL server performance using profiler to find the performance and deadlocks.
* Monitoring and Troubleshooting SQL Cluster, Mirroring, Log Shipping.
* Formulated dashboard specifications and generated status reports.
* Documented and maintained practices for system installations and configurations.

**Environment:** MS SQL Server 2008R2/2005/2000, T-SQL, SSIS, Composite Software 5.0.0, Report Builder, Lite Speed, BCP, SQL Profiler, Log Shipping, Replication, Mirroring, Clustering, VISUAL STUDIO 2010/2012, Windows XP/2000 and Windows 2003 Server.