**Sravya M **

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**PROFESSIONAL SUMMARY**

* Have around 8 years of experience in design and development of applications using Salesforce & Java technologies.
* Strong IT experience in Software Development that includes all phases of Requirement Analysis, Design, Development, UAT and maintenance of Product / business applications including Cloud Based, Web Applications, Web Services, Client-Server applications.
* Worked closely with Business Users to enable business processes using SFDC.
* Experience working across various SFDC implementations covering Sales Cloud, Community 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
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, Case Management.
* Extensive experience in analysing business requirements, entity relationships and converting to Salesforce custom objects, lookup relationships, junction objects, master-detail relationships.
* Experience in integration Salesforce with ERP applications like SAP using Informatics-on-Demand.
* 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
* Experience in Sales Cloud, Health Cloud, Community and Marketing Cloud Applications, Automation of Lead, and campaign Management.
* Identify client's marketing and communication gaps/opportunities that can be solved via incremental investments in Marketing Clouds products and services.
* Configured and maintained user security permissions in compliance with organizational needs.
* Experience in web page designing Core Java, J2EE, JSP, Servlets, Java Beans, EJB, JSF, Hibernate, Web Services (SOAP, WSDL), JMS, JDBC, XML, HTML, XHTML, HTML5, CSS, DHTML, JavaScript, XSLT, JSON, Ajax, AngularJS, jQuery, and Ext JS.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, 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.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.
* Worked on batch jobs replication processes, CICS transactions, building a database engine, also worked with SOA tool/SOAP UI tool for online API's and well versed on management tools like HP Quality Centre.

**PROFESSIONAL EXPERIENCE**

**PNC FINANCIAL SERVICES Pittsburgh, PA**

**Salesforce Developer, April 2019 – Present**

* Gathered business requirements by communicating with user team and created Custom Dashboards for community managers and gave accessibility to Dashboards for authorized people.
* Experience in creating Lightning Components, added CSS and Design Parameters which improves performance.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events/ Logic & Interactions.
* Developed Lightning Apps using Lightning Components and made them compatible with Salesforce1 mobile app.
* Created Visualforce Pages for custom login and configuration of communities.
* Configured Salesforce.com to meet business requirements including Fields, Page Layouts, Workflows, Approvals and Validation Rules.
* Experience in Salesforce Service Cloud, Marketing Cloud, Community Cloud, and the Health IT space.
* Used SOQL and SOSL for querying the objects.
* Added Lightning Components to Lighting Pages and Record Pages while working on Apex Classes, Visualforce Pages, Controller Classes and Apex Triggers for various functional needs in the application.
* 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.
* Well versed in implementing Salesforce Service Cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visualforce sites) for business support along with technical support.
* Understand and document use of Salesforce Marketing Cloud application, Community Cloud, Journey Builder, and services to support client's marketing & communication goals.
* Developed Visualforce Pages using components like Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link and Command Button.
* Facilitate and maintain positive relationships with Marketing and Community Cloud teams, clients, and partners.
* Performed Salesforce.com configuration activities creating Users, Roles, Profiles, Organization Wide Defaults, Permission Sets, Public Groups and Queues.
* Used Salesforce Connect to access product information stored on an external system and Utilized Lightning Connect to get real time data from external system.
* Worked on sales techniques and CRM- CRM; Web based development standards / services and networking techniques; as well as the following: JavaScript, jQuery, jQuery Mobile, HTML5, CSS, Mobile Application Platforms (iOS / Android), API Customer SF.com Web Services, experience with integrating SF.com with middleware, and experience using Selenium web browser testing tool.
* Developed complex Validation Rules and Formula Fields according to the application requirements.
* Created Page Layouts, Search Layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* 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 Force.com IDE for development of Visual Force Pages, Apex Classes, Triggers, Debugging and Analysing Logs.
* Used SOAP based Apex Web Services to send/update data from Salesforce to an external order tracking system.
* Well versed in maintaining Agile process documentation along with the tools.
* Well versed in resolving issues connected to call centres, usage of CTI adapters and mobile applications.
* Experience in setting up Service Cloud Console, Cases (Web-to-case, Email-to-case), Solutions, Case Assignment and CTI Interfaces.

**Environment**: Salesforce.com, Apex, Visualforce (Pages, Components Controllers), Lightning (Components and Controllers), Marketing Cloud, Communities, REST/SOAP API Web Services, Pages, HTML, Java Script, Workflow & Approvals, Reports, Data Migration, SOQL, SOSL.

**BARINGS Charlotte, NC**

**Salesforce Developer, January 2017 – March 2019**

* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Worked on creating and maintaining various support cases and business processes on SFDC Chatter Plus.
* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Developed various Custom Objects, Tabs, Components and Visualforce Pages.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.
* Worked on Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Marketing cloud.
* Worked on Field trip to analyse the fields in each object.
* Worked with Encryption project to support the Corporate Security directive to encrypt all sensitive data at rest within Production environments.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Designed, developed, and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Integrated the web services by generating the necessary stubs from the WSDL files for extraction.
* Created custom reports and enhanced salesforce.com environment as per user needs using Apex and Visualforce pages.
* Imported data from excel sheets in to Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Migrated Accounts, Leads, Contacts, Opportunities, and sales data from external systems into SFDC.
* 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. Migrated data from external sources and performed insert, delete, upset, export operations on millions of records.
* Created reports and dashboards using Wave Analytics. Processed the payment using Apttus CPQ.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.
* Developed strong preferences for Agile, created a design document that details the system and Products, and updated cost of items of resources.
* Experience in Aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Developed App- Builder and Mobile app using lightning.
* Involved in the training sessions to the internal business users to use the application and develop their own custom report.
* Developed Workflow Rules, Time-Dependent Workflow Actions, Email Alerts and Field Updates.
* Developed client-specific solutions on the Force.com platform using Apex, Visual Force, Process Builder and Visual Flows.
* Worked with Data loader for loading the attachments into salesforce.com, related to objects like Accounts, Contacts, Opportunities, and Activities.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* Implemented and Consumed Knowledge Base Dashboards & Reports App Exchange for providing Reports and Dashboards that monitors the Knowledge Base.
* Managed and implements customization requests by Business Users, including creating workflow triggers, workflow alerts, and automated email response.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, S-Controls, HTML, Java Script, Apex Triggers, Steel Brick, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading.

**McKesson Corporation Rogers, MN**

**Salesforce Developer/Administrator Aug 2015 – Dec 2016**

* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visualforce, Force.com API, and Web Services.
* In the service cloud environment, performed the role of Salesforce.com Developer and Administrator in the organization. Also Participated in translating and documentation of business requirements into functional requirements.
* Created various Custom Objects, Custom Settings, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rule and approval process including Field updates and email alerts.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports, and created custom objects based on Business need.
* Developed Lightning components along with server-side controllers and used AJAX calls to retrieve the data from an object.
* Developed Lightning apps using Lightning Components and made them compatible with salesforce1 mobile app.
* Involved in using Lightening process builder and workflows.
* Created New Reports, New Dash Boards, and worked on Data Loader by uploading about close to a million records and experienced in cleansing and De-duplicating bulk loads.
* Worked with Ajax Toolkit to invoke Apex through anonymous blocks and Public web service methods. Used SOSL query to search all objects including custom objects.
* Used Service Cloud in Preparing and getting approval of design, functional and technical specifications from business.
* Worked on Salesforce Community cloud like how to engage with employees, customers, and partners.
* Implemented sales and Operative executive monitor sales performance from the Community.
* Created Custom Objects and fields for transactional and contractual information.
* Created workflow rules, defined related tasks, email alerts, and field updates.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.
* Generated Apex Classes using WSDL and wrote business logic layer for integration with external web services to the system for functional needs.
* Implemented Apex Classes & Triggers and linked them to manage the workflows Implemented in the system.
* Created profiles and implemented Object and field level security to hide critical information.
* Used force.com developer toolkit including Visualforce pages, apex classes, apex controllers and apex triggers to develop custom business logic.
* Developed Apex Classes, Apex Triggers, Apex Controllers to develop custom business logic.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com.

**Environment**: Salesforce.com CRM Application Platform, Apex Language, XML, Visualforce, S-Controls, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse, ANT Migration tool.

**ICICI Bank Hyderabad, INDIA**

**Jr. Java Developer, Oct 2013 – July 2015**

* Designed and developed the application using agile methodology.
* Used the iterative incremental framework Scrum with Agile Software Development.
* Designed and developed UI using JSP, dynamic JSP and page validations using JavaScript.
* Involved in database schema design and review meetings.
* Configured application flow, controlling logic and navigation.
* Designed and developed base classes, framework classes and common re-usable components.
* Involved in re-factoring the existing components to meet the current application requirements.
* Used various Java and J2EE APIs including JDBC, XML, Servlets, JSP, and JavaBeans, Spring Framework.
* Involved in Performance tuning, debugging issues in testing and deployment phases.
* Implemented RDBMS to add the additional condition for the system to support a tabular structure for the data with enforced relationships between the tables.
* Utilized PL/SQL for querying the database.
* Coordinated on-site and offshore development teams in various phases of the project.

**Environment**: Java, J2EE, JSP, Servlets, EJB, XML, HTML, Java Script, JDBC, Oracle, PL/SQL, Eclipse, spring, Hibernate, RDBMS, Tomcat, Windows.

**EDUCATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY Hyderabad, INDIA**

**Bachelor of Technology in Electronics and Communication Engineering**  **2010 – 2014**

**SKILLS & TRAINING**

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| Salesforce Technologies | Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader |
| Languages | Apex, Visualforce, HTML, Java script, CSS, PL-SQL, Java, J2EE. |
| Tools | Apex Data loader, GitHub, Web services APIs like SOAP, Force.com Explorer, HP Quality Center, JIRA. |
| Database | MS SQL Server 2000/2005, PL/SQL,Oracle 8i/9i/10g,MS Access, and DB2. |
| SDLC | Rational Unified Process (RUP), UML, use cases and Use case diagrams, Class/ State diagrams, Entity Relationship Diagrams, Agile methodology, Waterfall methodology, V model |
| Operating Systems | Windows XP /7/8, UNIX. |

**ADDITIONAL INFORMATION**

**WORK STATUS H1B**

**REFERENCES** Available upon request