Contact

Flat: 107, Siri Jewel Apartment, RTC Colony Rd, Gangaram, Engineers Enclave, Chanda Nagar, Telangana 500050
9505766663 (Mobile)
rajeshbsit@gmail.com

www.linkedin.com/in/rajesh-bachala-652b0531 (LinkedIn)

Top Skills

Salesforce.com Consulting
Salesforce Sales Cloud
Salesforce Marketing Cloud

Certifications

Salesforce Certified Administrator (SCA)

Salesforce Certified Platform Developer I

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Certified Marketing Cloud Developer

Rajesh Bachala

Specialist - Software Engineering - Salesforce - Marketing Cloud Email Specialist, Marketing Cloud Developer, Admin, Sales Cloud, Service Cloud at Larsen & Toubro Infotech Ltd (LTI)
Hyderabad

Summary

• 10 years of experience in Salesforce, Software Development and Testing (Automation & Manual) web service, web-based applications and mobile applications.
• Working as Associate Project Manager and individual contributor since last 3 years. Identify risks and issues throughout the project, monitor service delivery, and initiate strategies and plans to ensure delivery of high-quality services.
• Experience in preparing documents like Test Plan, Test Strategy, Reports and other project delivery reports.
• Possess good process and technical knowledge of Salesforce - Marketing Cloud, Apttus -CPQ & CLM, Sales Cloud and Service Cloud.
• Possess good knowledge in Email Studio, Journey Builder, Automation Studio, Contact Builder, Content Builder and Data Extensions.
• Experience in integration Service Cloud with Marketing Cloud using marketing cloud connector and synchronizing Salesforce objects with marketing cloud.
• Experience in Deployment using AutoRabbit, ANT, Change Sets and Data Migration using Data Loader.
• Proficiency in salesforce admin like creating Objects, Fields, Profiles, Roles, Validation Rules, Users, Page Layouts, Workflows and Process Builder.
• Experience in data security model using OWD, Role, Public Group, Permission Sets.
• Basic knowledge in Salesforce integration using REST.
• Experience in preparing Automation scripts with ReadyAPI and Groovy.
• Experience in preparing Automation scripts within the Hybrid framework using QTP and Selenium tool through QC/JIRA.

Experience

Larsen & Toubro Infotech Ltd (LTI)
Specialist - Software Engineer
January 2019 - Present (2 years)
Hyderabad Area, India

• Working as Associate Project Manager role alongside the Product Owners, Program Directors and other supporting team members to deliver a complete solution.
• Co-ordinating with onsite /offshore team for overall project support and development.
• Developed and track project timelines, sprint plans and progress of the projects.
• Handle multiple Salesforce Marketing Cloud, Sales Cloud, Service Cloud and Apttus end-to-end projects.
• Implemented Salesforce - Marketing Cloud, Apttus-CPQ & CLM, Sales Cloud and Service Cloud.
• Implemented Journey Builder Custom Activity for InApp-Notifications and Push Notification.
• Implemented Journey builder different campaigns along with Automation Studio and Contact Builder.
• Configured data relationships in Attribute Group in Contact Builder to use in the journeys.
• Analyzing the journey flow and providing solutions to the client if there are any changes required.
• Track project budget, progress and fulfilment of project milestones.
• Plan and execute Agile/Scrum methodology for software development.
• Worked on integrating service cloud with Marketing cloud.
• Testing of Journey for all the criteria and making sure all checks are in place.

Accenture
Application Developer Team Lead
January 2014 - January 2019 (5 years 1 month)
Hyderabad Area, India

• Offshore lead for all modules of Salesforce Modules - Sales Cloud, Service Cloud, Apttus
• Offshore task assignment and work status tracking of development and testing.
• Worked on the design of custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages, Lightning Process Builder,

Visual Flows Dashboards and various other components as per the client and application requirements.

• Sandbox and Production deployments through AutoRabbit tool, ANT and Change Set.

• Manage profiles, permission sets, validation rules, public groups, queues, OWD and sharing rules as per business requirements.

• Migrate data into salesforce through Salesforce Data Loader.

CSC
Associate Test Engineer
December 2010 - January 2014 (3 years 2 months)
Hyderabad

• Experience in Software Testing (Manual & Automation) web service, web based applications and mobile applications.

• Experience in preparing Automation scripts with SoapUI and Groovy.

• Experience in preparing Automation scripts within the Data driven framework using QTP tool.

• Experience in preparing Iphone Mobile Automation scripts using Sikuli.

• Well versed with all stages of STLC Processes.

• Good exposure in Requirements understanding and analyzing.

• Test results analyzing, sending suggestions and defects.

• Good exposure on Bug Life Cycle.

Education

JNTUH College of Engineering Hyderabad
B.Tech, ECE · (2004 - 2009)