BINDU DEVINENI

 

(Sales force developer)

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PROFESSIONAL SUMMARY

Having 9+ Years of experience with over 5+ years of experience in Salesforce Implementations: Analysis, Design, Development, Administration, Integration, supporting the cloud applications, communities and migration from classic to lightning, lightning component development. 4+ years of experience in developing web applications using Java, J2EE.

* Extensive qualifications in all phases of Software Development Life Cycle (SDLC) Methodologies like Agile, Scrum, Waterfall and work accordingly to improve processes, systems, and methodologies.
* Experience in Administration, Implementation, coding, Design, support, and Configuration experience with Force.com platform.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Process Builder, Reports, Dashboards, Actions, Tasks and Events.
* Extensive hands on administrative tasks like designing of custom objects, custom fields, email services, lookup and master detail relationships.
* Worked on different clouds such as Sales cloud, Service Cloud with Call Center Employees on the service cloud, and supported Sales users on their sales cloud.
* Knowledge on the Field Service Lightning mobile app how it works and aids on - site job management to a mobile workforce.
* Customized existing Visual-force to align with Salesforce new Lightning UI experience.
* Good knowledge on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
* Extensive experience in developing Apex Triggers, Apex Classes, Test classes and Visual Force pages employing standard and custom controllers, SOQL and SOSL queries as per the client and application requirements.
* Worked on Continuous Integration/ Continuous Delivery for pipelining the process.
* Created Web Services for handling requests and API based applications using REST, SOAP.
* Experienced in Web technologies like HTML, Bootstrap, CSS, and Java Script.
* Good experience in rollout of Saleforce1 for mobile and customized visual force pages with Aura components.
* Worked on customization of visual force to have lightning experience for desktop and mobile applications.
* Hands on experience in building Reports, Dashboards, Analytics Snapshot using Standard and custom Report types for the business users, management for higher visibility.
* Build Lightening controllers with the AURA framework.
* Involved in developing salesforce Lightning Apps, Components, Controllers and Events.
* Good experience in developing salesforce Lightning Apps, Components, Controllers and Events.
* Customized existing Visualforce to align with salesforce new Lightning UI experience.
* Performed data analyst roles and used tools: Apex Data Loader, Informatica, Demand Tools, Import Wizard, Workbench and Excel for data analysis, transforming, importing and exporting.
* Experience with Apttus CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Apttus CPQ.
* Experience on Salesforce CRM platform Worked on different environment of SFDC such as Sales Cloud, Marketing Cloud and Service Cloud.
* Proficient with tools Eclipse IDE (Force.com Plug-in), Developer Console for developing, customizing of Apex Class, visual force pages and changing meta-data components; Force.com Explorer and Workbench Querying and testing REST web services.
* Implemented Salesforce Lightning web components (LWC) for small set of users within the organization, developed Lightning components and server-side controllers to meet the business requirements.
* Deployed salesforce components from Sandbox to other Sandboxes and Production instances using Force.com Migration tools (Ant based), ChangeSet and Eclipse IDE.
* Integrated Apttus CPQ, Steel Brick and CLM applications and automating processes on salesforce platform.
* Good experience in GUI development using Visual Studio code.
* Experience in command-line interface (CLI) environment in salesforce.com.
* Good Experience in version controls GIT, Bit Bucket
* Migrating existing Aura Components and Visual force page to lightning web components (LWC) to improve application performance by following web standards, shadow DOM, custom elements, templates, ECMA Script, events.

EDUCATION

* Bachelors in Electronics and Instrumentation Engineering from Andhra University.

TECHNICAL SKILLS

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| --- | --- |
| Salesforce Technologies | Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Partner WSDL & Enterprise WSDL and Visualforce (Page, Component & Controllers), Field service lightning. |
| Force.com tools | Apex Data loader, Force.com Apex Explorer, AJAX tool kit, Force.com Migration Tool, Force.com Excel connector and Force.com Eclipse IDE Plug-in |
| Programming Languages | Java, APEX, SOQL. |
| Java/J2EE/Web Technologies | J2EE, JSP, JDBC, RMI, Applet, Java Script, XML, XSLT, DTD, XML Schema, HTML, DHTML, Shell Scripts and Web service |
| Database | MS SQL Server and MySQL |
| IDE | Eclipse, My Eclipse and Force.com Eclipse IDE plug-in |
| Tools | MS Visual Source Safe, HTML Dream weaver, Microsoft Project, Sub Version and MS Visio, Community Cloud. |
| Platforms | UNIX and Windows (NT/2000/XP/Vista/7) |

CERTIFICATIONS

* Salesforce Certified Platform Developer I.
* Salesforce Certified Administrator.

PROFESSIONAL EXPERIENCE

**Client: Nasdaq Inc,** *Washington, D.C*

**Role: Salesforce Lightning Developer. April 2021 to Present**

**Responsibilities**

* Working closely with business and Transforming business requirements into technical design, development, implementation and maintenance of significant applications and community web site used by ACC’s prospect, current students can engage with Enrollment advisors to complete the application process.
* Development and implementation of integrations using Custom OAuth2.0 and Named Credentials in between salesforce with other systems like Box, Form Assembly and event.
* Displaying responsive dashboards from DOMO reporting tool by implementing programmatic filtering and embedded token API and displaying them on the salesforce communities and made more customized and responsive UI to meet the ACC’s High school partner’s needs.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Worked on Service Console Lightning application which contains multiple number of Lightning web components (LWC).
* Developed multiple number of Lightning web components (LWC) regarding service case console page.
* Created multiple Lightning Web Components, added CSS and Design Parameters from LDS (Lightning Design System) that makes the Lightning component look and feel better.
* Experience in Force.com Apex Classes, Apex triggers Integration, Visual force and Force.com API. Development using custom lightning web components (Aura and LWC).
* Created Lightning web components (LWC) and apps combining Lightning Design system, Lightning App Builder and Lightning Component features.
* Implemented Salesforce Lightning web components (LWC) for small set of users within the organization, developed Lightning components and server-side controllers to meet the business requirements.
* Migrating existing Aura Components and Visual force page to lightning web components (LWC) to improve application performance by following web standards, shadow DOM, custom elements, templates, ECMA Script, events.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Working on migration of Vlocity Components using Data Packs and Salesforce components using Change sets
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Demonstrate the knowledge of software tools, documentation process, and development process, works on complex problems where analysis of situations or data requires an in-depth evaluation of various factors.
* As a part of development process, refreshing sandboxes and performing post and pre-deployment steps for each environment based on project needs like QA, Training and end to end testing
* Responsible for deploying the development efforts from lower instance to QA and Pre-prod and Finally to Production org using change sets and Visual studio CLI.

**Environment:** Salesforce.com Platform, Force.com, Force.com Eclipse IDE, Lightning Experience, Lightning Components, Apex classes and Controllers, HTML, CSS, Data Loader, WSDL, SOQL, SOSL, Scrum, Custom objects, Custom fields, Web Services, SOAP, REST.

**Client: Texas Instruments –** *Austin* **Sep 2019 – Mar 2021**

**Role: Salesforce Developer**

**Responsibilities:**

* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created Visualforce pages with fields, buttons and using various components to invoke methods.
* Using controllers and embedded JavaScript and HTML as needed.
* Implemented web-based case management automation - Web to Case (on Case Object) to track and solve customer's issues.
* Designed various Web Pages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Involved in data mapping and data Integration from JD Edwards ERP to Salesforce.com.
* Installed Pervasive Data Integrator from the AppExchange for two-way integration with a JD Edwards ERP system.
* Designed, and developed Apex Classes, Controller Classes, and extensions for various functional needs in the application.
* Wrote SOQL and SOSL statements within custom controllers, extensions.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Knowledge of Apttus development.
* Strong understanding of Salesforce standard objects and Apttus CPQ application.
* Configure in Salesforce.com CRM to facilitate Apttus implementation.
* Experience in Apttus CPQ, LDAP and Integration with Share point.
* Familiar with Apttus admin settings, Apttus custom settings and DocuSign settings.
* Experience in CPQ Merge Service, Configuration and Pricing APIs (Apttus customization).
* Experience in configure price quote (CPQ) app such as Apttus.
* Involved in end to end testing and configuration enhancements for the CPQ and CLM functionalities.
* Created integration with Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Involved in data cleanup and mapping in data migration project.
* Worked on Sales and Service Cloud communities sharing business process extend them across offices and departments, and outward to customers and partners.
* Testing the CPQ integration with ERP Deployed Envox's Phone Link, a computer telephony integration solution from the AppExchange that adds screen pop and click-to-dial capabilities to Salesforce CRM.
* Used force.com IDE for developing custom applications.
* Wrote Test Plan and Test Case. Involved directly with Test Team and did bug fixing using Clear Quest.
* Created Managed Package using Eclipse. Migrated from sandbox to production using FORCE.IDE
* Developed code in command-line interface (CLI) environment in salesforce.com for integrating with other developer tools through Visual Studio (VS) code.
* Executed various levels of Unit, Integration, User Acceptance and Operational Acceptance testing using test cases to prove that system conform to specifications of business and quality requirements.
* Participated in Weekly Change control meetings and performed application and global impact analysis. DAP Directory integration for Salesforce.com.
* Worked on SFDC, CRM, SFA and Billing Modules (Sales Process Automation, Lead and Marketing Automation, Mass Marketing Automation, Customer Care, Accounts Receivables, Credit Limit process, Collections, Rating, Billing, Discounts, Catalogues, Invoicing, Reporting.

**Environment:** Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**Client: Lululemon –** *Seattle, Washington, USA* **Aug 2018 – Aug 2019**

**Role: Salesforce Developer**

**Responsibilities**

* Ensure reporting is created and structured to inform Management on the performance of teams and the businesses.
* Ensure reporting is created and structured to provider Management on the health of teams and the business
* Develop effective data management processes and data governance
* Performs routine Salesforce data management/cleanup tasks
* Manage all ongoing projects related to Service Cloud including interfacing with development and/or IT teams
* Create and maintain system documentation for fields, processes and workflows
* Create profiles and permissions documentation, governance framework, data mapping, and reporting and dashboard building
* Worked as Production Support to help end-users in Login issues, workflows, reports and dashboards, and scheduling processes.
* Implemented the web to lead functionality and setup the templates for the auto response emails.
* Customized the Lead rating options as per the company needs and performed the mapping into Account and Opportunity objects necessary for lead conversion.
* Defined workflow rules, assignment rules for lead assignment in the web to lead case and approval process to ensure authorization.
* Set up Time dependent tasks and field updates as actions for the respective workflows as required by the Business process.
* Set up partner portal where partners used Salesforce CRM to submit their deals for registration.
* Imported data using Import Wizard, Apex Data Loader for obtaining Lead and Contacts information.
* Worked on Apex classes, controllers, controller extensions and developed triggers to make complex validations possible.
* Used sandbox mode for testing and migrated the code to the production instance in installments.
* Optimized the Service Cloud to measure the impact of new product releases, including whether they are increasing or decreasing the number of calls for support.
* Designed and developed User Interfaces for Sales Force users as per requirements.
* Created search layouts to organize fields, custom links, related lists, and other components on record pages.
* Enabled chatter feeds for sharing information within the Sales teams.

**Environment**: Saleforce.com platform, Apex Language, Visual force (Pages, Component & Controllers), JavaScript, Apex Data Loader, Sandbox, Eclipse IDE Plug-in, Windows XP, HTML.

**Client: Meridian Enterprises Corporation,** *St. Louis, MO* **Jun 2017 to July 2018**

**Salesforce Admin**

**Responsibilities**

* Managed all new user set-ups and deactivation, including following approval process and transferring ownership of accounts/contacts/opportunities for deactivated users.
* Regularly audits data to uncover data integrity issues and/or opportunities for process improvement.
* Performed mass data imports using the Apex data loader and import tools as requested by CRM Manager.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow Approvals.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Created and maintained custom fields and modifying Picklist values and field dependencies.
* Developed custom objects, reports and configured analytic snapshots for sales performance and lead generation statistics.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Imported and updated campaign data.
* Create several reports for different user profiles
* Import and export data using Data Loader
* Import data from excel sheets in to Leads, Accounts and Contacts using Data Loader
* Use Data Loader and developer workbench for insert, update and bulk import or export of data. Used it to read, extract and load data from comma separated values CSV) file
* Modified Lead Assignment Rules.
* Responsible for creating Queues, Workflows rules and tasks to share and automate work to the users in the Queue.
* Managed security controls by modifying sharing settings, field accessibility, password policies, session settings and network access.
* Modified Apex Class, Apex Test Methods, Triggers and Visualforce Pages.
* Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.

**Environment:** Salesforce, Informatica Tool, Apex Data Loader, Security Controls, Google Chrome, Command Links, Workflow and Approvals, Custom Objects, Picklist Values, Sales Performance Lead Generation

**Client: SmartTrak -** *Hyderabad, INDIA*  **July 2012 – Aug 2016**

**Role: Java Developer**

**Responsibilities:**

* Involved in various phases of Software Development Life Cycle (SDLC) as requirement gathering, analysis, design documentation, development, test cases, implementing and production support of the application.
* Followed AGILE Methodology to promote iterations, collaboration, and process adaptability and participated in SCRUM Meetings throughout the life cycle of project.
* Designed and developed RESTful Web Services tier using Spring, JBPM, Java, JSF.
* Worked on internal application for application team Spring Boot and Hibernate.
* Experience in implementing cluster environments and Build (Automation using tools, Jenkins, Anthill Pro), Deployment & Configuration management.
* Involved in monitoring the code by continuous integration using Jenkins and deploying AWS Docker containers using Virtual Machine (Ubuntu).
* Involved in designing, developing and testing the web application by using the HTML5, CSS3, Bootstrap, and React.JS.
* Experience with NoSQL Mongo DB in working with collections, indexes, shards and other database management tasks.
* Managed datasets using data frames and MySQL, queried MYSQL database queries from python using Python-MySQL connector and MySQL dB package to retrieve information.
* Developed user interface using JSP with JavaBeans, JSTL and Custom Tag Libraries, JS, CSS, jQuery, Node.js, Redux, HTML, SASS and Ajax to speed the application.
* Used Hibernate 3.0 in data access layer to access, update and insert information in the database.
* Used Java API for XML Web Services (JAX-WS) to convert Java Objects to XML conversions.
* Worked on React JS Virtual Dom and React views, rendering using components which contains additional components called custom HTML tags.

**Environment**: Java, React JS, Maven, Spring Boot, RESTful, JAX-WS, MySQL, HTML, JavaScript, JBPM, JSF, Hibernate, Bootstrap