**ANU REDDY** 

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**PROFESSIONAL SUMMARY:**

About 8+ years of experience as an IT professional, strong at Object Oriented Analysis, Designing and Programming skills and 6+ years as a Salesforce.com CRM and Force.com platform as Development and Administration, Implementation, Support and Configuration of Salesforce CRM based on Apex Language and Force.com Platform.

* Experience in all phases of Software Development Life Cycle (**SDLC**) which involves requirement gathering, requirement analysis, design, development, implementation& enhancement of projects in SalesForce.com and Java technologies.
* Extensive experience with SFDC Sales Cloud and Service Cloud including application design, architecture and development using Salesforce.com.
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS
* Experienced in the design, configuration and maintenance of numerous telecom systems, hardware and software applications.
* Capable of providing high levels of technical and telecommunications engineering support.
* Strong knowledge in Salesforce Customization, Data validation, Sales, Marketing, Customer Service and support Administration.
* Worked on Force.com Web Services (SOAP, REST) to implement web services in the application for accessing data from different systems.
* Sound understanding of SOQL and SOSL for Querying and Searching Data for Force.com platform.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Experience building Visualforce Pages, Visualforce Custom Controllers/ Components, Reports, Analytic Snapshots, Dashboards, Tabs, Tags and Components.
* Hands on experience implementing Security/Sharing rules, configured permission sets, Field level Security, Record level Security, Profiles, Roles and resource monitoring at different hierarchical level of Organization.
* Getting Involved with Veeva for Support related activities.
* Experience in bulk Data mitigation from Excel, MS Outlook and Legacy systems to Salesforce.com using Apex Data Loader, Import Wizard.
* Involved in using Lightning, Process Builder and Workflows. Worked on customization of visual force to have Lightning Experience for desktop and mobile applications.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.
* Strong Experience in Salesforce Lightning components design & designing compact layouts using Apex triggers, Page layouts, Visual force pages, workflows for Mobile platform.
* Experience in building reusable UI components and pages with Lightning component framework.
* Sales Cloud, Service Cloud, Chatter, & Force.com Platform (Visualforce & Apex).
* Expertise in design and development of multi-tiered web-based applications using Java technologies like **HTML5,** **DHTML**, **CSS3**, **JavaScript**, **JQUERY** and **J2EE.**
* Hands on experience in writing batch classes, Schedule Apex, dynamic apex, single e-mail methods, mass e-mail methods, test classes, wrapper classes.
* Experienced in **Sandbox Management** (Like Refreshing Sandbox, Creating New Sandbox, Migrating code from one sandbox to the other).
* Experience in working with **Agile/Scrum environment, Iterative,** Waterfall **software development methodologies.**
* Good understanding of SAAS, PAAS and IAAS cloud computing services.

**EDUCATION DETAILS:**

* Bachelor of technology: Computer Science and Engineering – JNTU- INDIA.

**Certification**

* Certified as Salesforce Platform Developer 1.

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| **Salesforce Technologies:**   | Apex Language, Apex Classes, Apex Triggers, Apex Scheduler, Apex Web Service, Visualforce Pages, Visualforce Component and Controllers, AJAX, Workflow & Approvals, Dashboards, Lightning component Framework, Aura UI Framework, Analytic Snapshots, Case Management Automation, Sandbox Refreshments, Deployments (Change sets), DX, Apttus CLM/CPQ |
| **Tools:** | Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force.com Platform, ANT Migration tool. |
| **Langages** : | Apex, Java, J2EE, SOQL, SOSL. Angularjs |
| **Database:** | MS Access, Microsoft SQL Server, SQL, Oracle. |
| **Operating System:** | Linux, Windows. |
| **Web Technologies:** | HTML, XHTML, CSS, XML, JavaScript, PHP, JQuery. |
| **IDE and Editors:** | Eclipse, My Eclipse and Force.com Eclipse IDE, Visual Studio Code. |

**PROFESSIONAL EXPER****IENCE:**

**Client-Abbots Lab Jan2020-Till Date**

**Location- Abbott Park, Illinois**

**Sr. Salesforce Developer**

**Responsibilities**:

* Develop customize solutions within the Salesforce platform to support critical business functions, meet project objectives and client requirements.
* Performed in-depth analysis of the Service cloud business process to implement FSL and provided recommendations on ways to improve the processes.
* Create Confidential and implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio.
* Provide sales and marketing data analysis and reporting including metrics and results for the marketing campaigns ROI.
* Position Commerce Cloud product and services and improve Customer's impact
* Responsible for providing solution and **Implementation of Apttus CLM & CPQ** for different business internally.
* Integrated Commerce cloud with Facebook using Facebook Dynamic Ads feature on Sales Force Commerce Cloud.
* Experience in Territory management and designing Sales Territories to manage Regional donor management associates.
* Implemented CPQ solution using Apttus CPQ and Contract Management (CLM) for various customers in industries.
* Optimize and improve the overall runtime of Omniscripts, DataRaptors and Vlocity Integration Procedures using best practices.
* Used Service Max App exchange field service for efficiently managing the customer contracts.
* Collaborating with cross-functional teams - Marketing, Sales, Content, Analytics, Growth, Engineering, and International.
* Provided support to end users of CRM via cases to ensure proper business practice.
* Worked on implementing a Custom Live chat application for the Global HRMS.
* Implemented a global lightning **application** which helps in booking appointments with the Global HRMS.
* Strong skills in Web Services such as SOAP and RESTful, scripting languages like Python, Ruby on Rails etc.
* Worked on implementing a Custom Appointment Scheduler Forecasting Application.
* Automated many manual processes like, auto Case Assignment, SLA Calculation and Notify the admins about the **fast-approaching SLA Cases** etc.
* Configured Categories for the Case Management.
* Designed and developed other **custom lightning components** as per the requirements.
* Developed Reports and Dashboards using components and different report types.
* Responsible for performing all tasks required to develop, implement, and support the Salesforce.Com application integration of the Apttus CLM and CPQ.
* Created Validation Rules, Workflows and Approval Processes, Auto-Response Rules and Page layouts and Data import and export.
* Designed various HTML Email templates for Auto-Response to the customers.
* Handful experience in **Sandbox Management** (Like Refreshing Sandbox, Creating New Sandbox, Migrating code from one sandbox to the other).
* Worked on designing, building, documentation, testing and deploying Salesforce applications predominantly on the Service Cloud.
* Worked on custom Salesforce custom application and enhance existing service cloud functionality and support upgrading to Lightning.
* Experience in creating **Lightning Components** and used Salesforce Lightning Design System (**SLDS**) to convert existing Visualforce pages to **lightning components.**
* Worked directly with HRIS team to confirm requirements, consider design alternatives, facilitate discussions and ultimately drive requirements sign-off.
* Involved in creating a user interface in Lightning using **Aura components**, for a user to enter details and submit into Salesforce.
* Created **Apex methods** for the lightning controller and helper methods to perform **DML** operations on the case records.
* Provided support to perform activities related to both Salesforce Admin, Developer and Service Cloud.
* Supported User Acceptance testing and hyper care issues by trouble shooting, analyzing, and resolving issues/cases.
* Used Salesforce **Chatter** to provide real time notifications of changes in accounts, leads and opportunities to help service teams to be more efficient.
* Track issues and risks communicate status and escalate concerns to Project manager.
* Hands on experience with deployment knowledge of Visual Force, Flex, Salesforce configurations, Apex classes, APEX and SOAP/REST Web service.
* Actively participate in daily standup team meetings and weekly status meetings.

**Environment:** Salesforce.com platform, Data Loader, CRM, Apex Classes, Controllers, triggers, Visual Force, Workflow & Approvals, Agile, Lightning, Git Hub, User stories, SOAP, Web services, Process Builder, Jitter bit, Custom Reports, Dashboards, Salesforce App exchange, Eclipse IDE, Oracle Database, nCino.

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**North western Financial July 2018-Dec2019**

**Location-Franklin WI**

**Sr. Salesforce Developer /Administrator**

**Responsibilities**:

* Performed the roles of Salesforce.com Developer and Administrator in the organization.
* Developed Visualforce Pages, created Reports, Dashboards and Apex Classes.
* Experience in integration of Salesforce.com with external applications by using web services (REST and SOAP API) like Zuora, STEEL BRICK.
* Provided technical walk-throughs to v
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Support the Email Marketing Manager in the development of new business requirements.
* Participated in daily scrum meeting with vendor, marketing and internal staff.
* Converted data from Microsoft CRM to Salesforce CRM.
* Integrated Microsoft ERP with Salesforce CRM using Informatica Power Exchange.
* Developed web-to-lead functionality for Healthstream.com site which directs leads from web to Salesforce CRM.
* Worked with various Veeva objects Calls, Sample, Territory, Global Account Search, Coaching Module, Surveys & Custom Objects
* Worked on translating several Visual Force pages to **lightning framework**.
* Created and deployed Service Cloud console to manage the support process.
* 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,** and **export** operations on millions of records.
* Performed Asynchronous Callouts using the **Future Annotation** and executed the future methods from a Trigger.
* Worked efficiently with standard Salesforce.com objects like **Accounts, Contacts, Leads, Cases** and **Opportunities.**
* Strong knowledge of Force.com platform technologies including Apex, Triggers, Visualforce, Workflows and Approvals, Integrations with end-to-end product development experience.
* Proficient in Data Migration Form Traditional Applications to Salesforce using **Data Loader Utility** and Informatica on demand.
* Implemented change control from development **sandboxes** to production and across the development lifecycle.
* Used Salesforce Automation (**SFA**) for Sales Lead Management, Campaign Management, Opportunity Management, Account and Contact Management.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Provided detail estimates of the level of effort associated to implement capabilities based on business requirements and solution design.
* Worked with **SOQL & SOSL** queries with Governor Limitations to **store** and **download** the data from Salesforce.com platform database.
* Involved working in the integration’s components by consuming **Restful APIs**.
* Managed **Apttus** application, releases, and future upgrades.
* Involved in creating a user interface in Lightning using **Aura components**, for a user to enter details and submit into Salesforce.
* Deployments’ using the **change sets** from one sandbox to other, refreshing the sandbox. Have done many data migration tasks using **Data loader** and **ETL** tools like **Informatica**.
* Hands on experience in **Sales Cloud** and **Service Cloud** functionalities.
* Generated Apex Classes using **WSDL** and wrote business logic layer for integration with external web services to the system for functional needs.
* Hands-on experience on Salesforce **Lightning Inspector** to debug the lightning components during the development process.
* Turned **ETL** jobs/procedures/scripts, **SQL** queries, **PL/SQL** procedures to improve the system performance.
* Developed Lightning components and used **Lightning App builder** to use those components in Lightning pages.
* Used Salesforce **Chatter** to provide real time notifications of changes in accounts, leads and opportunities to help sales and service teams to be more efficient.
* Customized the entire salesforce.com applications to incorporate the business requirements, which involved creating **Web Forms** and processing the data in **SFDC** with the extensive usage of Web services **API**.
* Created various workflow rules, profiles and permission sets based on the organizational hierarchy requirements.
* Worked extensively on **SOAP** and **REST API** web service calls.
* Imported data from excel sheets into Sales Cloud like Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* Designed and developed UNIX shell scripts as part of the ETL process to automate the process of loading, pulling the data for testing ETL loads.
* Key role in gradual transition of company's application from Salesforce **Classic** to **Lightning** Experience.
* Data migration from SQL Server to Salesforce using **Jitter bit** tool.

**Environment:** Saleforce.com platform, CRM, Sales Cloud, Service Cloud, Informatica, Deployments, Apttus, Lightning components, Apex, Visual Force, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Data Loader, SF Explorer and Eclipse IDE Plug-in, AppExchange apps, SOAP and RESTAPI.

**Client-PNC Bank June 2016- June 2018**

**Location- Pittsburgh, PA**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Developed complex **mappings** and **mapplets** in Informatica to load the data using different transformations.
* Implemented **Email-to-Case**, **Web-to-Case** entry for entering customer’s cases in cases tab.
* Created the **configuration workbook** and **development checklist** and updated the same based on subsequent releases based on the organizational needs.
* Worked with various **Sales Cloud** modules in salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, and Campaigns etc.
* Created **custom Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people.
* Performed troubleshooting maintenance and repair of installed systems for clients.
* Conceptualized planned designed and installed customized voice and data systems for business clients.
* Trained clients in operating newly installed systems and authored technical manuals.
* Highly experienced with Zuora for Salesforce for commerce, billing and financial subscriptions.
* Performed new release evaluations with Business Owner and manages new functionally rollouts.
* Worked with Data Loader for loading the attachments into Salesforce.com, related to objects like Accounts, Contacts, Opportunities, and Activities.
* Build and manage technical SFMC infrastructure for supporting the client's growing consumer marketing practice
* Collaborating with cross-functional teams - Marketing, Sales, Content, Analytics, Growth, Engineering, and International.
* Created profiles, roles and sharing rules, page layouts, Email services, Custom objects, Relationships.
* Worked closely with sales team and reviewed the existing environment, gathered the requirements for new Salesforce implementation and documented the business and functional requirements.
* Created test scenarios on **Sandbox** environment and used Force.com **Component Deployment Wizard** for migrating data between **Force.com IDE** and **Sandbox environment**.
* Implemented picklists, dependent picklists, lookups, master detail relationship, validation and formula fields to the custom objects.
* Designed and developed Renewal Pricing, Ordering, Promotional discounts by using **Apttus** advanced pricing methodologies.
* Worked on **Sales Cloud** Global Deployment.
* Coordinated work assignments with Developers and Administrators throughout the **product development life cycle.**
* Configured security settings by working on Organization **Wide Defaults**, **Role Hierarchies, Sharing Rules** and **Manual sharing** to implement Record-based sharing**.**
* Integration of **Sales Cloud** with external information systems using **SOAP API web services**.
* Automated sharing rules whenever there is a new change in Sales teams instead of using an **Apex trigger.**
* Created custom links using **HTML S-control**. Used HTML to maintain uniformity in Web pages.
* Tracked the status of requirements throughout the **project life cycle**, and **redefining** them as necessary communicating changes, enhancements and modifications to project managers, sponsors and other stakeholders.
* Created **Profiles** and **Permission sets** to give those Security controls and shared settings.
* Worked on **VEEVA** out of the box objects, Public Groups, Products catalog, **CLM**, iRep CRM application, VEEVA settings, **VMOC’s** Messages, **Vmobile** Home page components.
* Made new feature enhancements on **Service cloud** console view and developed some **Visual force** components.

**Environment:** Salesforce.com, Customer Portal, Sales Cloud, Service Cloud, Informatica, Apex Language, Visual Force (Pages, Component & Controllers), Triggers, SOQL, SOSL, Workflow Approvals, CSS Style sheets, Custom Objects, HTML, WSDL, Security Controls, Page Layouts, Sandbox data loading, Apex Data Loader Eclipse IDE Plug-in, Reports, Dashboards, Sandbox, Windows XP.

**Client-Great wide Logistics, Oct2015-May 2016**

**Location-Dallas, TX**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Created **Apex triggers** and classes to accommodate bulk process of data/records according to the business needs.
* Created various custom buttons with JavaScript logic to perform **one-click** operations.
* Deployed the metadata and other changes using change sets and **ANT** migration tool.
* Involved in coding for modules for all the Sub-Application of the CRM application, which involves extending existing **SFDC** standard components using **Apex**, **Visualforce** and other utilities.
* Imported excel based customer information records into Accounts, Contacts and Cases using Data Loader, Import Wizard and Excel connector.
* Involved in identifying, planning and implementing new Salesforce.com features and functions, new screens, workflow, force.com objects, reports, apex code to meet business requirements.
* Used **field level security** along with page layout to manage the visibility and accessibility of fields for different profiles.
* Worked with **SF chatter**, which helps the users to communicate with the organization easily and quickly.
* Used **SOQL** and **SOSL** for data manipulation needs of the application using platform database objects.
* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules on the objects and tabs, Components and custom links.
* Created Triggers on three different frames **Case Comments, Attachments, Email messages**.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like **Visualforce, Force.com IDE**.
* Worked on several new data integrations and customizations are done to **B2B** Salesforce.com.
* Worked on Salesforce.com customizations using Apex (**classes, triggers and web services**) and Visualforce.
* Configured **Profile-based** IP address restrictions, **Organization-wide** IP address restrictions and Profile-based login hour restrictions.
* Developed and configured various Reports and Report Folders for different user profiles based on the organization initiatives.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Worked with both technical and functional aspects of Salesfoce.com and have deep understanding of its underlying principles of **SAAS** and **Cloud Computing**.
* Designed System Configuration Enhancements (Dashboards, Reporting, Sharing Rules, Role Hierarchy, etc.)

**Environment:** Windows XP, Force.com Platform, Sales force Enterprise Edition, Salesforce.com Custom/Standard Objects, Custom Tabs, Veeva CRM, Page Layouts, Force.com Web Services API, SOQL/SOSL Queries, Workflow & Approvals, Reports, Eclipse, Force.com Eclipse Plug-in, Salesforce.com sandbox data load, Email Services, Security Controls, Sandbox data loading, HTML, Java Script, CSS, WSDL, SOAP, AJAX, MVC Design Patterns.

**Client-Renowned Corp, June2013-Aug15**

**Location-India**

**Role: Java/ UI Developer**

**Responsibilities:**

* Developed application code using Core Java and J2EE (**Servlets, JSPs**) in Eclipse tool.
* Developed GUI related changes using **JSP, HTML** and client validations using Java script.
* Developed application based on **SDLC** (software development lifecycle).
* Created several complex stored procedures and triggers using **SQL Server 2005**to retrieve data.
* Involved in all the phases of SDLC including Requirement’s collection, Design and Analysis of the customer specifications, Development and Customization of the application.
* Developed front-end controller in Servlets to handle the database access (**MVC pattern**)**.**
* Developed **JSP pages** and client-side validation by java script tags.
* Developed Session and Entity Beans to implement business functionality.
* Used Eclipse as an **IDE** and **Apache Tomcat** as an Application Server.
* Interacting with client for requirement gathering, analysis and modularization of the requirement.
* Used Apache web server for deployment.

**Environment:** Java 1.5 SDK, java Script, JSP 2.0, AJAX, XML, JSTL, JNDI, EJB 2.0, UML, Web sphere, Struts, CSS, Eclipse, Hibernate.