

**MEDHA REDDY**

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# PROFESSIONAL SUMMARY

* Administration, Development, UAT and Production Support of Salesforce CRM application using Lightning, Force.com platform.
* Strategically minded Salesforce Development and Administration expert with a strong record of client satisfaction across various domains; adept at explaining highly complex data systems to a wide variety of audiences.
* Expertise in Business Analysis methodologies and various stages of SDLC, application design patterns, integration patterns and deployment planning.
* Keen analyst and team player experienced in SFDC implementation and customization with an In-depth understanding of SFDC CRM business processes.
* Implemented and maintained Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Experienced in Force.com, Apex Classes, Apex triggers, REST API, Batch Apex, Visual Force, Lightning and App Exchange with proficiency in Salesforce.com CRM and its Development Life Cycle.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Community Cloud and Commerce Cloud.
* Experience in CPQ Application and working with various App exchange products and CPQ products like Salesforce CPQ, IBM sterling CPQ, APPTUS.
* Hands on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Strong experience on Salesforce Lightning development (Aura) and implementation of Lightning applications using app builder to have compatibility of the application in mobile, tab and desktop versions.
* Knowledge on Salesforce Lightning Component (Aura) Framework and Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
* Guided testers and analysts in developing testing scenarios for complex functionalities.
* Migrated code to deployment upon successful testing.
* Extensive experience using Azure, Bitbucket, GIT, ANT, Jira, SourceTree and worked on complex DevOps processes.
* Extensive Administration experience in Salesforce.com and associated systems handling system maintenance and customization, user training/adoption, and analytics.
* Good Knowledge on Einstein Analytics.
* Efficient in writing Business Requirement Document (BRD), Functional Specification Document (FSD), Use Cases, User Interface Specifications (UIS), System Requirement Specification (SRS) and Report Specifications Documents.

# PROFESSIONAL EXPERIENCE

**Allstate July 2018 – Present**

**Salesforce Developer Northbrook, IL**

* Partnered with the business team including Product owners, Scrum masters and Business analysts to gather requirements on designing, developing, and enhancing the sales cloud, community cloud, account management, contact management and partner community implementation.
* Created, developed, and maintained various Lightning applications and pages, page layouts, Visualforce pages, Apex customizations, custom objects, custom workflows, fields, validation rules and formulas, reports, and dashboards according to application requirements.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features and built customized components replacing the existing ones.
* Created workflow rules, lightning flows, and defined related tasks, time-triggered tasks, email alerts and field updates to

implement business logic.

* Wrote SOQL and SOSL using Force.com Explorer, Developer Console and Force Work bench for data manipulation needs of the application.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Used Salesforce Lightning that combines the new Lightning Design System, Lightning App Builder and Lightning Components (Aura) to enable anyone to quickly create modern enterprise apps build on Salesforce Platform.
* Created CPQ process, developed POC’s, worked on CPQ integration with ERP, configured enhancements for CPQ and CLM functionalities.
* Coordinate sprint backlog, plan for release management, involve in end to end QA and UAT, validation of CPQ including products, pricing, billing, quoting etc. and maintain documentation with issue log and deployment activity.
* Worked in Agile environment and maintained SFDC configuration in production environment, implementing new projects with successful planning and strategies according to the business requirement.
* Worked with Apttus Wizard on admin settings, custom settings and DocuSign Settings, Apttus Advanced Workflow Approvals and X-Author for Excel and Contracts.
* Configured and maintained application user Profiles, Roles, Permissions sets, Sharing settings and Security.
* Supported agent cases, developed reports, processes, and built number of dashboards for various roles with Allstate agents and maintained security, data quality and integrity.

# CF Industries February 2017 – July 2018

**Salesforce Developer****Deerfield, IL**

* Translated business requirements into well-architected solutions that best leverage the Salesforce platform.
* Worked in agile environment and participated in technical design sessions; developed technical solution documentation that aligned with objectives.
* Analyzed the existing business & system domain to identify product requirements for future enhancements.
* Evaluated critical information gathered from multiple sources, reconciled inconsistency, and broke down high-level information into details.
* Designed, developed, and documented integrations of web services, ETL processes and data migration elements of a Salesforce implementation.
* Developed, and deployed Apex Classes, Visualforce pages, Controller Classes and Apex Triggers for various functional needs in the application.
* Generated various reports and dashboards in lightning for Sales performance tracking and translated several Visual Force pages to lightning framework.
* Developed new application with the Lightning App Builder and Lightning Components for sales reps to help them sell faster and smarter (Sales Cloud).
* Used SOQL&SOSL for data manipulation needs of the application using platform database objects.
* Created Custom Objects and fields for transactional and contractual information.
* Executed test plans to ensure quality delivery and developed custom interfaces on top of the Salesforce platform.
* Planned for Release management, including preparation, deployment, and maintenance of Salesforce Packages.
* Participated in code reviews during projects to ensure appropriate design patterns are followed.
* Developed a partner community for users and included the custom components developed using lightning.
* Created and managed the execution of test cases to verify the build against original requirements of the project.
* Demonstrated understanding of the Salesforce product suite including Salesforce1, Sales Cloud, Service Cloud, App Cloud, Communities and AppExchange solutions.

# Discover Financial Services Jan 2016 – Feb 2017

**Associate Salesforce Developer****Riverwoods, IL**

* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
* Conducted business analysis by working with end users to identify and prepare requirements, management plan, business and functional requirement documents.
* Worked on Force.com Apex Classes, Apex triggers, Visual Force (VF Pages), Batch Apex, Integration, REST, SOAP based Web Services, Force.com API, SOQL, Salesforce App Exchange.
* Worked on the new Lightning Design System, Lightning App Builder and Lightning Components.
* Worked across various SFDC implementations covering Sales Cloud, Service Cloud and marketing Cloud.
* Developed expertise in data migration and integration using Data Loader.
* Proficient in SFDC Administrative tasks like creating Users, Roles, Profiles, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports and Dashboards.
* Created data flow diagrams and process flow diagrams to facilitate better system understanding.
* Worked on visual workflows to develop screens for the sales calls and reduced the code usage.
* Developed Apex classes and triggers and integrated them into visual force pages for user interaction and events.
* Wrote SOQL queries for data retrieval and test classes for the apex class and triggers for code coverage.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Automated complex business processes and the flow of cases using process builders and queues.

# Envision Financial Systems Jan 2015 – July 2015

**Business/Functional Analyst****Bangalore, India**

* Design, develop and maintain all company, team, and individual dashboard metrics. Design and develop workflow rules, validation rules, email notifications by gathering the business and software requirements.
* Develop, run, update and export salesforce.com reports, analytics and dashboards to support and monitor daily activity and key performance measures.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead, Auto-Response rules, and configured Case Management Process.
* Collaborates with CRM system developers to maintain, create, and update user roles, security, profiles, workflow rules.
* Work closely with business leadership and stakeholders to respond to, and proactively identify, challenges that can be solved with system and/or process improvements
* Establish and implement best practice procedures for system maintenance and optimization, configuration development, testing, data integrity, backups, etc.
* Develop, maintain, and perform processes to continuously monitor data quality and integrity in platform applications.
* Determine plan and timeline for implementation of approved Change Management cases. Develop, test, and deploy solutions and providing training to business users.
* Worked with Approval processes that use Email Approvals and parallel Approval steps.
* Working knowledge of APEX (classes and web services), Visual Force, Salesforce APIs, SOQL, Force.com platform.
* Participated in JAD sessions involving Business Users and Sponsor groups to analyze and understand the business requirements.

# EDUCATION

# Master of Science in Management Information Systems Dekalb, IL

# Northern Illinois University

# Bachelor of Technology in Electronics and Communications Engineering Hyderabad, India

# Jawaharlal Nehru Technological University

# TECHNICAL SKILLS

**Web Technologies** JavaScript, .NET, HTML, HTML5, PHP, REST, SOAP, CSS, JSON, AJAX, Angular JS, JQuery, XML.

**Technologies:** C, C++, Apex Programming, Java, J2EE, Java script, SOQL, SOSL, T-SQL.

**Databases:** MSSQL Server 2016, Oracle 11G, SSIS, SSRS, MS Access.

**Salesforce.com:** Apex Classes, SOSL, SOQL, Visual Force, Lightning pages, Aura components, Triggers, Custom Objects, Web Services, Validation rules, Workflows, Dashboards, reports, Eclipse, Apex Explorer, App Exchange, Data Loader, Force.com, Analytics snapshot.

**DevOps:** Bitbucket, GIT, ANT, Jenkins, Azure, SourceTree

**Other:** Apttus, CPQ, JIRA, RALLY

# CERTIFICATIONS

* **Salesforce Certified Administrator**
* **Salesforce Certified Platform Developer**
* **Trained and Certified in APTTUS CLM and CPQ**