**Venu Madhav**

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* **7+ years** of IT experience in **Salesforce.com** **CRM** (SFDC) and **Force.com** platforms as a Developer and Administrator.
* Experienced using **Salesforce Lightning UI**. Created **Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* Enabled **Aura Framework**, by adding **Aura Attributes**and**Aura Handlers**for**Events**to focus on Logic and Interactions in **Lightning Applications**.
* Worked on **Salesforce Communities** and created VF pages for **Communities.**
* Experience in working with **Communities** (Customer Portal, Sites).
* Experience in working with Salesforce developer toolkit (**Apex**, **Visualforce, force.comIDE**, **SOQL**, **Java** and **Web Services**).
* **Worked on Salesforce CPQ configuration, pricing, discounting, document generation and integration.**
* Implemented SFDC **Sales Cloud, Service Cloud**, Web Services, Created Group, Deal Rooms provisioning and marketing teams.
* Good knowledge on development using **Apex Controllers, VF Pages** and **Apex Triggers**.
* Strong experience in defining and managing custom Objects, creating page layouts, Developing field validations, campaign Management, formulas and workflow rules.
* 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.**
* Understanding on how to Create service resources and service crews that represent your field service technicians in Field **Service Lightening app** and add details about their skills, service territories, and availability.
* Experience in working on Sales Cloudas well asService Cloud.
* Experience in using Force.com Web services API for implementing web services in the application for access the data from different third-party applications.
* Experience in designing junction **objects and creating Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes**.
* Profound knowledge in using **Lightning components and Lightning Builder** for Salesforce1.
* Experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Good understanding of Salesforce.com Governor Limits with an ability to optimize code to respect those limits.
* Proficient in **Data Migration** from Traditional Apps to Salesforce Using **Apex Data Loader**.
* Experience in writing SOQL and SOSL statements.
* In depth understanding of CRM business processes like Forecasting, Campaign Management, Lead Management, Account Management, Case Management.
* Experienced in Business Analysis working closely with Business & Support Units and have experience in using Object Oriented software development (OOD) methodologies like XP-Agile, Rapid Application Development &Test-Driven Development.
* **Good understanding of Salesforce CPQ data model**
* **Worked on APTTUS CPQ (Configure Price Quote) tool, shopping cart.**
* Experience in Requirements gathering experience **Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS**).
* Excellent Interpersonal and Communication skills, fast learner, hardworking and good team player also accustomed to work in both large and small team environments.
* **Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.**
* Worked on Vlocity, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business and renewals, and tracking producer credentials. Coordinated and transferred knowledge to the offshore team.
* Implemented Copado to improve the efficiency of salesforce release management and version control.
* Worked on a pulling data from **JIRA, manipulating this data in excel using macros to make them salesforce data load compatible.** This was used to load stories into copado to track components related to each user story.
* Hands on experience with **Salesforce Lightning Component Design System using Standard web-based technologies**.
* **Implemented Salesforce Development Cycle including Agile covering Sales Cloud, Service Cloud**
* **Experience in implementation of salesforce.com configuration functionalities in using Service Cloud**.
* **Experience in web technologies like Java, Oracle, SQL Server, HTML, CSS, JavaScript, JQuery and Ajax.**
* Experience in creating various Reports (summary reports, matrix reports, pie charts, dashboards, and graphics) and Report Folders.
* **Good experience and knowledge of Deployment, CI/CD using Copado, Jenkins, Salesforce DX and Change Sets.**

**TECHNICAL SKILLS**

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| --- | --- |
| **Lightning Experience** | Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers |
| **Salesforce Technologies** | Salesforce CRM, Salesforce Communities, Salesforce SFA, Apex Custom Controllers, Apex Classes, Apex triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, AJAX Toolkit for S-Control, Workflow & Approvals, Reports, Dashboards and Custom Objects. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Data Loader, Force.com, Excel Connector, Force.com Platform (Sandbox and Production) |
| **Database** | Oracle 8i/9i/10g/11g, MS SQL Server 2000/2005 |
| **Web Technology** | HTML, XHTML, XML, CSS3, AJAX, XRX, Java Script, Java |
| **Methodologies** | Agile, SDLC |
| **Integrating Tool** | Apex Data Loader |
| **Operating systems** | Microsoft Windows (2000/XP/Vista), Linux Apache Mac |

**PROFESSIONAL SUMMARY**

**Hughes Network Systems, Germantown, Maryland Jan 2020 – present**

**Salesforce Lightning Developer/Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements.
* Used **field level security** along with **page layout** to manage the visibility and accessibility of fields for different profiles.
* Implemented Service Cloud including Service Console, Customer Portal Communities, Case Feed, Knowledge Base & Entitlements.
* Worked on various Salesforce.com standard objects like **Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.**
* Extended the sales cloud with Salesforce CPQ to automate the proposal and quote process.
* Developed **Visualforce Pages** to include extra functionality and wrote **Apex Classes** to provide functionality to the visual pages. Created many **Lightning Components** and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Worked on maintaining, integrating and configuring with Apttus CPQ.
* Worked on Apttus configuration, Pricing, discounting, approvals and proposal generation.
* Maintained CPQ Configure-Price-Quote tool updated with latest functionality by installing Apttus CPQ releases.
* Developed applications visually using custom-built Lightning components.
* Helped business users for Apttus CPQ quoting process. Performed enhancements with Apttus CPQ as needed.
* Worked on Apttus CPQ configuration and integration.
* Implemented **CPQ** solution using **Apttus CPQ and Contract Management (CLM)** for various customers in industries.
* Involved in end-to-end testing and configuration enhancement for the CPQ.
* Created many app pages, home pages integrating the custom components for salesforce **lightning** and salesforce1 mobile app. Developed Salesforce.com custom application using Apex, Visual force and AppExchange.
* Hands on experience in Administration setup like manage Users, Security Controls and Data Management on sales cloud.
* Created modern Enterprise Lightning Apps combining **Lightning Design System, Lightning App Builder and Lightning** Component features. Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* 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
* Involved on creating **Lightning** Pages inside Lightning **community** Builder.
* Implemented using **Salesforce Lightning UI**. Created **Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* Integrated the Web Services for extracting the data from external systems to display in the pages of **Salesforce.com.**
* Created multiple **Lightning Components**, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for events to Focus on Logic and interactions in **Lightning Application.**
* Implemented and Consumed Knowledge Base **Dashboards**& **ReportsAppExchange** for providing **Reports** and **Dashboards** that monitors the Knowledge Base.
* Wrote **SOQL** and **SOSL** statements within custom controllers, extensions and triggers by following the Governor limits in **Salesforce.com**.
* Used **Salesforce Lightning** combines the new Lightning Design System, Lightning App Builder and Lightning Components to enable anyone to quickly and easily create modern enterprise apps build on Salesforce1 Platform.
* Implemented SFDC **Sales Cloud, Service Cloud**, Web Services, Created Group, Deal Rooms provisioning and marketing teams.

**Environment:** Salesforce.com, Force.com, Apex Classes, Triggers, Controllers, **Lightning,** Visualforce pages, Custom Objects, Records, Page Lay outs, Roles, Workflows, SOSL, SOQL, Sales Cloud, Service Cloud, Cast Iron, Dash Boards, Data Loader, Data Migration and Windows.

## **City of Austin, TX** **Sep 2018 – Dec 2019**

## **Salesforce Lightning Developer/Administrator**

**Responsibilities:**

* Involved in requirement gathering from the client location, knowledge transfer and setting expectations on project progress at the client end.
* Worked on various **Salesforce.comStandard objects, Custom Objects, Triggers, Classes**, **Pages, Reports** and **Dashboards.**
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Implemented and maintained Salesforce platform using Salesforce Sales Cloud, Service Cloud and Lightning framework.
* Implemented Sales Cloud (Partner Portals) and Service Cloud (Customer Portals).
* Designed, Developed & deployed various **APEX Classes, Triggers**, Test methods, Visualforce pages & also various Schedule, Batch and Future based **Apex classes** to implement the custom functionality. Developed **triggers** which added automatic templates to fire to the respective users.
* Involved in deploying the **AppExchange** applications and integrating with third party applications.
* Integrated external financial systems for synching data in **Salesforce.**
* Administrated and monitored the company's Salesforce CRM application.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Upgraded APTTUS CPQ to latest APTTUS version and fixed the issues with the upgrade.
* Generated Revenue recognition status automatically with Steel brick CPQ
* Deployment automation using CI/CD process for deployments using Force.com Migration Tool
* Used Salesforce Lightning Components for building customized components replacing the existing one.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Involved in administration, configuring, maintaining Salesforce.com, Application user profiles, roles, Permissions, generating security tokens, validation Rule and upgrade installation.
* Used **Sales Cloud** in Preparing and getting approval of design, functional and technical specifications from business.
* Replaced all the JavaScript buttons with Quick Actions or **lightning Components** in Lightning.
* Developed lightning experience using custom and standard lightning components, Styling using **CSS**.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components.
* Implemented Visual Flows for automatic sales and service process in Sales Cloud.
* **SOAP/REST API implementations and Salesforce Service cloud integration with CI/CD Automation**.
* Worked on **Salesforce CPQ configuration**, **pricing**, **discounting**, **document generation and integration**.
* Used service cloud on the case management standard objects (accounts, contacts, opportunities, campaigns and leads) and customized standard object Opportunities with Visual Force pages and this is the crucial object for the entire FTI Consulting.
* Maintenance of installed Managed Packages in Lightning using Apex.
* Designed and built custom applications using Force.com and Visualforce.com.
* Deploy Salesforce configuration and experience working using **GIT**.
* **Implemented Configuration, Customization and Development with Salesforce.com on Service Cloud and Sales Cloud.**
* Built custom user interfaces using Lightning components.
* Developed applications visually using custom-built Lightning components.
* Implemented **Sales cloud** and incorporated the enhanced features as required to streamline the business process.
* Implemented the requirements on **Salesforce.com** platform and **Force.com IDE Plug**-in using **Eclipse**.
* Created workflow rules and defined related tasks, time **triggered tasks**, **email alerts,** filed updates to implement business logic.
* Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products.
* Used **Force.com** developer toolkit including **Apex Classes, Apex Triggers** and Visualforce pages to develop custom business logic.

**Merck, Northwales, PA** **Nov 2016 – Aug 2018**.

**Salesforce Developer/Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements.
* Used **field level security** along with **page layout** to manage the visibility and accessibility of fields for different profiles.
* Worked on various Salesforce.com standard objects like **Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.**
* Developed **Visualforce Pages** to include extra functionality and wrote **Apex Classes** to provide functionality to the visual pages.
* Designed, Developed & deployed various **APEX Classes, Triggers**, Test methods, Visualforce pages & also various Schedule, Batch and Future based **Apex classes** to implement the custom functionality. Developed **triggers** which added automatic templates to fire to the respective users.
* Involved in deploying the **AppExchange** applications and integrating with third party applications.
* Wrote **triggers** to process incoming service e-mail requests from customers to automatically create new case records.
* Integrated the Web Services for extracting the data from external systems to display in the pages of **Salesforce.com.**
* Imported data from excel sheets in to **Leads, Accounts, Contacts** and Opportunities using **Data Loader** and Import Wizard.
* Implemented **Web to Case, Email to Case** functionalities to provide a better customer support to the customers.
* Developed **Workflow rules, tasks, emails** and alerts to track customer related tasks and activities.
* Implemented and Consumed Knowledge Base **Dashboards**& **ReportsAppExchange** for providing **Reports** and **Dashboards** that monitors the Knowledge Base.
* Involved in **data mapping** and **migration** of data from legacy systems to **Salesforce.com** Objects and fields.
* Wrote **SOQL** and **SOSL** statements within custom controllers, extensions and triggers by following the Governor limits in **Salesforce.com**.

**Synage Software Pvt. Ltd Jan 2014 – Oct 2016**

**Java Developer/ Salesforce Adminstrator**

**Responsibilities:**

* Requirement gathering, Gap analysis, workflow design, decision-making rules of required inputs.
* Performed Business analysis and create High-level design and detail design of the entire process.
* Designed and developed backend **Java** Components residing on different machines to exchange information and data using JMS.
* Developed prototypes on SFDC environment for Proof of Concept demo and for customer endorsement.
* Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products.
* Worked on Data cleanliness & accuracy by adding custom validation rules, custom formulas, reports, and dashboards.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles and groups.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules. And, also monitor standard analysis and reporting for marketing campaigns.
* Involved in Agile development following SCRUM process and daily stand-up meetings. Mainly worked on Managed package and released new updates to end users after every sprint.
* Coding involved writing**Action Classes/Forms/Custom Tag Libraries** and **JSP.**
* Developed the **Java** components to access content from content providers **(via HTTP**) to obtain data of various types **XML**and**HTML**.
* Developed and maintained **GUI**using**JSP, HTML and**Used **JavaScript** for client-side validations.
* Created stored procedures and Triggers using **PL/SQL**. Created tables, Views and other database objects in the Oracle database.
* Involved in debugging and load-testing of the application. Provided production support to the end users and performance tuning.

**Environment:** Saleforce.com platfdeveorm, Sales cloud, Service cloud Force.com IDE, Apex, Visual Force, VF Pages, Data Loader, JAVA J2EE, JSP, HTML, Servlets, XML (DOM and SAX), XSLT, JavaScript, Oracle 8i, JDBC, PL/SQL, Eclipse, Rational Rose.