**Harsha Reddy**

**Sr. SFDC Certified Architect/Developer (7x Certified)**

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**Note**: Only willing to Work on C2C Contract and Open to Remote Opportunities.

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**Summary:**

* Experience in designing & developing for business teams, working cross-functionally with Sales, Services, Marketing. Experience in Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, Field Service Lightning, Work.com, Custom Applications, Einstein Analytics, Einstein AI Features, Integrations, Lightning, Aura, LWC, etc.
* Overall 10.5 years of experience on Salesforce.com CRM Platform and 5 years of experience on Lightning Platform with 5 years on Aura Framework and 2 years of experience on Lightning web components (LWC) framework.
* Custom Objects, Custom Formula Fields, Field dependencies, Relationships, Pick-lists, Custom Tabs, Validation rules, Work Flows, Approval Processes, Page Layouts, Search Layouts to meet the client’s requirement and functionality.
* Experience in Force.com Apex Classes, Apex triggers, Visual Force, Batch Apex, Integration, REST, SOAP based Web Services, Force.com API, SOQL and SOSL, and Sales force AppExchange and JAVA and C #on demand.
* Experience in SFDC Administrative tasks like creating Profiles, Permission Sets, Roles, Users, Record Types, Email Services, Reports, Dashboards, Tasks and Actions.
* Hands on experience implementing Role Hierarchies and Sharing Rules for system security design.
* Experience in working with Force.com Standard Objects Accounts, Contacts, Leads, Cases, Opportunities and Campaigns.
* Hands on experience in implementing salesforce communities from scratch.
* Experience in Standard and Custom Controllers in Visual Force for development of custom visual force pages and components as required by business requirements.
* Experience on implementing customization on Salesforce lightning platform.
* Experience on working with Lightning Data Services to do CRUD operations and to leverage record changes listener.
* Experience in engaging Einstein AI Features in Sales, Service and Marketing Clouds.
* Experience on Salesforce Einstein Features Like Einstein Scoring, Einstein Next Best Action, Einstein Search, Einstein Sentiment, Einstein Intent API, Einstein Prediction Builder, Einstein Image Classification, Einstein Chat Bots, Einstein Discovery.
* Experience on Einstein Analytics (Wave Analytics).
* Experience in implementing Salesforce Surveys.
* Experience in implementing CPQ (Configure Price Quote) Solution using Salesforce (SteelBrick) CPQ, Apttus CPQ and Oracle CPQ.
* Experience in writing unit test coverage for Aura Component JavaScript using Lightning Testing Services (Jasmine).
* Experience in writing unit test coverage for LWC JavaScript using JEST Framework.
* Experience on working with Lightning Design System to implement user interfaces styling based on business requirements.
* Used different data tools - Apex Data Loader, Import Wizard, SFDC Data Export and Mass Delete.
* Experience working with Salesforce.com sandbox and production environments.
* Proficient in working with Eclipse IDE and Force.com Plug-in for writing business logic in Apex programming language.
* Experience in performing data migration from Legacy Systems using Data Loader.
* Experience in using the Workbench tool for SOQL queries, SOSL and the REST Explorer.
* Experience in using the Force.com Explorer to browse data model schema, custom objects, fields, build and test SOQL queries.
* Proven expertise in different real-time B2B Integration platforms such as Tibco Business Works, and Informatica Power Center ETL tool for integrating Siebel and SFDC CRM system and also with legacy systems Applications
* Worked in all stages of Software Development Life Cycle (SDLC).
* Experience in integrating the application with in house legacy systems using REST API Web services.
* Extensive experience in Data Migration using third party tools like SOAP API and REST API.
* Worked on integrating external applications using REST and SOAP.
* Experience in working with SOAP by consuming WSDL from external applications.
* Implemented OAUTH 2.O Authentication between SFDC and External System. Knowledge on different OAuth Flows supported by Salesforce.
* Extensively worked on generating and parsing XML and JSON in SOAP and REST integrations.
* Interacted with Customers for requirements elicitation and created BRD for Salesforce.com implementations.
* Trained staff and executives to use the Salesforce application system.
* Experience on designing the Integration between salesforce and external systems by considering aspects like security and real-time requirements (Ground to Cloud, Cloud to Cloud, Cloud to Ground).
* Experience on integrating SFDC with External System using Web Service API, Rest-Based API, Bulk API, and Outbound Messaging.
* Experience in implementing the application on SFDC multi-tenant platform by considering Governor Limits.
* Experience with Salesforce security mechanisms for securing both inbound and outbound integrations.
* Experience in integrating two different salesforce environments using Salesforce to Salesforce Connector and sharing data.
* Experience on Force.com Canvas, a framework for integrating external web applications within Salesforce UI
* Experience on Salesforce Streaming API to send notifications to External applications when key changes occur to Salesforce Data (Platform Events, Change Data Capture, Push Topic and Generic Events).
* Experience on using Chatter REST API to support building Social applications effectively.
* Experience in implementing the mashups and composite applications by allowing the integration at user interface layer.
* Experience in implementing and designing different integration patterns on SFDC like Request and Reply Mechanism, Fire and Forget, Batch Data Synchronization. Remote Call-In, UI Update Based on Data Changes.
* Expertise in Object Oriented Programming involving Analysis and Design and Development of web-based applications using Java technologies: HTML, DHTML, CSS, XML, JavaScript, and J2EE.
* Have a strong understanding on Big Machines Integration with CRM systems like SalesForce.com using Informatica tool.
* Business Process Engineering / Re-engineering background, in the areas of sales, marketing, and/or customer support.
* Experience in providing production support, analyzing the cause and fixing it.
* Team player with good interpersonal skills, strong understanding of fundamental business processes, excellent Communication and Problem-solving skills.
* Knowledge and Working experience on approaches required to tune performance of force.com.
* Experience on using Query Plan Tool to optimize the Query and Search Salesforce.
* Experience in Importing using Bulk API (Parallel and Serial Modes) and using PK chucking for extracting Large Data from SFDC.
* Experience with Working with AppExchange Data Apps to maintain data quality and integrity in SFDC.
* Experience in implementing MDM (Master Data Management).
* Experience in Implementing SFDC Data Backup and Restore by integrating with External Systems are using App Exchange Products.
* Experience in Salesforce Data Archiving using Big Objects, Archive on External Systems like Heroku.
* Experience in designing Record Access as well as to optimize access control performance on SFDC.
* Experience in handling the scenarios when dealing with Data like record locks and how performance can be impacted with LDV.
* Experience in end-to-end implement of Live Chat functionality using Live Agent API’s, Snap-In chat and Einstein AI Chat Bots.
* Experience on Territory Management and forecasting in salesforce.
* Experience with handling the deployment with LDV (Large Data Volumes) by following best practices.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.
* Ability to establish and maintain focus including solid time management skills.
* Integrated Salesforce with Heroku to archive data using Heroku Connect and Streaming API.
* Knowledge and Working experience on Salesforce Data Management, Managing Large Data Volumes, Avoiding Data Skewing (Ownership Skew or Lookup Skew), Data Model, Data Quality, Managing Duplicate Records (Duplicate Management), Data Governance and Stewardship, Data Migration Best Practices, Leveraging right SFDC API during data Load.
* Knowledge on Identity Connect, External Authentication Providers, Just-In-Time Provision, Social SSO.
* Experience on Customizing User Authentication using Login Flows.
* Experience on implementing SSO - Salesforce with Active directory and between Multiple Orgs.
* Experience working with Salesforce Metadata API.
* Knowledge on Salesforce DX, Scratch Orgs and CI using SFDX.
* Experience automating the release management process using Metadata API, GIT & Continuous Integration.
* Knowledge on Salesforce Shield Platform Encryption.
* Experience working with Salesforce Security like Account Teams, Opportunity Teams, Case Teams, sharing report & dashboards, Enterpriser Territory Management, Custom Permissions, Community User Licenses, Access to Partner Community, Programmatic Sharing, Apex Crypto Class, Injection vulnerability, Storing Sensitive Data, Sharing Calculation, Classic Encryption.

**Education & Certifications:**

* Bachelor of Technology from JNTUH, India.
* Salesforce Certified Platform App Builder.
* Salesforce Certified Platform Developer I.
* Salesforce Certified Platform Developer II.
* Salesforce Certified Sharing and Visibility Designer.
* Salesforce Certified Data Architecture & Management Designer.
* Salesforce Certified Integration Architecture Designer.
* Salesforce Certified Application Architect.
* Trailhead Ranger.
* Trailhead Badges: 250+
* Trailhead Super Badges: 5
* Link to Trailhead Profile and also to verify Certifications: https://trailblazer.me/id/hreddy

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | SFDC Certified Force.com Advanced Developer, Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects., Lightning, Lightning Data Services, Lightning Design Systems, Lightning Testing Services, Integrations, Authentication, User Interface API, Lightning Web Components. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com, Workbench, Force.com Platform (Sandbox and Production), SFDX, Salesforce CLI, Visual Studio Code, VSCode Apex Replay Debugger, Lightning Inspector, Lightning Linter, Scratch Orgs. |
| **Other Programming Languages** | SQL, R, Python, Java, JavaScript, HTML, XML, DHTML, C, C++, C#, SAS, ECMA Script |
| **Databases** | MS SQL Server 2000/2005, PL/SQL, RDBMS, Oracle 8i/9i/10g, MS Access, and MySQL |
| **Operating Systems** | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008, Linux. |

**Professional Experience:**

**Client:** Twitter.com – Remote **Oct 2019 - Present**

**Role:** Sr. Salesforce Developer

**Responsibilities:**

* Worked with team, to implement end to end recruiting (hiring, compensation, onboarding) solution on salesforce platform.
* Integrated Salesforce with Conga Composer and Adobe Sign for Automated Offer Letter Document generation and sign.
* Worked with team, to implement internal employee support portal and mobile app for case logging and management.
* Worked with Asset Optics App Exchange Partner, to implement enterprise asset management (EAM) solution on Force.com Platform.
* Integrated Salesforce with external systems using MuleSoft.
* Implemented end to end custom Approval Process for HR Applications.
* Created Einstein Analytics Dashboard for HR Users.

**Environment**: Saleforce.com platform, APEX Language, Oracle, MS-SQL, MySQL, Visual Force - Pages, AppExchange, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in, Lightning, Lightning Data Services, Aura Framework, Lightning Testing Services, Lightning Events, Lightning Design Systems.

**Client:** LegalZoom.com Inc. – Austin, TX **Mar 2019 – Oct 2019**

**Role:** Salesforce Architect/Developer

**Responsibilities:**

* Currently, working on Order Manager, Partner Portal Applications where my role involves 50% on architecture and 50% on development.
* Participating in the both design and development phases for Partner Salesforce Communities for the attorneys to access salesforce and manage their consultations and availability.
* Salesforce Partner Community for attorneys is built from the scratch using LWC (Lightning Web Component) Framework.
* Migrating existing integrations to Event Driven Integration Architecture by leveraging Salesforce Platform Events, Change Data Capture and Apache Kafka.
* Migrating existing Aura Components and Visual force page to Lightning Web Components to improve application performance by following web standards, shadow DOM, custom elements, templates, ECMA Script, events.
* Migrating existing synchronous apex callouts to use apex continuation framework (SUMMER’19) to overcome platform concurrent long running transactions and also to make parallel callouts.
* Improved pages load performance about 3-5 secs by implementing client-side caching, custom caching, optimizing JavaScript, lazy instantiation, conditional rendering, Lightning Data Services.
* Implemented End to End Live Chat functionality using Live Agent API’s, Snap-In chat and Einstein AI Chat Bots.
* Used Jest to write unit tests for the lightning web components.
* Standardized and documented the Salesforce development design patterns, best practices and shared across the time to follow them during their development.
* Implemented CPQ (Configure Price Quote) solution using Salesforce CPQ (SteelBrick CPQ).
* Involved in Sprint grooming, planning, reviews, retrospective.
* Worked in other team members on designing, code reviews.
* Implemented custom authentication flows for partner communities.
* Documented Salesforce new development project design patterns and technical stuff.
* Designed the event driven solution by leveraging platform events to overcome 101 SOQL Query Error.
* Reduced the count of inbound API calls to salesforce by leveraging Salesforce Composite REST API’s.

**Environment:** Saleforce.com platform, APEX Language, Oracle, MS-SQL, MySQL, Visual Force - Pages, AppExchange, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in, Lightning, Lightning Data Services, Aura Framework, Lightning Testing Services, Lightning Events, Lightning Design Systems.

**Client:** DELL Technologies – Austin, TX **July 2017 – Feb 2019**

**Role:** Salesforce Lead Developer/Architect

**Responsibilities:**

* Implemented SFDC Service Could and Field Service Lightning on Salesforce Platform.
* Analyzing, designing, coding, testing, debugging, documenting and maintenance of the applications. Adherence of coding best practices, code reviews, documentation and administrative duties of application artifacts including production support documentation and test verification plans. Communicate effectively with the project team, comply with security policies set within the larger development organization, work with team of application developers.
* And also implemented salesforce community for the 3rd party partners (vendors) to access the salesforce and manage their dispatches (Work Orders).
* Worked under the direction of the Architect and follow the architecture & design. Design, initiate and handle technical designs and complex application features using diagrams, data tables and flowchart.
* Analyzing Requirement Documents and user stories with Product Owners and Architects.
* Participated actively in agile scrums and technical design meetings to analyze the user stories.
* Prepared documentation for a new functionality which would help for other team members to understand the business functionality.
* Created Low Level Description (LLD) documents based on design for a given functionality.
* Developed Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Retrieved data from Third-Party API’s and displayed within the custom lightning component.
* Developed Lightning Component using Lightning Data Services to do CRUD operations on Salesforce Records without making multiple Server-side calls to Apex.
* Written Unit Test Coverage for Client-Side JavaScript in Controller and Helper of­ Component Bundle by leveraging Lightning Testing Services (Jasmine Framework).
* Used Salesforce Lightning Inspector, Force.com Eclipse IDE, Chrome Dev Tools, and Visual Studio Code with Salesforce Extension to develop and debug custom lightning components.
* Integrated Salesforce with other applications using different integration patterns like Request and Reply mechanism, Fire and Forget Mechanism, Batch Data Synchronization, Remote Call-in and UI Data Changes.
* Worked on salesforce different API’s like SOAP web services, REST Service, Bulk API, Streaming API, Chatter REST API, Metadata API and Tooling API.
* Implemented OAuth Authentication between Salesforce and External System.
* Integrated with External Web App inside Salesforce UI and implement communication between web app and Salesforce using Force.com Canvas.
* Used Continuous Framework to make Asynchronous callouts from visual force page.
* Integrates two salesforce orgs to share relevant data records between orgs using Salesforce to Salesforce Connector.
* Leveraged Salesforce out of Box integration features like External Services and Outbound Messages to integrate SFDC with External Applications.
* Implemented Automated Case assignment to the right agent using AI-powered routing recommendations from Einstein and Assignment Rules. Intelligently assign cases to the agents best qualified to resolve them fast.
* Implemented Auto-Response Rules in SFDC to automatically send personalized email responses to customers based on each case’s details.
* Implemented Escalation Rules in SFDC to automatically escalate cases to the right people when the cases aren’t solved by a certain time.
* Used Macros to automatically complete repetitive tasks on cases, such as selecting the right email templates, so that agents can spend time doing more important things.
* Implemented Live Agent functionality on SFDC using Live Agent API’s, Snap-In chat and Einstein AI Chat Bots.
* Used Email-to-Case functionality on Salesforce to automate inbound and outbound Emails to assign to specific Case Records and to notify agent.
* Developed Email Services to handle inbound emails to Salesforce and to implement the custom business logic.
* Implemented Social Customer Service to create case inside SFDC using Radian 6 & Social Studio.
* Implemented Salesforce Live Message feature to allow text messaging between agent and customers.
* Integrated Salesforce with computer-telephony integration (CTI) systems to allow service agents to make and take calls on Lightning Platform using Open CTI API’s.
* Implemented Web-to-Case functionality in SFDC, which will allow customers to easily create cases.
* Implemented Knowledge Management inside Salesforce. So, it will help service agents to easily refer the right knowledge articles.
* Worked on SFDC Data Model for Implementing Field Service Lightning.
* Work on the User Interface to allow the agent to create Dispatches (Work Order) in Lightning (Field Service Lightning).
* Integrates SFDC with External System for end-to-end dispatch (Work Order) flow.
* Developed the Scheduling Functionality which allow the agents to select the slots based upon the Service Resource/Partner availability by integrating with External Systems.
* Developed the Part Selection Functionality to allow the agents to select parts by integration with ware house system.
* Developed the custom logic for Work Order Approval Process allowing the Supervisors to review the dispatches created by the Service Agents.
* Developed Batch Apex, Schedule Apex, Queueable Apex, and Future Method to implement asynchronous functionalities on salesforce platform.
* Developed Custom Lightning Components based upon the requirements using JavaScript, jQuery, Aura Framework and CSS.
* Developed custom visual force pages based upon the requirements using JavaScript Remoting, AJAX, action functions, HTML, jQuery, Bootstrap and CSS.
* Developed Apex Classes, Apex Controllers and Apex Triggers to implement custom functions on Salesforce platform.
* Deployed changes between different salesforce environment using Change Set/ ANT Migration Tool / Force.com Eclipse / Force.com CLI.
* Supported Admin Team during code migration between environments.
* Provided technological/development support and assistance when alerts or Holds on transactions are generated in Production and Testing environment.
* Worked on the production reported issues during PIT and Business Validation.
* Provided L2/L3 Support as needed.
* Worked on various AppExchange products according to the needs of the organization.
* Handled all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks.
* Implemented SSO (Single Sign On) for Salesforce with Active Directory.
* Worked on regular internal system audits and prepare for upgrades.
* Developed Apex Classes, Apex Controllers and Apex Triggers to implement custom functions on Salesforce platform.
* Managed Salesforce.com data feeds and other integrations.
* Implemented security model on force.com platform using profiles, permission sets, Roles, OWD (org – wide defaults), Sharing Rules, Territory Management, Programmatic Sharing.
* Developed the user interfaces on lightning platform using Visual Workflows, Lightning Components, Visual Force Components, Quick Actions.
* Implemented Custom Caching in the Lightning to improve the performance.
* Developed functionalities on force.com platform using drag and drop tools like Flows, Process Builders.

**Environment:** Saleforce.com platform, APEX Language, Oracle, MS-SQL, MySQL, Visual Force - Pages, AppExchange, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in, Lightning, Lightning Data Services, Aura Framework, Lightning Testing Services, Lightning Events, Lightning Design Systems.

**Client:** Macys – San Francisco, CA **Dec 2016 – July 2017**

**Role:** Lead Salesforce Developer

**Responsibilities:**

* Worked as a salesforce lead developer.
* Analyzed the business requirements and mapped to Salesforce.
* Worked closely with clients to map business processes to effective Salesforce solutions, make most of the product features available and recommended available new salesforce.com solutions that have not been implemented in the organization earlier.
* Worked on mobile compatibility with salesforce1 for Sales and Inside Sales Teams, Active troubleshooting whenever required.
* Drafted User stories and conducted end to release planning for each release.
* Interact with other Business Analysts and Developers to design better test plan and strategies based on the requirements of the business.
* Integrate Salesforce with Heroku to archive data using Heroku Connect and Streaming API.
* Worked on integrating external applications using REST and SOAP.
* Experience in writing REST API with different methods, mostly HttpGet, HttpPost, HttpPatch, HttpDelete and HttpPut.
* Experience in working with SOAP by consuming WSDL from external applications.
* Involved in data migration from Excel to Salesforce using Apex Data Loader.
* Created user Roles and Profiles, security controls and sharing settings.
* Implemented REST API'S using OAUTH2.O Authentication.
* Extensively worked on generating and parsing XML and JSON in SOAP and REST integrations.
* Developed Custom SOAP web services.
* Business Process Engineering / Re-engineering background, in the areas of sales, marketing, and/or customer support.
* Worked on various flat-file data formats like XML, CSV, and JSON.
* Integrating REST API & Web services on WordPress and other PHP based Websites.
* Implemented CPQ (Configure Price Quote) solution using Apttus CPQ & Contract Management.
* Conducted data cleaning activities for Sales and Marketing processes along with business SMEs.
* Worked on various SFDC standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Created workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates.
* Developed Apex Classes, Visual force pages and Apex Triggers to develop the custom functionality as per the requirements.
* Worked on various AppExchange products according to the needs of the organization.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on various AppExchange products according to the needs of the organization.
* Worked on various Salesforce.com standard objects like Campaigns, leads, Accounts, Contacts, Opportunities, Products, Cases, Solutions, Reports and Dashboards.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com, checking for the correctness of the data.
* Created the workflows for automated lead routing, lead escalation, alerts and custom coaching plans.
* Provided the training to the internal business users to use the application and develop their own custom reports.
* Worked on Sales Cloud, Service Cloud and Marketing Cloud.
* Used Informatica to load data into Salesforce from External Database.
* Integrated Salesforce with Microsoft Outlook to synchronize contacts, events and tasks.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Configured and Integrated Salesforce with Oracle database.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Worked on Apex classes, controllers, controller extensions.
* Customized page layouts for Accounts, Contacts, Campaigns, Leads, Opportunity depending upon user roles and groups.
* Designed various HTML Email templates for Auto-Response to customers.
* Deployment of code from sandbox to production using Force.com IDE tool.
* Created Visualforce pages and Visualforce components to achieve custom functionality.
* Wrote SOQL, SOSL considering the governor limits.
* Integrated Salesforce CRM with Siebel CRM explicitly using web services API.
* Configured user Roles, Profiles, sharing settings, organization wide defaults based on updated
* Used Force.com web service API for implementing WSDL in the application for access to data from external systems and web sites.
* Executed SFDC Administrative tasks like creating Profiles, Roles, Users, Email Templates, Reports, Dashboards, Tasks and Events.

**Environment:** Saleforce.com platform, APEX Language, Oracle, MS-SQL, MySQl, Visual Force - Pages, AppExchange, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in.

**Client:** Bank of America – Hyderabad, India **Nov 2014 – Dec 2015**

**Role:** Sr. Salesforce Developer

**Responsibilities:**

* Handled multiple roles as a Salesforce Developer and Administrator as well as a Knowledge User for a CRM unification project across seven business units.
* Worked with Chatter and Mobile Implementations.
* Worked extensively with the business sales and marketing teams for gathering business requirements and effectively communicated guidelines regarding project scope and project estimation timelines on a regular basis.
* Oversaw user roles and permission levels in Sales Cloud for salespeople and marketers for two business units.
* Customized triggers for automating key business processes including payment authorizations and a pending activities tracker for business leads spanning seven different business units.
* Developed a Case Management System to handle support tickets made over phone, email, and the web.
* Customized the Case Management System to direct support tickets to the appropriate salesperson in a business unit. Moreover, configured the system to escalate support tickets to a Manager if no action was taken within 4 hours after taking into consideration the time zone of each business unit.
* Partially developed a Customer Service and a Knowledge Base portal. Specifically, developed Workflows, Report Types, User Profiles, and reused existing Visualforce code templates for quick mockups.
* Implemented CPQ (Configure Price Quote) solution using Oracle CPQ & Contract Management.
* Discussed OnCourse’s current and future project requirements with Technical Managers from Salesforce.com. Obtained seven additional Service Cloud licenses for OnCourse based on those discussions.
* Interacted with the same Technical Managers from Salesforce.com about upcoming product releases. Specifically, discussed the merits of replacing portals in development (Customer Service and Knowledge Base) with Salesforce Communities.
* Configured workflows with time-based actions to send email alerts based on the escalation level for cases and leads.
* Worked on Leads, Contacts, Accounts, and Opportunities. Segregated Leads and Contacts to the appropriate salespeople across the seven business units. Used the Dupe Blocker app on AppExchange to filter duplicate Leads and Contacts. Customized business logic to automatically create a Contact for every Opportunity.
* Migrated data from various existing CRMs being used including Sales Logix, Inside Sales, and Zendesk to Salesforce.com via Microsoft SQL Server Management Studio using Jitterbit Data Loader and the built in Apex Data Loader.
* Customized Visualforce pages for various business units including a page for company purposes showing a quick tax estimate. Successfully established a connection to AvaTax to calculate the proper tax amounts.
* Developed reports for lead generation as well as campaign and activity reports for each of the business units in the organization.
* Managed user accounts and security - including new user account creation, profile and role management, sharing rules, and security controls
* Attended various webinars available to Salesforce’s Partner Portal members.

**Environment:** Saleforce.com Platform, Force.com API, Activities, Cases, Workflow & Approvals, AppExchange, Custom Reports & Dashboards, Custom Objects, Custom Tabs, Email Services, Apex, Visualforce, HTML5, CSS, Java Script, jQuery, Backbone.js Salesforce.com Data Loader, Jitter bit, Sandbox.

**Client:** Marks & Spencer’s - Hyderabad, India **Dec 2012 – Nov 2014**

**Role:** Salesforce.com Developer

**Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Documentation: Prepare Functional Design document and Technical Specification for the bug fixes and enhancements.
* Involved in Requirement Analysis, Estimations and Approach Design
* Involved in Web Services Development
* Managing Users, Profiles and Roles.
* Involved in Unit Testing, Deployment and Production Support.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Created Users, Roles, Public Groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Designed and deployed dynamic workflows, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Worked on data integration, data clearing, data transfer from third party API’s with requested permission sets using APEX data loader.
* Working with Salesforce data tools such as Data Loader and Eclipse Force.com IDE for data migration.
* Experience integrating salesforce.com with other apps
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on detail pages.
* Used Apex Data Loader to migrate data such as accounts, campaigns from different legacy systems.
* Implemented Standard and Custom Apex Controllers to handle business logic and used debug logs to trace the execution.
* Created Custom Email Templates as part of sending Alerts to users based on the business requirement.
* Created Visual Force pages and components to render data from associated controllers as needed.
* Developed Triggers to handle bulk records within the governor limits to automate business logic.
* Used Enterprise WSDL and developed Inbound Custom Web Services to expose native logic to external clients.
* Development of SOAP and REST based web services used for custom development
* Implemented Test Classes to cover positive and negative use cases for Classes and Triggers and achieved close to 100% coverage.
* Performed IDE and Deployments across sandboxes and to Production Instance.

**Environment**: Salesforce.com Enterprise edition, Eclipse IDE, Apex Data Loader, Apex, Visual Force, SOQL, SOSL, HTML, Visualforce Pages (Pages, controllers, Extensions, Components)

**Client:** Sunera Technologies – Hyderabad, India **June 2010 – Dec 2012**

**Role:** Jr. Salesforce Developer

**Responsibilities:**

* Created workflow rules to create tasks and auto-update the fields for our in-house ticketing system
* Created and managed custom objects, fields, formulas and set up security levels as needed
* Developed triggers on the activities and cases object to perform the required operations when a user logs a call and/or closes a case.
* Designed and developed batch apex processes and scheduled the processes to update the buyer status based on the account's buying history
* Loaded data into Salesforce using Demand Tools from our legacy systems (Order entry system)
* Extensively involved in Unit Testing and wrote Test Methods using Force.Com utilities
* Involved in developing the design document for the developed applications and other enhancements.
* Provided O&M support for application in production.
* Developed reports and dashboards which gives high level overview of various operations in the organizations Ex. Number of Projects, Budget allocations, Expenditure, etc.

**Environment**: Saleforce.com platform, Demand Tools, IDE plug-in, Java, JSP, J2EE, HTML, DHTML, JavaScript, XML, CSS, MySQL, PL/SQL, Oracle, Eclipse, Apache Tomcat server