**Vidyananda Marothu, MS, MBA. (US Citizen)**

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**REQUIRED SKILLS ASSESSMENT BY SUPPLIER**

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| --- | --- |
| **Position Requirements** | **Candidate Experience** |
| Project Management/Business analysis experience | Has excellent experiences in creating, managing and tracking projects, including project schedules, plans, project scope, risk and issue logs, project budget and status reports. Has worked collaboratively with internal teams and stakeholders to determine technical direction and approached system design and implementation. Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase. Strong experiences in requirements gathering and in using JAD Sessions & Conducting User Interviews, preparing functional documents like Use Cases, Software Requirements Specifications (SRS). |
| SFDC experience required | Experienced in Administration, SFDC Configuration, and also gained experience in the implementation and support of Salesforce and SFDC instances, Project / Program Management. Has successfully gained expertise in various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards. |

**SKILLS SUMMARY**

* 12+years of experience as a solutions-focused IT professional in varied IT business settings.
* Revenue Growth / Sales Leadership / Planning / Major Accounts / P&L / Marketing & Promotion
* Top Producer / Partnerships & Alliances / Analytics / Product Lifecycle Management / Team Building.
* Experience in Administration, SFDC Configuration, Implementation and Support of Sales force and SFDC instances, Project / Program Management.
* Create, manage and track projects, including Project Schedules, Plans, project scope, Risk and Issue logs, project budget and status reports.
* Facilitated JAD sessions with business SMEs and analyzed the Functional Requirements and documented Use Cases, Process Maps, Wireframes Prototypes, and NFRs.
* Strong understanding of Sales force and its Development Life Cycle.
* Full Software Development Life Cycle (SDLC) experience including Analysis, Design and Review of Business and Software Requirement Specifications; Development, Testing as per the RUP's Iterative Software Development Life Cycle process and Agile software development methodology.
* Mapping development to extract and data from flat files, transform and load into Oracle tables.
* Worked extensively with Quality Assurance in developing test scripts using Quality Center as well as developing test cases and test plans and tracking and recording defects in the QA environment.
* Make recommendations to management about schedules, prioritization and resource allocation with input from team member and setting up Traceability Matrices and Dashboards.
* Excellent business, communication, and presentation skills. Adept at creating, editing, and coordinating extensive communication networks (facilitation of joint application design (JAD) sessions and interviews, written correspondence, reports, implementation requirements, project status reports, oral presentations and email), to keep executive staff and team members apprised of goals, project status, and resolving issues and conflicts.
* Experienced in Sales cloud, ETL Tools, Collaboration Cloud for all partner portal, customer portal.

**CORE COMPETENCIES**

* Project Management:
  + Custom Software Development
  + Database Design
  + Systems Integrations
  + System Migrations
  + Enterprise wide Implementations
* IT Project Lifecycle:
  + Requirements Analysis
  + ROI Analysis
  + Costing & Budgeting
  + Project Scheduling
  + Testing/QA/Rollout/Support
  + Change Management
  + Strategic Planning
* Value-Added Leadership:
  + Cross-Functional Supervision
  + Team Building & Mentoring
  + Client Relations & Presentations
  + Business & IT Planning
  + Vendor Management

**TECHNICAL SKILLS**

* Testing Tools: QTP, WinRunner, LoadRunner, TestDirector, Jira, Selinium.
* Visual Modeling Tools: Rational Rose, Microsoft Visio 2002
* Operating Systems: Windows 7,8,10, MS-Dos, UNIX, Linux
* Languages: Java, Java Script, V.B6.0, Share Point, ASP, XML, Apex
* Database Tools: Oracle 8.0, SQL, MS Access, BigDATA, Hadoop, Tableau
* GUI: MS FrontPage, Photoshop, Dream Weaver, Web Studio
* Package: MS Office 365, MS Project, Salesforce
* Protocols: TCP/IP, FTP, HTTP/HTTPS.
* Web servers: IIS, Apache, Weblogic

**EDUCATION**

Herguan University

* Master of Science in Computer Science-2012

University of North Alabama & Herguan University

* Master in Business Administration-2009

Acharya Nagarjuna University

* Bachelor of Science in Finance-2006

**AWARDS**

* "President's Volunteer Service Award" - 2010
  + Barack Obama - Council on Service and Civic Participation
* "President's Volunteer Service Award" - 2008
  + George W.Bush - Council on Service and Civic Participation
* Certificate of Recognition for contributions to Santa Clara County Libraries.
* Certificate of Recognition for contributions to American Red Cross.
* Scholarship Recipient (Herguan University): Selected as the recipient for the class of 2012, who demonstrates strong potential for success in Information Technology.

**PROFESSIONAL EXPERIENCE**

**Digilock**, CA 03/2015 – Present

**Sr. Salesforce Business Analyst/Project Manager**

Description: Digilock’s Salesforce CRM Application is implemented to consolidate sales management for all the regions. Salesforce CRM Application was developed to provide customized solutions to the Sales team to keep track of their customers, their contact information and their opportunities in Pipeline.

* Create, manage and track projects, including Project Schedules, Plans, project scope, Risk and Issue logs, project budget and status reports.
* Worked collaboratively with internal teams and stakeholders to determine technical direction and approach to system design and implementation.
* Conduct/Participate in Agile ceremonies sush as sprint planning, daily standups and Sprint Review Meetings.
* Created new User Accounts and assigned Profiles as per their role in role hierarchy.
* Performance tuning of the programs, ETL Procedures and processes for Data Integration.
* Worked closely with sales team while Implemented CPQ in order to reduce errors, accelerate sales deals and to streamline invoicing and subscription billing process
* Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs.
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Call center, Chatter & App-exchange applications
* Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase.
* Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS).
* Customized Page layouts for Standard/Custom objects and assigned Record Types.
* Created Data Validation rules and Formulas as per business requirement.
* Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.
* Conduct user story writing workshops with product owner to identify, document and discuss user stories.
* Modeled the business and application using RUP methodology and UML.
* Reated Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions and Outbound API Messages.
* Developed the business architecture for rapid and controlled application development.
* Facilitated JAD sessions with business SMEs and analyzed the Functional Requirements and documented Use Cases, Process Maps, Wireframes Prototypes, and NFRs.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Applied Unified Modeling Language (UML)methodologies to design Use Case Diagrams, Activity Diagrams, Sequence Diagram, ER diagrams & Data Mapping
* Designed various WebPages in VisualForce for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Used SOQL& SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Implemented CPQ solution using Steelbrick CPQ & Contract Management (CLM) for various customers in industries.
* 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.
* Worked with Salesforce.com team to make application certified.
* Packaged and Deployed customizations from Sandbox to other environments using Force.com IDES.
* Help users with Chatter teams/Groups and follow application as well.

**Environment:** MS Project, SaleForce.com platform, Visual Force (Pages, Component & Controllers), Apex Language, Data Loader, Informatica Power Center 9.5.1, HTML, Service Cloud, Java Script, APPTUS, Eclipse IDE, SteelBrick CPQ, oracle 10g, SQL Server, Data Analysis, Data Migration, Data Integration and Data Validations.,.

**American International Group Inc.**, CT 05/2012 – 02/2015

**Sr. Salesforce Business Analyst/Admin**

Description: American International Group, Inc. (AIG) is a leading global insurance organization. we provide a wide range of property casualty insurance, life insurance, retirement products, mortgage insurance and other financial services to customers.

* Involved in Salesforce.com Application Setup activities and customized the applications to match the functional needs of the organization.
* Requirement gathering for data migration between two salesforce and siebel instances.
* Requirement gathering for migration core functionality from siebel to salesforce.
* Worked on Service cloud on managing and resolving cases, Review Case History, Assign Tasks and create key metrics with customized reports and dashboards.
* Developed assignment rules while handling Cases to route the Queues to the right group and used escalation rules and list views.
* Customized Service Cloud Console by inserting Visual force pages in custom console components, highlight panel and interaction log.
* Responsible for creating artifacts for Rational Unified Process (RUP) - use cases, system architecture document using UML, supplemental requirements document, architecture diagrams verifying technical production infrastructure; designing and executing performance tests and documentation.
* Effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally.
* Participated in Requirement Gathering Sessions & JAD Sessions.
* In charge of conducting the UAT with the Business users, and gathering feedback and providing the same to the Development team.
* Conducted and analyzed technology processes by requirement performance modeling UML and prepared essential groundwork.
* Involved in Apttus to enables salesforce.com customers to significantly reduce the quote to cash cycle without ever leaving Salesforce same user interface, same infrastructure, same instance.
* Reviewing the test cases provided by the QA team, and providing feedback.
* Involved in Ionic app run as Salesforce1 app but that’s just scratching the surface.
* Experienced in integrations is handled by automated build and testing systems using Jenkins.
* Conducted Refresher training for the new end users on the salesforce.com application.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Created Use-Cases, Wireframes and State Diagrams to demonstrate software architecture and interaction of system components before prototyping. Used Rational Rose, Requisite-Pro for requirement traceability
* Assisted with data conversion activities and all levels of testing (functional, system, regression, and integration) as necessary.
* Worked on Apttus support project to solve ongoing bugs/issues/enhancement on another project.
* Experienced using GitHub easy to do online, but we can create and edit these elements.
* Experience in web technologies like HTML, CSS and JavaScript.
* Performed Data migration using Import wizard, Data Loader and scheduling timely data backup operations using Apex scheduler.
* Developed and maintain visual force, AppExchange, Force.com pages and integration to other third party solutions.
* We generated the quotation word document from salesforce and that is the unique feature of Apttus CPQ product
* Used sales cloud to Maintain Leads, contacts and opportunities. Used service cloud for maintaining cases and customer support.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments. Involved in creating multiple analytical reports, with varying degree of complexity.
* Integrated Apex with External services by making callouts that used SOAP/REST.
* Responsible for maintaining the functional areas of data management, forecasting, Contacts, Leads, Campaigns, Opportunities, Quotes, Dashboards and Reports.
* Experience documenting and analyzing processes, procedures, and/or policies. Ability to handle full workload and meet proposed deadlines.

**Environment:** Salesforce.com, Apex, Sandbox ,Visual Force (Pages, Component and controllers), Email Services Triggers, Workflow, GitHub, Import Wizard, Sharing Rules, Data loader, Validation rules, SOSL, SOQL, AppExchange, Apttus, Service Cloud, Report, dashboard, Force.com IDE, Java, HTML, SOAP/REST, Oracle, SQL Server, PL/SQL, S-Controls, SOSL,HTML, JQuery, CSS, Java Script, SQL, Informatica, IBM Interation Bus(IIB).

**Blue Cross Blue Shield**, IL 02/2009 – 04/2012

**Salesforce Developer/Administrator**

Project Description: BlueCross BlueShield is a non-profit health insurance that claims are handled based on different products that respond to management exposures, executive liability, accident and health, workers compensation, property liability.

* Performed the role of Salesforce.com Developer in the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Managed tasks like unlocking/resetting passwords, modifying data and created ad hoc reports. Maintained language settings and advanced currency management.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Cases, Solutions, Forecasts, Reports, and Dashboards.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Marketing cloud (Exact Target) - Implemented Marketing cloud connect, Email send to automatically send emails, track responses and synchronize with Sales and service cloud data.
* Maintained and customized Salesforce.com scopes such as users, roles, profiles, groups, accounts, contacts, record types, sharing rules, custom objects, pick lists and page layout customization to support vital business functions.
* Conducted training on all salesforce related systems to sales and marketing teams.
* Customized tabs for different business user’s groups and business centers.
* Involved in implementation of HIPAA EDI Transactions (835,837)
* Facilitated Electronic Data Interchange.
* Performed GAP Analysis for HIPAA 4010 and 5010 transactions.
* Used EDI tools to verify mapping to X12 format.
* Recommend changes for system design, methods, procedures, policies and workflows affecting Medicare/Medicaid claims processing in compliance with government compliant processes like HIPAA/ EDI formats and accredited standards ANSI.
* Analyze HIPAA EDI transactions in X12 responses and of 837, 835, 277CA and 999 and looked for defects.
* Worked with the management for improving and giving new ideas for designing future processes of the HIPPA transactions dealing out with EDI 271, 276 and 270, 470, 835, 837, 834, HIPAA 4010, 5010, claim adjustments, claim processing from point of entry Do data analysis for various version changes of EDI messages on different sub-systems.
* Providing the required test data for the developers in order to fix the defects.
* Participating in QA team meeting and bug tracking meetings.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Configured template reports for all company departments.
* Created and used Email templates in HTML and Visual Force.
* Integrated the Web Services by generating the necessary stubs from the WSDL files for extracting the data from the home grown applications by using the home grown web services.

**Environment:** Saleforce.com platform, Visual Force (Pages, Component & Controllers),APEX, Data Loader, HTML, AppExchange ,Workflow & Approvals, Reports, Triggers, Custom Objects, Import Wizard, Sharing Rules ,Custom Tabs, Email Services, Security Controls, Sandbox.

**Coca Cola**, Chennai 02/2006 – 06/2007

**Java Developer**

Description: Coco Cola provides end-user support & administration: process access requests, resolve access issues, role, queue assignments, email notifications, plug-ins, reporting and dashboards. It develops leads and consultants along with development partners to build scalable and maintainable object and service oriented software.

* Involved in designing and implementation of application flow.
* Involved in Developing UI screens in Administrator module.
* Developed Servlets and JSP pages for displaying both dynamic and static pages using HTML and CSS.
* Developed Action and Form Bean classes to retrieve data and process server side validations.
* Used JavaScript for performing client side validations.
* Created JDBC stored procedures, triggers, queries and PL/SQL statements to interact with the database.
* Involved in implementing Internationalization for supporting different country languages using Unicode formats.
* Involved in Code Reviews to make sure best coding standards and java best practices are used before placing the code in version control.
* Developed and Consumes Enterprise Web Services (SOAP and RESTful). Generated client using Jersey and Axis Frameworks using Eclipse.
* Responsible for building a single-page application using the AngularJS development framework.
* Used Spring Boot which is faster in building Micro services and developed spring based applications with very less configuration.
* Validation is performed using Struts validator. Created JSP pages using standard JSTL tags, Struts tags and custom tags.
* Worked with EJB in the server-side to encapsulate the business logic of the application.
* Imported data from XML files and flat files to standard formats and published into JMS queue using JBoss.
* Used JIRA for bug tracking, and automated build process by writing Maven build scripts.

**Environment:** Java 1.4, Servlets, JSP, Struts, EJB, Design patterns, HTML, java script, Eclipse IDE, Ant, Clear Case and Web sphere application server.

**Business Owner & Consultant** 08/2007 – Present

* Established, managed, marketed, and built a successful IT Business. Mentorship & coaching skills as educator and speaker. Providing Software training to various vendors.