**Uday Kumar Reddy**

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**Certifications:**

* **Certified salesforce.com Developer**
* **Certified salesforce.com Administrator -201**

**Summary:**

* Around **8+ years** of experience in **Salesforce.com CRM, Force.com** platform.
* As a **Salesforce Developer/Admin**, has experience in Implementation, Customization and Maintenance of Salesforce solutions.
* Experienced in all phases of **Software Development Life Cycle (SDLC)**, quality management systems and project life cycle processes.
* Strong experience in **Sales, Marketing, Service, Collaboration cloud, Force.com** and **Chatter.**
* In-depth understanding of CRM business processes like **Lead management, Account management, Opportunity Sales process** and **Campaign management.**
* Knowledge in Salesforce **CPQ** concepts like **Quoting process**.
* Experienced using Salesforce Lightning UI. Created Lightning Apps combining **Lightning Design System, Lightning App Builder**and**Lightning Component** features.
* Experience in Salesforce Lightning framework that includes **Aura, Lightning Web Components**.
* Upgraded Apps from **Salesforce Classic**to**Lightning Experience** to develop user-friendly interface and better interaction of pages.
* Experience in design and implementation of Salesforce **Custom objects, Custom fields, Workflow Alerts** and **Actions, Validation Rules, Approval Processes, Custom Tabs, Custom Reports, Report folders, Report Extractions** to various formats**, Process Builders, Flows, Snapshots, Dashboards, Email generation** according to application requirements.
* Experience in integrating external web systems with salesforce using **REST API** and**SOAP API** web services.
* Expertise in developing UI Components using **Visualforce pages, HTML, CSS, Java Script** and **jQuery, Aura, LWC.**
* Proficiency in SFDC Development implementing **Apex classes, Test classes, Triggers, Batch Apex, Scheduled Apex, Future methods, Anonymous Apex, Custom Settings, SOQL** and **SOSL**.
* Having strong experience in **Unit Testing**, increasing Test Coverage and performing Code Review.
* Implemented **Roles** and **Sharing Rules** at **Object, Field** and **Record level** for different users at different levels of Organization. Created various **Profiles, Permission sets** and configured the permissions based on the **Organizational Hierarchy**.
* Experience in Data Integration and Migration from legacy systems using **Data loader, Workbench, dataloader.io** and **Import wizard.**
* Experience in using ETL integration tools like **Informatica**.
* Implemented object relationships using **Lookup, Master-Detail** and **Junction object** for one-to-many and many-to-many relationships.
* Experienced in building Custom Applications that includes **Administration, Configuration**, implementing and support experience with Salesforce.com platform.
* Experience in designing relational database schema to meet business requirements.
* Experience in deployment/development of components across Dev, Test sandboxes and production instances using **Change sets, ANT, Flosum, GIT**.
* Experience in working with **Agile/Scrum** environment, **Iterative, Waterfall** software development methodologies.
* Strong communication, interpersonal skills and work ethic, taking ownership of all duties and responsibilities and meeting management objectives, Excellent at solving complex problems under strict deadlines.

**Technical Skills:**

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| **Salesforce Technologies** | Standard/Custom objects, Workflow & Approvals, Apex Language, Apex Classes/Controllers, Apex Triggers, VisualForce Pages, Lightning Web Components, Aura, Data Loader, Reports, Dashboards, Force.com IDE, SOQL, SOSL. |
| **Salesforce Tools** | Visual Studio code, ANT, GIT, Flosum, Force.com API tools (Data Loader), Force.com Explorer, Force.com Migration Tool, Force.com Excel Connector, Jenkins, AppExchange. |
| **Languages** | C++, APEX, Java Script, SQL, HTML, CSS |
| **Operating Systems** | Windows, Linux, Macos |
| **Databases** | MS SQL Server, Oracle |

**Education:**

* **Master’s in Computer and Information Sciences**

University of South Alabama, Mobile, AL. Dec 2015

* **Bachelor’s in Electronics and Communication Engineering**

Jawaharlal Nehru Technological University, Hyderabad, India. May 2011

**Professional Experience:**

**Comcast, Philadelphia, PA**

**Duration: Oct 2019 - Present**

**Role: Salesforce Developer/Admin**

**Responsibilities:**

* Worked closely with customer service team and business analysts, performed detailed analysis of business and technical requirements.
* Developed/Configured a way to add the clients and agents to the meeting from the **Quoting process**.
* Developed the App in Lightning with **Aura Components**.
* Developed flows with **Lightning Web Components** to automate business process.
* Created multiple **Lightning Components**, added **CSS** and Design Parameters that makes the Lightning component look and feel better, created **Aura** based **Components, Attributes,** and **Controllers** which can be compatible to access through **Lightning App builder**.
* In order to retrieve data from server-side controller to the lightning component, utilized Apex Controllers which makes a call outs for external requests through different API's. Integrated the **REST** based Web Services for extracting the data from external systems to display in the pages of salesforce.com
* Developed application features on the Salesforce **Lightning Web Components**.
* Created a custom app for admin users that will create flow using cloud flow designer and created a web service to start the flow whenever certain requirements are met.
* Integrate **Salesforce DX** with **VS code** to build apps together using the tools, while moving fast and delivering value.
* Packaged and Deployed customizations from Sandbox to other environments using **Force.com IDE, Sales force DX (Sales force CLI).**
* Delivered Support for continuing Salesforce .com maintenance and additional administration services including **Workflow, Approvals** and periodic **Data Cleansing**.
* Experienced in building Custom Applications that includes administration, configuration, implementing and support experience with Salesforce.com platform.
* Coordinate/assist developers with establishing and applying appropriate branching, labeling/naming conventions using **GIT** Lab source control.
* Administered, configured, maintained Salesforce.com application user **Profiles, Roles,** assigning **Permissions, Validation Rule, Upgrade installation.**
* Created various **Reports** (summary reports, matrix reports, pie charts, dashboards and graphics) and **Report Folders** to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Assisted test design and **UAT testing**, train end users, operational staff and support staff.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Lightning, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Visual Studio, CPQ, Lightning Web Components.

**Wells Fargo, Charlotte, NC**

**Duration: Jan 2017 - Sep 2019**

**Role: Salesforce Developer**

**Responsibilities:**

* Designed and developed **Lightning Apps** using **Lightning App Builder, Lightning Design System** and**Lightning Components.**
* Developed various **Custom Objects, Tabs, Components, Visual Force Pages** and **Controllers**.
* Based on the requirement Upgraded some Apps from Salesforce **Classic** to **Lightning** Experience to develop rich user interface and better interaction of pages.
* Developed and configured various **Custom Reports** and **Report Folders** for different user profiles based on the need in the organization.
* Configured the **Products, Price-books, Volume discounts & Bundles** pricing for new pricing structure in organization based on the company size & industry classification.
* Worked in implementation of **DocuSign** with salesforce integration.
* Providing maintenance for installed and **Managed Packages** in **Lightning** using **Apex**.
* Worked on **Lightning Process builder** flows and **Lightning Component Tab** for Navigation.
* Extensively used data migration tools such as **Apex Data Loader, Import wizard** for migration purposes.
* Created **Users, Roles, Public groups** and implemented **Role Hierarchies, Sharing Rules** and **Record level permissions** to manage sharing access among different users.
* Designed **Lightning Web Components** to capture information of leads from company website.
* Developed and deployed **Workflows** and **Approval processes** for opportunities and products and assets management.
* Administered, configured, maintained Salesforce.com application user **Profiles, Roles,** assigning **Permissions, Validation Rule, Upgrade installation.**
* Created and used Email templates in **HTML** and **Visual force**.
* Developed **Visual force Pages, Apex classes, Apex components** and **Apex triggers** for various functional needs in the application.
* Worked with various salesforce.com Standard objects such as **Accounts, Contacts, Case, Products, Price Books** and **Opportunities.**
* Written **SOQL** and **SOSL** statements within Custom Controllers.
* Created and maintained different types of sandboxes such as **Developer, Developer pro** and **Full copy sandboxes.**
* Responsible for migrating the code and configuration to production environment using **Force.com IDE, Change sets** and **ANT tools.**
* Experience in using the **Salesforce Chatter**.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Lightning, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Visual Studio, CPQ, Lightning Web Components.

**Frost National Bank, San Antonio, TX**

**Duration: Apr 2015 – Dec 2016**

**Role: Salesforce Developer**

**Responsibilities:**

* Performed detailed Analysis, Design, Development, Testing and Administration of Salesforce.com CRM applications.
* Designed and implemented **Sales cloud, Service cloud** Application including **Lead Management, Case Management, Omni Channel Routing/Supervisor** and **Email to Case, Web to Case, Live Agent Chat, Case Escalation** and **Assignment rules** for Customer Engagement Center.
* Worked with **SOQL, SOSL** queries and **Governor Limits** to store and download data from SFDC database.
* Created **Workflow rules** and defined associated **Tasks, time triggered tasks, Email alerts, Field Updates**to implement business logic.
* Used **Process Builder** for immediate actions like **quick actions, email alerts, submit for approval** and **post chatter** by adding criteria. Used **REST web services** to communicate with CTI Call Server.
* Developed Custom **Visual Force pages** to support the Live Chat Custom Window.
* Developed and configured various **Dashboards, Custom Reports** and **Report Folders** for different user profiles based on the requirement which are used by Business user and Management fore porting.
* Created **Aura** based **Lightning Components, Attributes** and **Controllers** which can be compatible to access through **Lightning App builder**.
* Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in Lightning App builder.
* Created and managed new **Profiles, Users, Roles, Org wide defaults (OWD), Sharing rules** and added the Permissions/Permission sets based on the Organization hierarchy requirements.
* Developed **test classes, test plans** to test the Salesforce.com developed **Apex Code** and **triggers** and ensure more than **75% code coverage** as well as code coverage has met the SFDC standards and eliminate maximum defects at the early stage of testing life cycle.

**Environment:** Salesforce.com, Force.com, SOQL, SOSL, Apex Classes, Controllers, Visual force, Lightning, Sales Cloud, Service Cloud, Data Migration, Triggers, Informatica, Data Loader, Workflow & Approvals, Ant, Custom Reports, Dashboards, Oracle, Windows.

**SignedOn Inc, Boston, MA**

**Duration: June 2014 – Feb 2015**

**Role: Salesforce Administrator**

**Responsibilities:**

* Involved in Salesforce.com application Setup activities and customized the apps to match the functional needs of the organization.
* Customized salesforce objects Accounts, Contacts, Leads, Opportunity, Products, Price books, Campaigns, Cases, Solutions and Junction objects.
* Created workflow rules and defined related actions like, time-based trigger tasks, Email alerts, Field updates to implement business logic.
* Created various Custom Objects, Custom Settings, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rule, Approval process including Field updates and Email alerts.
* Created Page layouts, Search layouts to organize fields, custom links on side bar and detail pages, related lists, and other components on a record detail and edit pages.
* Written apex extension controllers provided implementation for action methods that are invoked from Visualforce pages.
* Developed Visualforce pages to hide and unhide based on picklist values and used style sheets, Java script and jQuery for rich UI and actions.
* Developed and enhanced several Apex triggers on objects for various events (create, update, delete).
* Used apex Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract and load data from comma separated values (CSV).
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from external systems to display in the pages of Salesforce.com
* Developed force.com sites and exposed as internal webpage to get survey results.
* Written Unit test classes for code coverage and validate business use cases.
* Migrated application components across various environments using Force.com migration tool, Eclipse and Change Sets.

**Environment:** Salesforce.com, Force.com, SOQL, SOSL, Apex Classes, Controllers, Visual force, Sales Cloud, Service Cloud, Data Migration, Triggers, Informatica, Data Loader, Workflow & Approvals, Ant, Custom Reports, Dashboards, Oracle, Windows.

**RedBus, Bangalore, India**

**Duration: May 2011 – Nov 2013**

**Role: Salesforce Administrator**

**Responsibilities:**

* Creating and managing Workflow rules and Validation rules.
* Designed and Implemented the Custom Business objects, Entity-Relationship data model, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Implemented Pick lists, dependent pick lists, Lookups, Junction objects, Master detail relationships.
* Installed and configured Apex data loader.
* Created Workflow rules and defined related actions – email alerts, field updates to implement the business logic.
* Worked with Formula fields for calculation, related object display, integration and data realization.
* Worked with Organization Wide Defaults, Role Hierarchies, Sharing Rules and Manual Sharing to implement Record-based sharing.
* Worked on writing unit test classes for Apex controller, triggers code.
* Used Data Loader for insert, update and bulk import or export of data from (SFDC) salesforce objects. Used it for loading data from CSV files.
* Used the sandbox for unit testing and assisted Users in testing.
* Worked with CRM Application Development Team to complete development, test support and deployment activities.

**Environment:** Salesforce.com, Force.com, SOQL, SOSL, Apex Classes, Controllers, Visual force, Sales Cloud, Service Cloud, Data Migration, Triggers, Data Loader, Workflow & Approvals, Ant, Custom Reports, Dashboards, Oracle, Windows.