**MADHURI REDDY**

|510 989 4979 | dundisquare@gmail.com | Permanent Resident -GC

MOTIVATED | PROACTIVE | DETAIL-ORIENTED | CERTIFIED SALESFORCE DEVELOPER AND ADMINISTRATOR



**PROFESSIONAL EXPERIENCE SUMMARY**

Around 7 years of overall professional Software Development Experience with strong Object-Oriented Analysis, designing and programming technical skills including 5 years of extensive experience in **Salesforce.com CRM** and Force.com platform with proficiency as a **Developer and Administrator.**

* Experience with Salesforce platform **Sales Cloud, Service Cloud**, **Community Cloud**.
* Participated in all stages of Software Development Life Cycle (SDLC) System Analysis, Design, Development and Testing.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Experience in different phases of SDLC including analysis, design, development, implementation & enhancement of projects in SalesForce.com and followed **Agile (SCRUM)** & **Waterfall** Methodologies.
* Experienced in Object Oriented Analysis and Design and Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture.
* Extensive business knowledge and customization experience on various Salesforce.com standard objects like **Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting.**
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce custom objects, **Junction objects, Master-detail relationships and Lookup relationships**.
* Extensive experience in creating **Custom Objects, Custom Fields, Picklists, Record Types, Validation Rules, Approval Processes, Custom Tabs, Queues, Public Groups and Communities**.
* Experienced in **Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts and Actions, and Approval Workflow**.
* **Implemented** security and sharing rules at object, field, and record level for different users at different levels of organization.
* Hands on experience in automating the business processes using **Approval processes, Workflows, Escalation Rules, Validation rules, Auto-response rules, Process Builder and flow builder** for automated alerts, field updates and email generation according to application requirements.
* Implement customizations to the **Salesforce Commerce Cloud** system by writing high quality, testable, and compliant code using software development best practices. Implement website layout/user interface design by using best practices for integrating data from various back-end services and databases**.**
* Provide mentoring to team members on new technology and its application, coding best practices and general technology architecture. Provide valuable feedback on peers and evaluation of team performance. Identify potential team improvements and participate in team retrospectives.
* Work closely with business analysts, marketing, design, and product management to design and develop web-based solutions to meet the business needs. Communicate plans and design direction with the project manager, analysts and end users, when applicable. Create plans that fit the business needs while maintaining a stable development environment. Identify system and service requirements. Estimate the effort required to develop the plans. Actively participate in code/peer review, ceremonies and pre-development activities.
* Master level experience in **Lead, Web-to-Lead (Sales Cloud), Case Assignment, Case escalation rules, Web-to-case and Email-to-case (Service Cloud).**
* Experience creating custom **Reports, Dashboards and analytic snapshots**
* Experience in creating **Email templates** using SLDS and Custom CSS.
* Strong development experience with Apex programming using **Apex Classes, Triggers, Batch & Schedule Classes, Controllers, Visualforce pages, Components and Web Services (SOAP and REST).**
* Implemented in writing Apex Test classes to achieve above 90% code coverage for testing apex methods.
* Used **SOQL** and **SOSL** for data manipulation needs of the application using platform database objects.
* Extensive experience in Integration of Data from Traditional Applications to Salesforce using **REST/SOAP API**, and bulk API.
* Expertise in Apex to implement the complex business logic within Governor Limits and apex best practices.
* Collaborate and communicated with other business analyst, technology and partners.
* Hands-on design and development of custom solutions on the force.com platform including work in **Apex, Visualforce, Lightning components framework (AURA) and Lightning Web Components (LWC).**
* Experience in web technologies including **HTML, XML, CSS, JSP, JavaScript and Jquery**.
* **Maintained CPQ (Configure, Price, Quote)** tool updated with latest functionality by **Salesforce CPQ** releases.
* Involved in APP Exchange Integration of CPQ to configure and ensure the pricing & quoting accuracy also created an integration with **Apttus CPQ** application and automated processes on Salesforce1 platform.
* Enabled omni channel for Live agent. Implemented CTI.
* Proficient in Data Migration from Traditional Applications to Salesforce using **Data Import Wizard,** **Data Loader and WorkBench**.
* Experience in working with Salesforce.com sandbox and production environments. Used **Change sets**, ANT migration tool, COPADO, Jenkins (CI/CD).
* Experienced in SFDX for deployments, creating scratch orgs, push/pull metadata to scratch orgs. Used Visual Studio Code(VS Code) and salesforce CLI.
* Experience in providing production support, analyzing the cause and fixing it.
* Excellent analytical, de-bugging skills and documentation skills.

**SKILLS**

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|  |  Tools  |
| SF Development Skills | Apex Classes, Apex Web Services, Apex Triggers, Apex Controllers, Apex Batchable Jobs, Apex Queueable Jobs, SOQL & SOSL Queries, APEX REST & SOAP, Apex Testing, Lightning Aura Component, Lightning Web Components, Visual Force, HTML, CSS, XML, JSON, Java Script, SFDX (Scratch Orgs) |
| SF Configuration Skills | Data Security, User Management, AppExchange, Reports & Dashboards, Process Builder, Flow Builder, Workflows, Approval Processes, App Builder, Lightning Experience Customization, Actions, Page Layouts, Profiles, Roles, Chatter, Email Templates, Salesforce1 Mobile, Schema Builder, Escalation Rules, Validation Rules, Sharing Rules, Assignment Rules, Platform Events, Live Agent, Omni-channel. |
| Development Tools | Eclipse IDE, Visual Studio Code (VS Code), IntelliJ Illuminated Cloud2, Git, BitBucket, GitHub, SVN |
| Deployment Tools | ANT Scripts, SFDX, Changesets, Jenkins (CI/CD), Packaging, Release Readiness checks |
| General Skills | Salesforce CPQ, JIRA, Agile methodology, SDLC processes, gathering requirements, Software architecture, Application Design and development, UI/UX, Testing, Deployment, Cross-functional teamwork, Stakeholder management, Testing and Debugging, Classic to Lightning migration, MuleSoft, Postman |

**EDUCATION**

* Bachelor’s in Engineering from University of Illinois at Chicago, US

 **SALESFORCE CERTIFICATIONS**

* Salesforce Certified Administrator
* Salesforce Certified Platform App Builder
* Salesforce Certified Advanced Administrator

**WORK EXPERIENCE**

**Fisher Investments Northbrook, IL**

**Business Administrator/Salesforce Developer**  **June 2019 – Till Date**

**Responsibilities:**

* Participated in requirements Gathering and definition of Entity Relationship diagrams using MS Visio2007.
* Worked in Agile environment with Scrum Methodology.
* Customized tab worked with various standard objects including Accounts, Contacts, Leads, Campaigns and Cases.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created and configured profiles, roles, Sharing rules, validation rules.
* Create and manage custom objects, fields, formulas, reports, and dashboards.
* Regular data migration and management using Salesforce.com Data Loader
* Design and optimize user interfaces using Visualforce pages.
* Develop and maintain validation rules and custom workflow rules.
* Defined lookup and master-detail relationships on the objects. Also created junction objects to establish connectivity among objects.
* Created process builders, workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Created email to case, web to case (Service cloud) and routed the cases using assignment rules.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions and Apex Triggers for various functional needs in the application using the Visual Studio Code (VS code).
* Customized the **Omni-Channel** widget using the necessary objects by making agents available to receive work based upon skill level and created custom user presence statuses for Supervisors to monitor those using **Omni-channel Supervisor**configurations.
* Experience in Omni -channel configuration with queue-based routing.
* Experience in using Omni-channel tool kit API in lightning experience for custom lightning console.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Salesforce Lightning, Apex, Visualforce, SLDS, SOQL, Apex Triggers, Batch Apex, Schedulers, Custom Objects, REST API, Web service, Workflows, Approval Process, Process Builder, Reports, Dashboards, Omni Channel
* Worked on Third party tools like Zuora used for Automatic billing and Manage recurring revenue.
* Developed Batch Apex and scheduled jobs. Also achieved asynchronous transactions using future methods and queueable apex.
* Developed Visual Force Pages, Visual Force Custom Controllers Components, Lightning Components (AURA) and Lightning Web Components (LWC).
* Created mash up between sales force CRM and Gmail through Force.com AppExchange’s Email integration engine.
* Used Force.com web service API (Apex Rest Api) for implementing WSDL in the application for access to data from external systems and web sites. Also consumed webservices to post data into Other systems.
* Worked with MuleSoft and Informatica teams to achieve real time integration by generating Platform events extensively.
* Enabled Dev Hub and created scratch orgs.
* Supported and improved sales cycles by implementing CPQ solutions effectively.
* Used the sandbox for testing and migrated the code to the deployment instance after testing. Used CI/CD dev op tool Copado.
* Perform unit testing and defect fixes.
* Develop, implement and manage Salesforce integration strategies and strategic initiatives.
* Seek out ways to utilize Salesforce to improve processes, productivity and build scalable solutions.
* Proficient in using Eclipse based Salesforce.com IDE to develop and deploy force.com software.
* Provided production support.
* Experience in Aura framework, Lightning components and Salesforce Lightning Design System (SLDS).
* 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.
* Used Lighting framework to integrate with legacy systems like SAP, Microsoft and Oracle.

**Environment**: Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Email Services, Security Controls, VS code, Windows Vista, COPADO, LWC, Scratch Orgs(SFDX).

**Morgan Franklin Consulting Northbrook, IL**

**Salesforce Developer & Administrator** **Aug 2018 – May 2019**

**Responsibilities:**

* Performing the roles of Salesforce.com Developer and Administrator in the organization.
* Interacted with various business user groups for gathering the requirements.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Developed various **Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.**
* Created various Profiles, Roles, Page Layouts and configured the Permissions based on the Organization hierarchy requirements.
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Created Process builders, workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used field level security along with page layouts to manage access to certain fields.
* Maintained CPQ (Configure, Price, Quote) tool updated with latest functionality by Installing Apttus CPQ releases.
* Created a process for sales team to self-price certain products using **price books**.
* Implemented Development tasks by using Batch Apex, Apex Classes, Controller class, Triggers, SOQL and SOSL for various functional needs in application.
* Integrated REST API web services to extract data from external applications.
* Encrypted sensitive data with Encryption Fields feature.
* Developed Cascading Style Sheets (CSS) for creating effects in Visualforce pages, Lightning Components.
* Used Salesforce Lightning Design System (SLDS) for developing Lightning Components, Actions, Event and Server- Side Controller
* Used Data Loader, Data Import Wizard, work bench to import, extract and delete data.
* Worked on integrating Salesforce with app exchange apps.
* Created several test classes to achieve maximum code coverage covering all test scenarios.
* Worked on Unit testing, for the customizations and developments done during the project.
* Used Change sets, Workbench and ANT migration tool to deploy metadata.
* Provided the training to the Internal business users to use the application and develop their own custom reports.

**Environment**: Salesforce.com platform, Apex Script, Visual Force Pages, Controllers, CSS, Encryption Fields, Workflow & Approvals, Custom Objects, Custom Tabs, Security Controls, Page Layouts, HTML, Java Script, Reports, Dashboards, Aura Lightning, Windows XP.

**CLIENT: CONTINENTAL AIRLINES CHICAGO, IL**

**Salesforce Administrator Sep 2017 - July 2018**

**Responsibilities:**

* Handle all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks.
* Assist sales management by creating processes in [Salesforce.com](http://salesforce.com/) to help monitor activities, trends, sales, and leads(Sales Cloud).
* Manage the SFDC support ticketing system (Service Cloud)
* Performs system administration functions such as user management (Profiles and Roles), Field and Validation Rule configuration, Record types, picklists, Page layout Management, Mobile setup, Data Management (Uploads), Email Templates, Folder Management, and Public groups, as well as other configuration items.
* Work with custom workflow, notifications, approval processes, and Lightning Process Builder.
* Develop reports and dashboards for various teams and departments throughout the organization. Guide them with self-service report writing and dashboard maintenance.
* Create and Customize Custom Objects, Formula Fields, Cross Object Formulas, Roll up summary fields, validation rules, and dependent pick lists, and complex page layouts.
* Create workflows, permission sets, and validation rules.
* Manage data integrity (detect and resolve) - including objects, integrations, applications, fields, layouts.
* Add/delete users.
* Maintain user roles, profiles, & hierarchies.
* Monitor Salesforce storage and archive data on a quarterly basis.
* Create and maintain fields, views, reports, dashboards and other salesforce objects and functions.
* Assist in performing and executing functional testing. Developing use cases, test scripts, and translate these for usage in automated regression testing
* Perform unit testing, integration testing, and performance testing of new application functionality. Analyze and mitigate issues identified during testing
* Provide remote training through creating training materials and running training sessions
* Maintain data quality by identifying and deleting or merging duplicate records, cleansing and updating inaccurate data
* Self-directed learning, problem solving, and researching of system issues
* Spend up to 60% of the time resolving end-user issues and assisting with training
* Make recommendations to management regarding implementations as appropriate

**Environment**: Saleforce.com platform Standard UI, Data Loader, HTML, Java Script, Reports, Custom Objects, Custom Tabs, Email Services, Apps, Sandbox data loading, Windows XP.

**CLIENT: SIQC Chicago, IL**

**Business Analyst & Salesforce Administrator June 2015 - August 2017**

**Responsibilities:**

* Performing the roles of Business Analyst and Administrator in the organization
* Analyzed existing as-is business process and procedure for improvement opportunities. Interacted with various business user groups for gathering the requirements.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Developed various Custom Objects, Tabs, validation rules, Components.
* Created various Profiles, Roles, Page Layouts and configured the Permissions based on the Organization hierarchy requirements.
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Created Process builders, workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used field level security along with page layouts to manage access to certain fields
* Gathered business requirements and created business requirements document and created vision and scope document, functional requirements specification (FRS) document and system requirements specification (SRS) document using existing
* Conducted as-is to-be gap analysis to determine change management impact to project
* Was Responsible for requirements management. Elicited and documented business requirements
* Utilized JIRA to manage workflows, customer backlogs, update user stories, log bugs and interact with other team members
* Lead and handle program risks, issues, cloud mitigation plans and continuous improvement actions
* Create and execute a resource management plan for each project
* Translated business requirements into user acceptance testing scenarios
* Experienced working with tools such as Microsoft Visio and Lucid Charts to create UML Diagrams such as Use Case Diagrams to illustrate the various behaviors and actions of a system
* Was Responsible for business validation of solution. Facilitated user testing of solution and documents defects
* Communicated effectively and appropriately with all levels of leadership regarding project deliverables.
* Prepared accurate, effective, complete, and easily understood written communication and business documentation
* Improved performance by evaluating processes and proposing resourceful and thorough approaches to improve bottom line results in all areas of business – retail, restaurants, quick service
* Consistently forecasted weekly and quarterly sales, labor and costs to optimize decision-making routines
* Developed a sandbox environment to test decommission activity in order to validate correct data is removed
* Identified bugs from regression testing and updated and assigned them in JIRA
* Designed and developed Power BI graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards
* Utilized Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing and data massaging

**Environment**: MS Office tools, MS Visio, UML, MS Excel, JIRA, Tableau, Lucid charts, AEM, Power BI, DB2

**THE SHERWIN WILLIAMS COMPANY Chicago, IL
Business Analyst Internship Feb 2014 – May 2015**

* Planned and tracked financial & wealth resources and establish a structured approval process using Siebel MRM
* Replaced the hospital's existing system with the TriZetto® Facets® core administration platform for more cost-efficient processing
* Lead the development and client service team of four creative and technical people; we were responsible for client service, documentation of the business process, software development, and testing, for approximately 200 companies.
* Executed advertising campaign on Amazon India, which generated a wealth of over $1M at a 2% cost of sales.
* Documented and wrote content for the supply chain, customer support team, operations, advertising campaigns, and product development for the e-commerce division of the company.
* Implemented communication channel organization-wide by evaluating costs, benefits, and functionality of various web conferencing tools and saved over $25,000 per year for the organization. Developed analytical frameworks and models to optimize performance and process efficiency.
* Built and managed reports showing the health of key business metrics across platforms.
* Managed end to end analytical projects – to conduct analysis, research customer and industry reports to recommend new strategies, and then to lead the initiative and monitor its impact.
* Build reports in Google Sheets and Microsoft Excel as well as using dashboard technologies to represent data visually.
* Collaborated with the editorial staff to help drive media for growth, develop new strategies and communicate results, and provide marketing and editorial with data-driven insights around the types of stories and content that resonate with users
* Assisted the team with optimization projects related to subscriber engagement, email marketing, website conversion, subscriber retention
* Managed projects for core functional areas by preparing and maintaining implementation plans, managing project issues, and ensuring project tasks are completed.

**Environment:** Agile SCRUM, UML, MS Word 2007, MS Excel 2007, MS Project 2007, MS PowerPoint 2007, MS Visio,

**VOLUNTEER & LEADERSHIP ACTIVITIES**

* Organized campus events as an e-board member of Indo-American Center during Summers of 2011 to 2014.
* Active member in Indo-Pak high school cultural festival 2006-2010.