**Rehana Shaik Mobile No:** +91 6301307977

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**SUMMARY**

• 3 years of IT experience , 2 years’ experience in Salesforce.com CRM platform with substantial hands-on in Salesforce.com

**COMPETENCIES**

➢ Completing 3 years in IT industry with Experience working in Production support for Information, Media & Entertainment

Domain & experience in Development for Healthcare Domain. ➢ Successfully completed training in Core Java from RJS Recruitment and Consulting private ltd Bangalore. ➢ Have the knowledge of capabilities of Force.com platform. ➢ Have Knowledge to build Custom Objects, Fields, Record Types, Custom Report types,

Report folders, Dashboards, Email templates and various other components as per the application requirements. ➢ Have knowledge to work with Custom Formula Fields, Field Dependencies, Validation Rules,

Work Flows and Approval process. ➢ Can design applications to support business process and reporting requirements. ➢ Familiar with the Salesforce development environments and options available to

deploy applications. ➢ Have knowledge of working with Schema Builder and Data Loader. ➢ Have started off with the development of Lightning Components. ➢ Have an insight into account and opportunity management. ➢ Familiar on working with complete sales process. ➢ Familiar and have hands on experience in working with Service-cloud features. ➢ Can secure the process through sharing settings, role, profiles & permission sets

as per the requirements. ➢ Have knowledge to on-board bulk users and configure user settings.

**QUALIFICATION**

**Degree University Year of passing & Percentage**

M.Tech In Computer Science & Engineering at AP IIIT with 78.30%

**Work Experience:**

* **Developer** at ***RJS Recruitment and Consulting* JAN 2018 – Present**
* **Project Trainee** at ***RJS Recruitment and Consulting,*** *Bangalore, India***JAN 2017 – DEC 2017**

**TECHNICAL SKILLS**

**CRM** Salesforce.com **Salesforce.com Technical Areas** Salesforce Customization, Configuration

Migration **Programming Languages/DB** Apex, Visualforce **Web Technologies** HTML, CSS **Operating Systems** Windows **Tools** Apex Data Loader, Workbench.

**PROJECT EXPERIENCE**

**Role: Salesforce Admin/Developer**

**Project Description:**

Aetna Inc. is an American managed health care company, which sells traditional and consumer directed health care insurance plans and related services, such as medical, pharmaceutical, dental, behavioral health, long-term care, and disability plans. Aetna COE team is a shared facility or an entity that provides leadership, best practices, research, support and/or training for a focus area with the aim to set at most governance and standards for the different service console teams along with the development support of shared components to help serve the teams with better utilization capabilities.

**Role and Responsibilities:**

• Part of Enterprise Release management team. Worked on Deployments using using Data Loader.

• Implementing Changes to the Data Model Architecture

• Data Migration to fall under a new model.

• Part of the daily and weekly scrum meeting to discuss on the requirement and updating the project plan as per the new changes.

• Coding, unit testing the application, fixing issues and bugs

**Brighthouse Financial, New York**

**Role: Salesforce Admin/Developer**

**Project Description:**

Brighthouse Financial is a new company established by MetLife.BHF have the products called Life,Annuity.Most of the wholesalers will work related to Life,Annuity Products.Currently BHF have an existing CRM system within the organization called ‘iContact’. It is an in-house be-spoke CRM system that supports the Life and Annuity distribution teams. Originally implemented over 15 years ago. As part of this Salesforce implementation, Brighthouse Financial would like to perform a complete cutover from the iContact system to the Salesforce platform

**Role and Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various Salesforce.com objects like Accounts, Contacts, opportunity.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular
* Maintained user roles, security, profiles, and workflow rules wherever necessary.
* Developed various Custom Objects, Tabs, Components.
* Used **SOQL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.