**Vasavi**

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**Summary:**

* Over **7** years as a **Certified Salesforce.com Platform Developer, with** **6+ years**as Salesforce Developer/Admin/Business Analyst using Force.com, Visual Force, and APEX, with **lighting experience**
* Extensive experience with the Salesforce.com development **life cycle**, **application design patterns**, **integration patterns** and **deployment planning**.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* Experience in SFDC Development implementing the **APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
* In-depth experience in CRM business processes like Forecasting, **Campaign Management**, **Lead Management**, **Pipeline Management**, **Order Management**, **Account Management**, and **Case Management**.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Worked with **Pardot** Functionality, **PardotA/B Testing**, **Auto responder** emails and **Pardot Email Rendering**.
* Proficient in dealing with functionalities related to **sales cloud** & **service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud**.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Good insight in to the **Health**and **Financial Domain.**
* Developed and recommended CRM roadmap for customers in the **Financial Domain**
* Experience working in **Agile methodology**, **Scrum methodology**, **Waterfall model** and **Test-driven**development.
* Created test scenarios on **Sandbox** and **production environment** and migrated code to deployment upon successful testing.
* Extensive exposure to **Black Box testing**, **Smoke testing**, **Usability testing**,**End-to-End testing**, **System testing**, **Regression testing**and **User Acceptance testing(UAT)**.
* Created customized UI as per the client and application requirements using **Visualforce**.
* Review/Adjust/Write **Apex** and **Visual Force** page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
* Competent in analyzing and creating narrative **Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram** using **UML Tools** like **MS Visio.**
* Expertise in **Business Analysis methodologies** and **iterative Software Development Life Cycle(SDLC)** in relation with all the phases of **Rational Unified Process(RUP)**.
* Experience in data migration from **ACT, Excel, MS outlook** using **Data Loader, Data Import Wizard, SFDC Data Export**, **MassDelete**, **Informatica.**
* Experience in Creating **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail.
* Working with different aspects of Web Services (**XML**, **WSDL**, **SOAP**, **REST**).
* Expertise in customizing standard Objects like **Accounts**,**Contacts**, **Opportunities**,**Products**,**Cases**,**Leads**, **Campaigns, Reports**(**Summary reports**,**tabular reports**, **Pie charts**) and**Dashboards**and **Report folders** for different user profiles as per the requirements.
* Created **lookup** and **master-detail relationships** on the objects and created **junction objects** and various advanced fields like **Pick-list**, **Field Dependencies**, **Custom Formula**, **Approval Process**, **Sharing rules** for **automated alerts**, **field updates** and **Email generation**.
* Implemented **Security** and **Sharing rules** at **Object Field** and **Record levels** for different users in the organization.
* Exposure to **Apptus** and **SteelBrick**, developed POC’s in Apptus CPQ and steelBrick CPQ.
* Experience with **Steel Brick CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with **Steel Brick CPQ**.
* **Excellent communication** and**inter- personal skills**, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce.com based development enhancements and implemented lightning applications from the scratch.
* Setting up **Service Cloud** Console, **Cases**(Web to case, Email to case), Solutions, Case Assignment and **CTI** Integration.
* Expertise in **Lightning app builder** (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed **Lightning Component Framework** and also built **Lightning component** using **aura framework**.
* Knowledge on **Salesforce Lightning Process Builder**, **Lightning UI/UX**, **app builder**and creating **Visual Workflows**, salesforce support **communities** and **Chatter** groups.
* Built reusable **UI/UX components** with **lightning component framework**.
* Strong experience with source control tools **Git**, **Bit bucket**, **Source tree**, built salesforce code from the repository.
* Knowledge to work on Salesforce **Wave Analytics**product.
* Experienced in **Object Oriented Analysis** and **Design** and **Object-Oriented Programming** and Design Patterns under **MVC** (**Model View Controller**) **Architecture**.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**Technical skills:**

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| **Salesforce** | Salesforce CRM, Lightning Application, Apex Custom Controllers, Apex Classes, Apex Triggers, Visual force Pages/Components, Apex Web Services, SOQL, SOSL, Workflow and Approvals, Apex Scheduler, Batch Apex. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Import Wizard, API Tools (Data Loader), Force.com Excel Connector, Force.com Platform (Sandbox and Production) |
| **Other CRM** | Veeva, ServiceMax, Apptus, CPQ |
| **Integrating Tools** | Apex Data Loader, Import Wizard, Data Export, Mass Delete |
| **Programming Languages** | Apex, Java, Python, C, C++, SQL, SOQL, SOSL |
| **J2EE Technologies** | JAVA 1.X, Servlets, JSP, JSTL, JDBC, Struts1.2/2.0, Tiles, Spring, EJB, Web Services, Log4j, Slf4j. |
| **Web Technologies** | HTML, DHTML, XML, CSS, Java Script, JSP WSDL, SOAP API, REST API |
| **Databases** | SQL Server, My SQL, MS Access, DB2, RDBMS, Oracle, MS Access. |
| **Operating systems** | Windows 98/NT/XP/Vista/7/8, Windows CE, Unix, Linux |
| **Web Services** | SOAP, WSDL, XML, REST |
| **Methodologies** | SDLC Methodology Waterfall, Iterative, Agile Scrum |

**CERTIFICATIONS:**

* **Salesforce Certified Platform Developer I**
* **Salesforce Certified Administrator**

**Education:**

**• B. Tech from JNTU Kakinada with Major’s Electrical and Electronics Engineering.(2009-2013)**

**Professional experience:**

**Client: Lowes Morrisville, NC Jan 2020-Present**

**Salesforce Lightning Developer**

**Responsibilities:**

* Performed the role of Salesforce Lighting Developer in the Organization.
* Involved in **Salesforce.com Application**Setup activities and customized the applications to match the functional needs of the organization.
* Maintained **release notes and release plan**for every release. Effectively communicated with client, team in Knowledge Transfer sessions.
* Developed various **lightning** components that integrate to form a single point of interactive payment calculator to generate a payment plan.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with **lightning**.
* Triggered interface events by user interactions, which includes **Lightning Component** framework and involved in building Lightning Components using the **aura framework**.
* Hands in experience on modifying Visualforce pages to be supported in **Lightning Experience** and good understanding of **lightning**mode and its features.
* Worked on writing Apex Triggers Apex Classes, Batch Apex and Scheduled Apex. Worked on Salesforce Lightning Components for building customized components replacing the existing ones. Also embed Lightning Components in Visual force page by using new**Lightning** Out feature by event-driven programming.
* Hands on experience in using the **Aura framework** and Salesforce **Lightning** Design System (SLDS).
* Experienced Salesforce developer in Developing Apex Classes, Triggers and Visual force Pages, **Lightning** Component bundles.
* Salesforce**Lightning** Design System and **Lightning** App Builder.
* F**ind Opportunities. Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs**, Components to suit to the needs of the application.
* Implemented **escalation rules, automatic case generation and their escalation to call center representative**, and generated email alerts for quick issue resolution.
* Designed the **visual force pages** to model, view, and paradigm by accessing the **server-side to data and logic**. Created **visual force pages** to separate the database, model and view out into separate layers.
* Developed several **Triggers, Apex classes and Visual force pages**as part of the application development.
* Customized the**Dashboards** to track usage for productivity and performance of business centers and their sales teams.
* Created and defined**lookup and master-detail relationships**on the objects and created junction objects to establish many-to-many relationship among objects.
* Created various**profiles and configured the permissions based on the** organizational hierarchy requirements.
* Used Salesforce Workbench for various tasks such as objects, components and session information, write **SOSL**&**SOQL** queries, perform **DML operations**, migrations using Deploy and retrieve, execute Apex, **REST API** queries and **Metadata API** process status.
* Created **the workflows for automated lead routing, lead escalation**, alerts.
* Experienced in the use of **Data Loader and scheduling timely data backup operations** using Apex scheduler.
* Used Salesforce **Chatter to provide real time notifications of changes in accounts, leads and opportunities to help sales** and service teams to be more efficient.
* Involved **with Salesforce.com Premier Support and handled the support cases with the help**of salesforce.com support.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, Eclipse IDE Plug-in, SOQL, SOSL.

**Client: US bank Minneapolis, MN Dec 2018-Dec 2019**

**Sr. Salesforce Developer**

**Responsibilities:**

* Performed the role of Salesforce Developer in the Organization.
* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Froce.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface
* Involved in creating and customizing Email template and configuring them to   the email alert within the workflow rule for a standard/custom object.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Familiar with Salesforce latest product launches including Wave Analytic.
* Developed wave dashboards using Salesforce platform as the backend.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visualforce pages as user Interface.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Worked on salesforce standard objects (accounts, contacts, leads, opportunities).
* Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Maintenance of CRM functionality implementing SFDC.
* Creating SFDC reports (functional and technical documents).
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Developed applications using Agile methodology.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Experience in configuring price quote (CPQ) with Apptus.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Used more than 55% of Apex for development.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects
* Integrated Salesforce.com with external systems like Oracle and SAP   using SOAP API and REST API.
* Integrated applications with salesforce.com using SOAP web services API.
* Used Informatica Power Exchange for integrating the SFDC with legacy system.
* Implemented communities and built external pages.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Used ANT tool to migrate from Dev to QA
* Deployed Change Sets from Sandbox to production.
* Very good experience of using Data loader and cleansing and de-duplicating Bulk loads.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
* Responsible for writing SOQL and SOSL queries.
* Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final implementation

**Environment:** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, CUJs, Workflows, Reports and Dashboards, CSS, HTML, JSP, JQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Apptus, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**Client: Ford, Grand Rapids, MI Nov 2015-Dec 2018**  
**Salesforce Apex/ Visualforce Developer**

**Responsibilities:**

* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.
* Defined the lookup relationship and master-detail relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com objects.
* Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services. Developed various custom Objects, Tabs, Components and Visual Force pages and Controllers.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com Explorer for SOQL testing.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Used Sales Wave analytics app with salesforce to perform other integrations and customizations.
* Created Wave datasets from using internal Salesforce data and external data sources
* Created CPQ process using Apptus CPQ and CL AppExchange tool in Quote.
* Integrated Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Responsible for setting up web service integrations.
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Created Aura based Components, Attributes, 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.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to instantly deploy apps to users with Salesforce1. Build user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Implementation of Salesforce Service Cloud from Business case to operation.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Leading testing effort, test   plans, and test   data preparation for System Integration and UAT testing.
* Interacted with various business team members to gather and documents   the requirement.
* Salesforce with recursive AWS IDE Instances for Clients utilizing GitHub and Amazon for stability
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Created custom buttons and links on Account and Relationship Group object for generating auto Reports.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot

**Environment:**Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Workflow’s.

**Client: Supervalu INC, Eden Prairie, MN Nov 2014-Oct 2015**  
**Salesforce Admin & Developer**

**Responsibilities:**

* Extensively worked on Agile methodology and attended Daily status/standup meetings.
* Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.
* Reviews and streamlined existing CRM to endure accurate adoption metrics reporting. Deactivating users to release licenses.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Maintaining profiles roles and Standard Objects like user Accounts, Contacts, Leads, Campaigns, Dashboards, Reports.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Developed various Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visual force pages, Validation rules, Approval Processes and Auto-Response rules for automating business logic and Report folders for different users and profiles based on the requirement.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Involved in Steel Brick CPQ implementation and customizations around the app exchange.
* Developed customer management app for the customer services team to track client databases and financial transactions by collecting requirement for the application of the Salesforce CRM with the Customer Portal.
* Worked at the client site with the customer and manager the project from end-to-end.
* Involved in Developing, Testing and Deploying the application in UAT and QA servers.
* Written Triggers an order to process incoming service e-mail requests from customers to automatically create new case records.
* Created various Reports (Summary reports, Matrix reports, Pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as sales tool and configured various reports and door different user profiles based on the need in the organization.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Performed administrative tasks like Data management, User management (Creating and managing roles, profiles and users).
* Migrated financial transactions using Data loader tools that enabled ease of account reconciliation of various journal accounts.
* Migrating Components to different environments using ANT Eclipse and Change Sets.
* Integrated Salesforce.com with an external application using SOAP, REST based web services.
* Implemented multi-channel service desk including email to case, web to case, CTI integration using Ingenious open CTI, live agent setup, case escalation and assignment rules.
* Worked on Customizing service console.
* Used REST API for implementing Web Service Definition Language(WSDL) in the application for access to data from external systems and web sites.
* Used SOQL and SOSL for data manipulation.
* Designed web pages in Visualforce for capturing various customer’s data.
* Developed User Interface using Apex controllers, Visual Force and Force.com IDE
* Created the Reports and Dashboards as per the business requirements.
* Migrated data from Excel and CSV files to SFDC using Data Loader and Data Import Wizard.
* Maintained Sandbox Environment for QA Activities.
* Worked on Process Builder based on the requirements.
* Migrated the code/components from Sandbox to other Sandbox using Change set.
* Experience with Salesforce Service cloud implementation and Sales cloud.
* Co-ordinate with the test team and provide the application flow demo before the test team starts Testing.
* Developed a SOAPUI based framework to enable testing of legacy SOAP/REST API implementations and Salesforce Service cloud integration with CI/CD Automation.

**Environment:** Salesforce.com platform, Force.com IDE, Apex classes, Triggers, Visualforce (Pages, Components & Controllers), UAT Server, QA Server, SOSL and SOQL, HTML, CSS, JSON service module, sales cloud, Apex data loader, Workflows & Approvals, Sandbox, Production, CTI, Java Script, Eclipse, Apex Triggers, Workbench, Steel Brick, REST API, SOAP, WSDL, Windows.

**Client: Zenmonics Pvt Ltd Hyderabad, India Sept 2013-Sept 2014**  
**Java/J2EE Developer**

**Responsibilities**:

* Developed modules in Java and integrated with MySQL database.
* Responsible for coding using Java Servlets, Java Beans and XML.
* Worked with OOPS concepts such as Inheritance, Encapsulation, Abstraction and Polymorphism.
* Expertise in performing operations such as Collections, Exception Handling and Multithreading.
* Developed web applications using Spring MVC framework.
* Setup the class path for the Java JDK and managed the JVM (Java Virtual Machine) settings.
* Involved in Analysis, Design and Development of different phases of Process Flow module.
* Designed and developed highly customized front end screens using Sencha ExtJs framework library, JavaScript, HTML, CSS as a Rich Internet Application (RIA).
* Designed Graphical User Interfaces using JSP’s.
* Worked on various design patterns UML and Enterprise Application Integration.
* Implemented Action class and Action Forms using struts
* Worked on the design of the entire end-to end architecture for the Classification Web Application.
* Added Dynamic functionality to the user interface using Java Script.
* Implementation of components and wireframes using cross-browser compatible JavaScript, JQuery and AJAX.
* Experience in Programming with SQL, PL/SQL.
* Used JDBC for administering and managing users and clients.
* Implemented XSLT transformation for converting XML to HTML.
* Implemented database tables, middleware designing, client-side web programming and server-side java programming.
* Followed Scrum Agile methodology for the iterative development of the application.
* Scripting of Test cases base on the specifications received for the request.
* Utilized various Testing methodologies for testing application on various levels like system testing and integration.

**Environment:**Java 1.3, Java Script, Java Beans, Java Servlets, JQuery, Apache Tomcat, Eclipse, AJAX, Windows, PL/SQL, JDBC, XML, CSS, HTML.