

**Santhipriya**

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PROFESSIONAL SUMMARY:

* Around **7 Years** of IT Experience in **Design, Development, Testing and Administration** spanning all facets of package software and **SaaS application implementation**.
* Over 5 years of experience in **Salesforce.com CRM** space that includes **Administration, Development, Configuration, Implementation and Support experience.**
* Extensive experience in Agile Methodology of **Software Development Life Cycle (SDLC),**
* Worked on all phases of the project Business requirements, **development, testing, Production support.**
* 3 years of experience in **Agile/SCRUM development** environment.
* Certified Salesforce.com **Administrator #201**, Salesforce.com Developer #401**.**
* Having Strong experience on **Sales force Certified Admin/Developer applications in Sales cloud** and **Service Cloud customizations** in line with business, functional and performance requirements includes Strong experience as a **Salesforce.com,** **Force.com platform, Agile and Waterfall software development methodology** consultant with proficiency as **Administrato**r n various software Applications using **Sales force (CRM).**
* Experienced with Saleforce.com **Service Cloud** as well as **Sales Cloud in**developing custom applications.
* Experience in **designing and developing Integration Solution** using **Web Service APIs, REST API** and data load using **Bulk APIs.**
* Expertise in advanced **APEX/Visualforce development**, including high volume data processing, **managed packages, community portals,** **and metadata API.**
* Experience in SFDC development using **Apex classes and Triggers,** Visual Force, S-Controls, Force.com, IDE, SOQL, SOSL.
* Excellent skills in **creating/troubleshooting/modifying Apex code and visual force pages**.
* Experience **in SFDC** development using **Apex classes and Triggers, Visual Force, S-Controls, Force.com IDE, SOQL, SOSL.**
* Excellent skills in creating/troubleshooting/modifying **Apex code and visual force pages**.
* Expertise in SFDC Development using **Lightning Application, Apex Language, Visual Force** Pages,Classes, Controllers, Triggers, Indexes, , Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles.
* Experienced using **Salesforce Lightning UI.** Strong knowledge on  **Lightning Apps combining Lightning**
* Design System, **Lightning App Builder** and **Lightning web Component features**
* Experience in Data Migration using Import Wizard and other integration tools like Apex Data Loader
* Good work experience in **designing of custom objects, custom fields, role based page layouts, custom Tabs**, custom reports, report folders, report extractions to various formats, design of Visual force Pages.
* Good Work on **Snapshots, Dashboards, Accounts and Contacts, Opportunities, Leads, Apex Classes, Controllers & Triggers, Validation Rules, Workflow Alerts & Actions, Pick Lists**, Record Types, Process builder and various other components as per the client and application requirements.
* Experience in using **Java and J2EE components,** Struts, spring, Web Services, **JDBC and Servlets**.
* Experienced in analyzing **business requirements, Entity Relationship diagram** and implementing them to **Sales force objects, Junction objects, and lookup and Master** Detail relationships.
* Proficiency in **SFDC Administrative** **tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards,** Tasks and Actions.
* Strong experience on Security **and Sharing rules at object, field and record level for different users belong to different hierarchies.**
* Worked on **Page layout customization, page layout assignment based on profiles and created custom links based** on user requirement.
* Extensive experience in **Saleforce.com setup, Configuration, Customization, Data Migration, Mapping.**
* Experience on automating **the development processes using change set.**
* Experience on configuration and maintenance of security settings such as implementing **organization wide defaults, role hierarchies, criteria/ owner based sharing rules, profiles and permissions**.
* Team player with good **Interpersonal skills**, strong understanding of fundamental business process, **excellent communication, organizational and problem-solving skills**

**TECHNICAL SKILLS:**

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| **Sales force Technologies and tools** | Apex Data Loader, Custom Objects. Salesforce.com, Reports, Custom Objects, Custom Tabs, Profiles, Page Layout, Validation Rules. Force.com platform, Custom Objects, Workflow &amp; Approvals, Validation Rules, S- Controls, Apex Classes/Controllers, Test Classes, Triggers, Visual Force (Pages, Components), Sandbox development &amp; Testing, Reports, Dashboards, wave analytics, Analytical Snapshot and Data Migration. |
| **IDE and tools** | Eclipse IDE, Force.com Eclipse IDE Plug-in, |
| **Programming languages/Databases** | Java, Apex, .Net, C, C++, Oracle 9i, 10g, and 11g, PL/SQL, MS/SQL. |
| **Web languages/Technologies** | HTML, XML, CSS, JSP**,** JavaScript. Node.js,React.js,Unix, JavaScript,  AJAX, jQuery, PHP, JSON, REST, SOAP, GITHUB, JENKINS |
| **Operating System** | MS Windows, UNIX, LINUX. |
| **Methodologies** | Agile, Scrum, SDLC, Waterfall. |
| **CRM and CRM**  **IDE &amp; Data**  **manipulation** | Salesforce.com.  Eclipse, Maven Ant, Subline&amp; Data Loader, Workbench |

**CERTIFICATIONS**

* **Certifications: Sales force Certified Platform Developer I ( Associated with Santhipriya Chalapaka)**

##### PROFESSIONAL EXPERIENCE

**Client: CVS Health, Northbrook, IL Mar’19-Current**

**Role: Salesforce Developer**

**Responsibilities:**

**Project:** In this project **SFDC team** is primarily responsible for developing, enhancing and supporting applications and solutions on Force.com such as Service Cloud and several custom applications solutions developed on Salesforce.com. The team works on customizing; developing**, implementing Sales force solutions for the Services & Support divisions**

* Involved in various stages of **Software Development Life Cycle (SDLC) including analysis, requirement engineering, UI development using java script, HTML, enhancements, testing**.
* Developed and Customized **salesforce.com application** based on the user needs.
* Created **Users, Created Roles, Created Profiles, Customized Page Layouts,** implemented Security etc.
* Configured various standard objects like **Accounts, Contacts, Reports, and Cases.**
* **Worked on Sales cloud and Service Cloud Communities** **to set up** incoming phone calls and emails to configure CTI console and set up dashboard.
* Implemented Salesforce Development Cycle covering **Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.**
* Involved in the implementation of project involving **customization of Sales cloud** which is used to streamline the**licensing process.**
* Configured and customized the marketing **Customer Communities**  using template to best suit the external users needs
* Involved in migrating data into Salesforce application using **Apex Data Loader through CSV files. Installed** and **Configured** Apex Data Loader.
* Worked on existing Salesforce.com **configuration to provide solutions** for reporting, workflows and enhanced functions
* Deployed Apex using **Force.com IDE, Force.com Migration tool and Web services API.**
* I have been working on **customer support community like** Live agent and chat to reduce support costs, or a channel sales community for support, upcoming event.
* Implemented administrations to help **Service Cloud** execution, which incorporates Order Status Query, Asset/item query, Claim status query, Up-Sell and Cross-offer related administrations.
* Performed deployments including large custom objects, profiles and permission sets on migration with in Salesforce org.
* Worked on**Lightning Process builder flows, Connect API, Chatter and quick Action.**
* Create profiles, roles and **configured permissions** according to organizational hierarchy requirement.
* Experienced using**Salesforce Lightning UI. Worked on  Lightning Apps combining Lightning Design**
* **System, Lightning App Builder and Lightning Component features.**
* Upgraded some Apps from**Salesforce Classic to Lightning Experience to develop rich user interface and**
* **better interaction of pages.**
* Involved in **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application
* Implemented and maintain a source**, easy code check-in, branch merging, tracked changes Automate build** and deployment using **Version Control.**
* Worked on **Data loading and management** to maintain high volume data loading (eliminate use of CSV files or manual steps, circular reference resolution) **across an integrated development and release environment process**
* Designed and developed **workflow rules, validation rules, and customizations** within Sales force.
* Implemented the requirements on **Salesforce.com** platform and Force.com IDE Plug-in using Eclipse.
* Used Data loader for all **data adding, updating, and deleting, exporting data.**
* Designed, maintained **Salesforce standard** objects and custom objects.
* Created profiles and implemented **Object level, field-level and record-level security**.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish many-to-many relationship among objects.
* Created custom Reports based on business need and associated them to Dashboard.
* Responsible for assembling data, analyzing performance, identifying problems, and developing recommendations with **support SCM planning and operations.**
* Responsible for **SCM tool** Enables customers to reduce decision latency for [improved operational and financial performance](https://www.kinaxis.com/en/about/kinaxis-customers/)
* Involved in designing junction objects and implemented various advanced fields like Pick list, Custom Formula Fields, Field dependencies, **Validation Rules and Work Flows, sharing rules and Approval Processes for automated** alerts, field updates, and Email generation according to application requirements.

**Client: Bank of New York Mellon, NJ Feb’ 18-Mar’19.**

**Role: Salesforce Developer**

**Responsibilities:**

* Developed and Customized **salesforce.com application** based on the user needs.
* Using **Force.com Developer** toolkit including **Apex Classes and Visual force pages** to develop custom business logic.
* Used **Force.com web service API for implementing WSDL** in the application for access to data from external systems and websites.
* Worked with **SOQL & SOSL queries** with Governor Limitations to store and download the data from Salesforce.com platform database.
* Worked with Apex Involved in project technical design plan, conversions, Mapping, configuration of **portionsoftheSFDCapplication.**•Implemented **SFDC CRM** to deliver various reports in departments of Sales, Administration and Marketing.     
  Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic **SOQL, SOSL and DML queries.**
* Developed an automated integration process using workflow rules, **validation rules, apex classes to integrate Accounts, Contacts, and Orders between the customer service and sales divisions for different organizations.**
* Created various Reports (Summary reports, 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 **Users, Created Roles, Created Profiles, Customized Page Layouts,** implemented Security etc.
* Involved in migrating data into Salesforce application using **Apex Data Loader through CSV files. Installed** and **Configured** Apex Data Loader.
* Worked on existing Salesforce.com **configuration to provide solutions** for reporting, workflows and enhanced functions
* Configured various standard objects like **Accounts, Contacts, Reports, and Cases.**
* Performed deployments including large custom objects, profiles and permission sets on migration with in **Salesforce org.**
* Worked on benefit **Cloud** usage utilizing Cases, and actualized **Email-to-Case**, Escalation and task rules.    
  Worked on **Sales and Service cloud**
* Implemented administrations to help **Service Cloud** execution, which incorporates Order Status Query, Asset/item query, Claim status query, Up-Sell and Cross-offer related administrations.
* Configured and customized the marketing **Communities** using template to best suit the external users need
* Implemented and maintain a source**, easy code check-in, branch merging, tracked changes Automate build** and deployment using **Version Control.**
* Worked on **Data loading and management** to maintain high volume data loading (eliminate use of CSV files or manual steps, circular reference resolution) **across an integrated development and release environment process**
* Designed and developed **workflow rules, validation rules, and customizations** within Sales force.
* Implemented the requirements on **Salesforce.com** platform and Force.com IDE Plug-in using Eclipse.
* Used Data loader for all **data adding, updating, and deleting, exporting data.**
* Designed, maintained **Salesforce standard** objects and custom objects.
* Created profiles and implemented **Object level, field-level and record-level security**.
* Created Custom Objects 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
* Customized tabs for different business user's groups and business centers.
* Created custom Reports based on business need and associated them to Dashboard.
* Responsible for assembling data, analyzing performance, identifying problems, and developing recommendations with **support SCM planning and operations.**
* Responsible for **SCM tool** Enables customers to reduce decision latency for [improved operational and financial performance](https://www.kinaxis.com/en/about/kinaxis-customers/)
* Designed and deployed **supply chain management** program including training, organizational design, and on site project leadership and transformation partnerships.
* Involved in designing junction objects and implemented various advanced fields like Pick list, Custom Formula Fields, Field dependencies, **Validation Rules and Work Flows, sharing rules and Approval Processes for automated** alerts, field updates, and Email generation according to application requirements.

**Client: Liberty Mutual, New Hampshire May' 16- Jan' 18**

**Role: Sales force Developer**

**Responsibilities:**

* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of **Salesforce.com (SFDC) and other Platform based technologies like Visual force, Force.com API, and Web Services.**
* Wrote various queries in generating reports using combination of custom objects and standard objects. Worked on various Salesforce.com Standard objects like **Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards**.
* Involved in **API/Web Service** design and developing technical specifications for the **Salesforce.com (SFDC)** application.
* Involved in project technical **design plan, conversions, Mapping, configuration of portions of the SFDC application**.
* Worked in **Administration, Configuration, Implementation** and Support of service max and Sales force applications.
* Involved in migrating data into Salesforce application using **Apex Data Loader through CSV files. Installed** and **Configured** Apex Data Loader.
* Worked on existing Salesforce.com **configuration to provide solutions** for reporting, workflows and enhanced functions
* **Customize and configure** all out of the box functionality features such as, creating objects, fields, formula fields, validation rules, workflows, process builder flows, page layouts, creating apps.
* Perform detailed analysis of business and technical requirements 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**.
* Executed security & sharing rules, **Communities** user licenses for **Field, Record Level & Object, Community access** for distinctive users at different levels of organization
* Worked on creating multiple **Communities** includes Partner and Customer Communities for secure and fast communication between the Company and Customers.
* Worked on customer portals and **Communities administration.**
* Created Custom Dashboards for **Communities managers and recruiters** home page and gave accessibility to dashboards for authorized people.
* Created **Visualforce pages** for custom login and configuration of Communities.
* Setup new objects and implement appropriately to handle new business needs
* Created **New Reports, New Dashboards, and worked on Data Loader** by uploading about close to a million records and experienced in cleansing and De-duplicating bulk loads.
* Designed, Implemented and deployed the **Custom objects, Page layouts, Custom tabs and Components** to suit to the needs of the application.
* Involved with **Salesforce.com** **Premier Support** and handled the support cases with the help **of salesforce.com** support.
* Created **workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates**.
* Worked on Custom **objects, Validation rules on the objects, Page layouts, Custom tabs, Roles, Profiles, Public Groups, Permission Sets, Custom Settings** and Labels to suit to the needs of the application.
* Developed and used **JavaScript, CSS for performing validation and assigning style sheet to the Visual Force page and developed HTML** to create Custom Email Templates inside Visual force page and under Communication templates section.
* Extensively **used Agile Scrum methodology to reach our business team goal by gathering day-to-day requirements** and building them using Force.com platform.

**Client: Ellucian, Reston, VA Dec'15- Apr'16**

**Role: Sales force Developer Admin**

**Responsibilities:**

* Involved in **Salesforce.com Application** Setup activities, customization and implementation of the apps to match the functional needs of the organization.
* Involved in **gathering customer requirements** from business user teams spread over the Sales, Marketing and Customer service.
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation.
* Administrated and monitored the company's **Salesforce CRM application**. Created the workflows for automated lead routing, lead escalation and email alert.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Closely worked with **SalesForce.com consultants** while implementing the solutions for the requirements.
* Created and maintained **users, profiles and roles**.
* Hands on working experience in Role **Hierarchy, Custom Profiles and public Groups creation** and user management.
* Involved in creation and maintenance of **custom objects, tabs, fields, Record types, page layout** as per business requirements.
* Created page **layouts, search layouts to organize fields, custom links, related lists, and other components** on a record detail and edit pages.
* Implemented pick lists, dependent pick lists, and validation formula fields to the custom objects.
* Created workflows and approval processes based on various business processes.
* Extensive experience in data migration and integration using Data Loader.
* Worked with **Sales force.com Reports, Dashboards and deployed s**everal Reports using salesforce.com platform.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Client: Tesco, Bangalore Jan’12- July' 14**

**Role: Sales force Business analyst**

**Responsibilities:**

* Involved in creating multiple analytical reports, with varying degree of complexity.
* Proactively created **Apex Triggers and Apex classes and also developed and managed complex workflows, approvals, validation rules,** assignment rules and system triggers.
* Responsible for writing **SOQL &amp; SOSL queries** with consideration to Governor Limits for data manipulation needs of the application using platform database.
* Developed and configured various **Reports and Report Folders** for different user profiles based on the need in the organization.
* Used **Force.com Eclipse IDE plug-in to manage, author, debug and deploy Force.com** applications in the Eclipse development environment.
* Effectively created the Pick lists, dependent Pick lists and junction objects to establish the connectivity among objects.
* Developed Web service integration with a **non-Sales force system using SOAP protocol.**
* Responsible for all the activities related to configuring **Data Loader, uploading data in CSV files into salesforce.com,** checking for integrity of the data.
* Used **SOSL and SOQL queries** during the data migration and custom development.
* Developed **S-Controls** to manage sales plan call sheets within Sales force, capturing prep data and call activity.
* Interacted with various business user groups for gathering the requirements for **salesforce.com CRM** Implementation.
* Components, **Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags** and Components.
* Involved in requirements gathering with multiple project managers, to better customize, and utilize the full functionality of the **Salesforce.com CRM** solution.
* Moved the tables like Opportunities, Accounts and Contacts to the **Salesforce CRM** Standard objects.

**EDUCATION**

Master of Science in Information Assurance – **WILMINGTON UNIVERSITY**

Bachelors from Potti Sri Ramulu University- INDIA