**Reethika Pallapati**

***Professional Summary:***

* IT Professional with 7 years of experience specializing in Salesforce for IT primarily, banking sector and E-Commerce industry by leading cross-functional teams in Application Software Designing, Development, Testing and Implementation (SDLC) with experience in Salesforce.com CRM and Force.com platform with proficiency as a Salesforce developer and administrator.
* Experience on creating Lightning Web Components and Lightning Applications along with Apex Coding.
* Created detailed analysis of business and technical requirements and created solutions by customizing various standard objects along with Visualforce, Force.com API and web services.
* Experience in designing Custom Objects, Custom Fields, Customizing Page Layouts, Workflow Alerts & Actions, Pick Lists, Record Types, Custom Tabs, Reports, and Dashboards according to application requirements.
* Hands on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Hands on experience on Salesforce Lightning for Customizing Reports and Dashboards for business use.
* Experience performing independently with implementation, documentation, testing and updating relating to Salesforce Business requirements.
* Experience in working across various SFDC implementations such as Sales Cloud, Service Cloud.
* Experience with Set up field service features according to client unique business needs. This includes installing the Field Service Lightning Managed Package and Field Service Lightning Mobile App.
* Experience creating Object-Level Security (Profiles & Permissions Sets), Record-Level Security (OWD, Sharing Rules, Manual Sharing and Role Hierarchy based on Organization role hierarchy), Field-Level Security, Account Teams, Opportunity Teams, Case Teams and User Management
* Experience with designing and documentation of SOAP, REST APIs, including JSON and XML formats.
* Good understanding of Software Development Life Cycle and various SDLC models like Agile-Scrum, Version One, and Rational Unified Process and Test management.
* Excellent knowledge of customer focused IT delivery methods, strong de-bugging and documentation skills.
* Team player with good interpersonal skills, strong understanding of fundamental business processes, excellent Communication and Problem-solving skills.

# *Career Experience:*

***Salesforce Developer | Voya Financials, Windsor CT Oct 2019 – Till Date***

*Responsibilities:*

* Developed Lightning components for the communities’ page using custom Error Validation methods.
* Created multiple Lightning Components along with adding CSS and Design Parameters that makes the Lightning component look better.
* Familiar 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.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Worked on Apttus CPQ configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Configured Pricing factors like variance pricing, volume-based pricing, attribute-based pricing using Steel brick CRM.
* Integrated Steel brick and Salesforce integration for automating quoting, contracting and billing process.
* Elicited the business requirements for the project using One-One Interviews, Document analysis, Surveys, JAD sessions and used the standard template of the organization to develop requirements.
* Worked with Product Owners to prepare the Backlog for Refinement by breaking down larger User Stories, resulting in improved Sprint Planning session.
* Deployed reports to Report Manager, managed subscriptions, and performed troubleshooting when execution errors occurred.
* Performed Data Analysis by parsing XML, comparing different XML files and running SQL queries.
* Configured Business Process Security Policies for Business Processes like Advanced Compensation, Benefits, Unions and workforce planning.
* Developed complex custom reports with multi-layered calculated fields and exposed these as web services to be used as the basis for Enterprise Interface Builder (EIB) and Document Transformations.
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* Performed SWOT and Gap analysis for the new functionality requirements.
* Customized Application Workflow Engine (AWE) process in AP module which involved making changes to the Application Packages.
* Provided shadowing and mentoring for associate consultants & support to identify new outsourcing opportunities in the Finance Planning and Analysis (FPA) area specifically in procurement and reporting.
* Actively worked in Data mapping, date lineage & data transformation from source to target.
* Advanced skills in oracle database programming using PL/SQL (Stored Procedures, Functions, Packages and triggers), standard built-in oracle packages.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Worked extensively on developing various data base objects like Tables, Views, Materialized Views, Stored procedures, Triggers and Packages.
* Monitors agile projects from initiation through delivery including planning and work assignments.
* Utilized knowledge of various systems and integrations to lead new project & new functionality requirement discovery sessions by engaging with internal business stakeholders and suggesting potential solutions using various resources.
* Created Lightening Components (Aura framework), client-side and server-side controllers to meet the business requirements and added design parameters that makes Lightening Component look and feel better.
* Managed user Accounts and Security - including new user creation, profile and role management, sharing rules, and security controls and have a good knowledge in Organization wide defaults (OWD).
* Added Lightning Component to Lightning Pages and Record Pages and worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in an application.
* Used Lightning process builder for visualizing and creating automated business processes.

Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Service Cloud, Data Migration, Workflow & Approvals, Custom Reports, Dashboards, Oracle, Windows.

***Salesforce Admin | Credit Suisse, New York City, NY Apr 2018 – Sep 2019***

Responsibilities:

* Interacted with various business team members and documented and implemented the requirements.
* Worked on various standard objects like Accounts, Contacts, Opportunities, Leads, Reports and Dashboard.
* Created new Custom Objects, Custom fields, Page layouts, Custom Tabs as per the need.
* Created lookup, master-detail relationship, formula field and roll-up summary on the fields based on requirement.
* Worked on validation rules for specific value based on requirement.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for object.
* Used multiple Sales Cloud entities in Salesforce such as Lead Management, Contact Management, Accounts Management and Report Management.
* Imported Contacts, Accounts and custom object data into Salesforce using Apex data loader.
* Developed various pick lists, formula fields, master-detail relationships and lookup relationships.
* Created Sales Process, Record Types, Page Layouts, Sales Stages, Opportunities, Products and Price books.
* Worked on process automation tools like Process builder, workflow rules, Visual workflows, Approval processes.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Extensively worked on various Data Migration activities like Insert, Update, Upsert, Delete and Export using Apex Data Loader.
* Worked on Data Export to backup existing data in zip file during new deployment in production.
* Involved in resolving the deployment errors during the deployments.

Workflow Rules, Complex Approval Processes, Visual Workflow, Security Controls, Web-to-Lead, Auto Response Rules, Email-to-Case, Case Escalation Rules, Visual Force (Pages, Component & Controllers), Data Management, Salesforce.com Production, Salesforce.com Sandbox, Apex Language, Apex Data Loader, SOQL/SOSL Queries, Reports, Dashboards, Microsoft Office.

***Salesforce Developer | Terafina Inc., Fremont, CA Oct 2016 – Mar 2018***

*Responsibilities:*

* Involved in Salesforce.com application setup activities and customized the Apps to match the functional needs of the organization.
* Developed APEX Classes, Controller Classes and Lightning pages and Triggers for various functional needs in the application.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Developed and deployed Workflows and Approval processes for Opportunities and Products/Assets Management.
* Implemented the requirements on salesforce.com platform and force.com IDE plug-in using Eclipse.
* Successfully established a new lead follow-up procedure which shortened the response time to the qualified leads.
* Created and used email templates in HTML and Visualforce according to the business requirements.
* Experience working with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the needs in the organization and also created Dashboard and Reports for the business users.
* Used Data Loader to insert, update, and bulk import or export of data from Salesforce.com objects and to read, extract and load data from comma separated values (CSV) files.
* Worked with AppExchange applications for functionality and security risks.
* Used the Sandbox for testing and migrated the code to the deployment instance after testing such as IT, UAT and production environment.
* Worked with all the activities related to configuring Data loader, uploading data in .csv files into Salesforce.com, checking for the correctness of the data.

Saleforce.com platform, Lightning Components, Apex Language, Visual Force (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script.

***Salesforce Developer | Delisis Informatics Pvt Ltd, Hyderabad, India Apr 2015 – Aug 2016***

***Responsibilities:***

* Analyzed the business requirements and mapped to Salesforce and Involved in data migration from Excel to Salesforce using Apex Data Loader.
* Created user Roles and Profiles, security controls and sharing settings.
* Worked on various SFDC standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Created workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates.
* Developed Visual Force Pages, Visual Force Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
* Modified existing database design to accommodate required changes.
* Integrated module in current application and test in various environments like Test, Pre-Production, and Production.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Worked in agile environment for solving the issues within given deadlines.
* Integrated Salesforce CRM and the legacy system using Cast Iron Integration Systems.
* Created and used Email templates in HTML and Visual force.
* Involved in developing front end (UI) of the application using Angular JS 1.4.5, JavaScript, jQuery, HTML5, and CSS3.
* Worked with Apex Data loader for loading the Leads, Opportunities, and their related activities into Salesforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, MS office Suite.

***Certifications***

* Certified Salesforce Platform Developer (401)
* Certified Salesforce Administrator (201).

# *Education*

* ***Masters in Computer Science***

Western Michigan University, MI, USA.