**RAJESWARI KARADI**

Mobile: +1 510-324-6776

Email: [rajeswarikaradi52@gmail.com](mailto:rajeswarikaradi52@gmail.com)

**PROFESSIONAL SUMMARY:**

* Eight plus years of professional experience on a Software Development platform, with experience in **Salesforce** **CRM** as a **Salesforce Developer and Business Analyst.**
* Have 2+ years of experience in Designing, Development of **Salesforce** **Lightning**.
* Experienced in the **Salesforce CPQ platform** and involved in various phases of Software development including SFDC Administrator, SFDC Development, Business analysis, System Analysis, Design, Testing, Production Support, Implementation of **SFDC and Web based Applications.**
* Familiar with **CPQ** for subscription, billing, invoicing and can take control of the sales process from Quote to Cash. Generated Revenue recognition status automatically with **CPQ**.
* Experience working across various **Salesforce** implementations covering Financial Service Cloud, Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, Chatter & AppExchange applications.
* Expertise in **Force.com** technology stack: **APEX**, **Visualforce**, SOQL and SOSL.
* Experienced working with various App exchange products or **CPQ products like Salesforce CPQ**.
* Proficiency in **SFDC** Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events.
* Good knowledge of **security and Sharing rules and Securities** at object, field, and record level for different users at different levels of organization.
* Experience in handling and coordinating deployments using various migration methods/tools such as Change sets, **Eclipse** IDE, ANT and **Salesforce SFDX** CLI.
* Experience in data migration using **Salesforce** import wizard, data loader UI and **Apex** Data Loader through Command Line.
* 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.
* Custom object Brand, Product items, Plan Product items, Opportunity Product items, Deal sheet and deal details are created to capture the data required for the application.
* Skilled in customizing standard objects like **Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns** as per client’s need.
* Expert in generating and analyzing custom Reports and Dashboard for management and various business unit personnel to provide detailed information on key performance indicators.
* Developed process enhancements through automations including Workflow, Approval Processes, and Escalation Rules.
* In-depth experience in **CRM** business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management and Case Management.
* Experience working with **SalesForce.com** sandbox and production environments and experience in managing full sandbox, developer sandbox and Configuration-only sandbox.
* Experience in mapping business requirements, designing customized solutions with strong analytical skills and ability to analyze business practices and define optimal procedures.
* Excellent communication and interpersonal skills, accustomed to working in both large and small team environments.

**EDUCATION**

Bachelors in Computer Science from JNTU-Kakinada, Andhra Pradesh, India **2011**

**CERTIFICATIONS**

**Salesforce Certified Administrator**

**Salesforce Certified Platform Developer1**

**Salesforce Certified Platform App Builder**

**Salesforce Certified Sales Cloud Consultant**

**Salesforce Certified Service Cloud Consultant**

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| **CRM Applications** | **SalesForce.com** |
| **Sales force Tools** | Change Sets, **Eclipse**, **Force.com** **Eclipse** IDE Plug-in, **Force.com** Explorer, Salesforce Communities, **Lightning** (components, Controllers), Financial Service Cloud, **Force.com** Data Loader, **Force.com** Excel Connector, **Force.com** Platform (Sandbox, and Production) and Sandbox testing, AFDX CLI, Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud. |
| **Frameworks and Architectures** | Model View Controller (MVC) based solution design |
| **Project Management Tools** | MS-PROJECT 2000, MS Visio, MS Word, MS Excel, MS PowerPoint, HP Quality Center |
| **Languages** | Java, J2EE, C# and .Net |
| **Databases Force.com** | DB MySQL, Oracle 9i/10g |
| **Salesforce Technologies** | **Salesforce** **CRM**, **Salesforce** SFA, **Apex** Language, **Apex** Classes/Controllers, **Apex** Triggers, SOQL, SOSL, **Visualforce** Pages / Components, S-Controls, **Apex** Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Custom Objects |
| **SDLC Methodologies** | Waterfall, Agile Methodology |
| **Web Technologies** | SOAP, REST, WSDL, HTML, AJAX, JavaScript, XML, CSS, JSP, JQuery. |
| **ETL/Integration Tools** | **Force.com**, Data loader, Jenkins, Selenium WebDriver, **Force.com** Workbench, Ant tool. |

**PROFESSIONAL EXPERIENCE**

**AMICA, Lincoln, RI Sept 2018 to Present**

**Salesforce Developer/ Business Analyst**

**Responsibilities:**

* Working Knowledge on **Financial Service Cloud, Sales Cloud, Service Cloud, Community Cloud** and **Apex** Programming on **Force.com** Platform.
* Worked on the **core enterprise service cloud salesforce projects** spanning across multiple salesforce instances within legal and financial & risk bus & have also administered the salesforce environment.
* Performed **CPQ related configuration** for product setup, approval matrices, approval rules, process builders and flows.
* Worked on **CPQ configuration** and integration and responsible for creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Worked on **Financial Service Cloud** to develop the Application, to integrate the business model and to increase the productivity.
* Designed, developed and deployed the Lightning Components, **Visual force** Pages, **Apex** classes & Triggers, Controller classes and methods for functional needs in the application compatible with **lightning**.
* Worked with **Devops team** for builds and releases and worked as a release coordinator for some releases.
* Created **SOQL and SOSL** queries to get data from different related objects and Used **Force.com** Explorer for SOQL testing.
* Experienced in **Financial Service Cloud** to seamlessly create and manage an appealing relationship with their customers so they can employ the business processes and data models more appropriately.
* Actively worked as an analyst with **stakeholders & agile team**s to monitor and prioritize product backlog on an ongoing basis to meet release timelines and value to the business.
* 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.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Used **Data Loader** to insert, update and bulk import & export data from **SalesForce.com** SObjects.
* Effectively created the pick lists, dependent picklists and junction objects to establish connectivity among objects.
* Worked on **SFDX CLI** command line tool to deploy, develop the salesforce application and to synchronize the source and target orgs.
* Design, styling in **lightning component** and building custom lightning component using IDS & worked with cloud technology and on-premise infrastructure integration for salesforce.com.
* Worked with **DevOps** team to support both packaged applications and hosted applications on platforms.
* Enhanced in Communities by adding new fields, field sets using Salesforce lightning.
* Created various custom Objects, Tabs, Components and **Visual force** pages and Controllers.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* 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 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.
* Used **Force.com** **Eclipse** IDE plugin to manage, author, debug and deploy **Force.com** applications in the **Eclipse** development environment.
* 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 ANT tool.

**Environment:** **SalesForce.com** platform, Salesforce App cloud, Financial Service Cloud, **Apex** Language, SFDX CLI, **Visual force** (Pages, Component & Controllers) Pages, SOQL, SOSL, DevOps, Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud, Triggers, Data Loader, HTML, Java Script, Workflow, **Eclipse** IDE, REST, SOAP, ANT.

**Vanguard, Malvern, PA May 2015 to Aug 2018**

**Salesforce Administrator/ Business Analyst**

**Responsibilities:**

* Gathering business requirements, designing appropriate solutions, and implementing solutions in **Force.com** platform.
* worked on APEX/Visualforce development, including high volume data processing, managed packages, community portals in salesforce App Cloud and metadata API.
* Created Custom Objects, Custom fields, Page layouts, Custom Tabs, Reports and various other components as per the client and application requirements.
* Used Community Cloud to build deeper relationships with customers to provide better service and assist them through online.
* Extensive Worked on various **SalesForce.com** standard objects like Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports and Dashboards.
* Experience in Creating Roles, Profiles, Email Templates, Page Layouts, Workflows, Workflow Actions and Approval Process.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Have worked on moving data from an external legacy system into a Salesforce application using **Apex** Data loader & CSV files.
* Involved in setting up field level access for each custom object created based on the user's role within the organization.
* Good Knowledge of the Community Cloud module.
* Worked on workflow business rules by using workflows, process builders, and visual flows.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages. Developed and configured various custom reports and report folders for different user profiles.
* Implemented **Salesforce** **Lightning** Components for a small set of users for customizing reports and dashboards.
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users. Involved with **SalesForce.com** Premier Support and handled the support cases with the help of SalesForce.com support.
* Debugging and analyzing of apex code / generated exceptions using developer console to view debug logs, **execute SOQL** as well anonymous code and use checkpoints & to prepare documentation covering design, code, errors, and recovery procedures.
* Have managed the queue to provide prompt support to end users to resolve issues with salesforce and related applications & conducted weekly demos of new functionality for business stakeholders.
* Maintained **system metrics & logs** to track trends in usage & adoption, data quality, integrity, & app failures.
* Proven ability to apply best practices, work in the salesforce governor limits and devise innovative solutions to meet project's requirements & Worked with managed apex change applications like s-docs & modified unmanaged applications like magic mover to suit the requirement.

**Environment**:.**SalesForce.com** **CRM** application platform, Salesforce App Cloud, **Lightning** (Components, Controllers) , Sales Cloud, Community Cloud, Marketing Cloud, Service Cloud, **Apex** language, **Apex** triggers, **Visualforce** (pages, components, controllers), HTML, JavaScript, SOQL, SOSL, Email services, Data loader, Jenkins, Selenium web driver, Security controls, Windows XP, **Eclipse** IDE plug-in, Sandbox data.

**Johnson Controls, Holland, MI Jul 2012 to Apr 2015**

**Salesforce Administrator**

**Responsibilities:**

* Involved in **CRM** processes like Design, development, planning, testing and integration of **Salesforce** Cloud services, data and accounts.
* Created custom objects, triggers, validation rules to help track internal help desk cases, customize campaign budgeting and lead qualifications.
* Created various reports (summary reports, matrix reports, pie charts, dashboards) and set up report folders to authenticate users based on their profiles (permissions).
* Customized standard **Salesforce** objects like Accounts, Contacts, case management and solutions.
* Designed and developed the Page layouts, Workflow rules, Tasks, Formula fields, Field Updates, Record Types, Report Types, Emails and alerts to track customer related tasks and activities.
* Created Objects and defined lookup and master-detail relationships on the objects.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Maintaining roles, profiles and user accounts.
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.
* Used **SalesForce.com** Ajax Toolkit to make asynchronous calls to the **SFDC** data store for optimizing data retrieval speeds.
* Worked with developer toolkits like **Force.com** IDE, **Force.com** Ant Migration Tool, **Eclipse** IDE, Mavens.
* Tested Apps by appending multiple components to a **Lightning** Applications thereby deployed Applications from Sandbox to Production
* Hands-On various **SalesForce.com** standard objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Created an interactive UI to improve customer experience while recording the damage incurred to the property using **Visualforce** pages.
* Developed **Apex** Triggers, **Apex** Classes and Test Methods.
* Created custom controllers implementing complex code for retrieval from **Salesforce** to **Visualforce** pages.
* Worked on Cast Iron Integration Solution which simplified application migration and integration.
* Used analytic snapshots for bi-weekly reports.
* Developing Complex **Apex** Batch Jobs and changes to the existing Jobs for better Performance.
* Developed **Visualforce** Pages for certifying the User data available for scrubbing.
* Developing Custom Objects, Custom reports and configured Analytical Snapshots to analyze the data into on a regular basis for sales performance and lead generation statics.

**Environment**: **SalesForce.com** **CRM** Application Platform, **Lightning** components, **Apex** Language, SOQL, SOSL, **Visualforce**, WSDL, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, SOAP, Web Services, Reports, **Eclipse**.

**Hewlett Packard Enterprise (HPE), Houston TX Dec 2011 to June 2012**

**Salesforce Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of **SalesForce.com** (**SFDC**) and using other Platform based technologies like **Visualforce**, **Force.com** API, and Web Services.
* Designed and deployed the Custom objects, Entity-Relationship data model, validation rules, Page layouts, Custom tabs, Components, **Visualforce** Pages to suit the needs of the application.
* Developed and configured various Reports and Report Folders for different user profiles based on the organization initiatives.
* Developed **Apex** Before Insert, Before Update, After Insert and After Update Triggers.
* Used SOQL & SOSL for data manipulation needs of the application by preprocessing records and generating Sets to avoid hitting the Governor Limits.
* Developed and configured various Reports and Report Folders for different user profiles based on the organization initiatives.
* Create various profiles and configure the permissions based on the organizational hierarchy requirements.
* Designed and developed workflow rules, validation rules, and customization within **Salesforce**. Implemented
* **Apex** Classes &amp; Triggers and linked them to manage the workflows implemented in the system.
* Involved with Sales **Force.com** Premier Support and handled the support cases with the help sales **Force.com** support.
* Implemented case management automation (on Case Object) to track and solve customer’s issues. Implemented Email-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.
* Customized security, role hierarchy, Web- to-Lead, forecasting, multi-currency, products, pricing and many other features of **SFDC**.
* Experience in deploying applications from Sandbox to production.
* Created **Visualforce** pages that could be rendered as PDF, build dashboard components and define email templates.
* Generated reports on multi objects and put related data in one view to help a clear perspective on business decisions.

**Environment**: Sale**Force.com** platform, **Apex** Language, **Visualforce** (Pages, Component & Controllers), **SalesForce.com** Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, JavaScript, Java, Web Services, WSDL, Sandbox, **Eclipse** IDE Plug-in, Windows.