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| CRM ExperienceSalesforce CRM (Sales Cloud ,Service Cloud)VEEVA CRMSalesforce CertificationsSalesforce.com 201 certified AdministratorPlanning to give VEEVA Admin certificationKey Technical Skills & Knowledge* **Salesforce.com**(Configuration and Customization)
* **VEEVA CRM**
* **Data migration**

(Apex data loader and workbench ) * **Deployments**

(Force.com IDE, Change sets and Workbench)* **Bug Tools**

(Service Now and Bug Tracker) |  | Siva Kumar CherukuruProfile SummaryHaving 3.5years of experience in the Information Technology. Involved in POC’s, Requirement Analysis, effort estimation, development, Application Maintenance, and Deployment, Manual Testing.* Create data model by analyzing the requirement including **Objects**, **Fields**, **Lookup**, **Master Detail relationships** among objects.
* Create **Workflows** including field updates, sending emails, time dependent workflows, **Approval Process** to automate the business process.
* Create **Formulas, Validation Rules** and **Triggers** to validate data and calculate values automatically
* Organize different types of **Page layouts** and **Record Types** to support different business process.
* Creating, manage and assign **Profiles** and **Permission sets** with set of permissions which controls what a user can do in the organization.
* Maintain security at **Organization, Object level, Record level and Field level security** using **Profiles**, **OWD settings, Sharing Settings, Roles** and **Public Groups**
* Creating **Report Types** and create **Reports** based on report types to analyze the data and create **Dashboards** to show reports in graphically for quick view and easy understanding.
* Create **Deployment Connections** and **Deploy Meta data** changes to/from one **Sandbox** to other and also to Production using **Change Sets** and **Eclipse IDE**.
* **Create sandboxes** and **refreshing sandboxes** at regular intervals.
* Perform **Unit testing** and preparing **Test Case** documents.
* Preparing deployment checklist and IQOQ documents including post deployment and pre deployment steps.
* Experience with data migration using **Apex Data loader** and **Workbench**.
* Self-motivated, ready to learn new things, takes challenges, and a good team player.

**Technical Skills**: Salesforce, Veeva CRM, Veeva Vault, Apex Data loader, Workbench, Eclipse IDE, Manual Testing.**Educational Qualification:** Completed B-Tech in 2018 from JNTUA **Employment Details:****Company:** ARIATECH IT SOLUTIONS Pvt Ltd**Designation: Program Analyst****Platform :** Veeva CRM, Force.com (Salesforce)Company: Cognizant technologies Pvt LtdDesignation: Software ConsultantPlatform : Veeva CRM,Force.com(Salesforce)Project Details:PROJECT : Enhancement Cum Maintenance project **CLIENT : Leading Pharmaceutical company****PROJECT TYPE: CONFIGURATION, DEPLOYMENT, PRODUCTION SUPPORT.****Project Description:**LATAM Pharmaceuticals is the largest pharmaceutical in Brazil. Since 2008, the region is by far the fastest growing pharmaceutical market in the world. By 2017, Brazil is poised to become the fourth largest pharma market, behind the US, China and Japan.while Brazil is the numero Uno pharmaceutical market in the Latin America, Mexico is also rapidly growing, as well as Argentina, Chile, Colombia, Venezuela and Peru. Although due to their current political and economic situations Argentina and Venezuela might be lagging behind. This shows that the region as a whole is an attractive market for pharmaceutical companies.**Configuration (Veeva& Sales force)*** Account Management
* Call Management
* GAS (Global Account Search)
* Data Change Request (Custom)
* Survey Management
* Time Off Territory
* Cycle Plans
* My Schedule
* Sales force &Veeva Translations for Non English Countries
* Coaching Report

Responsibilities* Responsible for attending client calls and supporting the Incidents via SNOW along with onsite counterpart and preparing weekly status report
* Presently i am only Primary Contact person for LATAM Production Support.
* Cycle plans loading quarterly wise, based on Clients requests (Which accounts having the panel flag YES)
* ATL file loading (Territory to Add, Territory to Drop)
* Involved in demonstration of the development to client and implemented the feed back
* Managing users and assigning them to associated stores, and Working on production support issues and resolving in time.
* Deploy metadata from one sandbox to other sandboxes and production using change sets
* Survey functionality and tracking the Survey History in Veeva Application. Configuration of roles and territory for users.
* Creating Reports and Dashboards and storing them in folders to give access to different groups of users at diff frequency based on client’s request
* Enhancement, Unit Testing and deployment

Project Details:Project : PHARMA COMM VEEVA JAPAC**CLIENT : LEADING PHARMACEUTICAL ORGANIZATION**Project Type : ENHANCEMENT, CONFIGURATION, DEPLOYMENTProject Description:For JAPAC, Automation of the Data Change Request to make changes in territory, account address and child account along with creation of new accounts, address and parenting of new accounts. And also implementation of Medical profile related functionalities and External Expert Related Survey functionality and tracking the Survey History in Veeva Application. Configuration of roles and territory for users, Data change requests and EE information.Responsibilities:* Managing users and assigning them to associated stores
* Working on production support issues and resolving in time.
* Experience in working with Salesforce.com Sandbox, Production Environments and also with Eclipse IDE.
* Creating workflows and approval process and validation rules, formulas.
* Creating report types and reports and stored in different folders and scheduling to different users.
* Creating dashboards and define running user settings and schedule refreshes.
* Maintaining security setup at Org level, object level, record level and field level using profiles, roles and sharing rules.
* Deploy metadata from one sandbox to other sandboxes and production using change sets.
* Data Management - Data Loader, and Dream Factory Snapshot.
* Worked closely with testing team to fix bug in SIT/UST environment
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