Ram Reddy  

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**Professional Summary:**

A Certified Salesforce.com professional with overall 5+ years of experience worked as a Salesforce Administrator/Developer. Hands-on experience in Salesforce.com CRM, Force.com platform, project management and delivering projects. Deep understanding and working experience in Sales, Sales cloud, Service cloud customer service, Marketing and business process.

**Special Expertise:**

* Good Knowledge and experience with Salesforce CRM projects using Salesforce.com, Force.com.
* Good understanding of Lightning Concepts which includes the Lightning Component Framework.
* Experience working with Salesforce.com Service cloud, Sales cloud as well as marketing cloud and configuring Administration setup on salesforce.com platform.
* Experienced in creating Picklists, Dependent Picklist, Tabs, Role based Page layouts, Validation Rules, Email Templates, Workflow Alerts and Actions, Workflow Approval, Approval Processes
* Developed Visualforce pages and Custom Objects using Apex Programming on Force.com Platform.
* Experienced in Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts and Actions and Approval Workflow.
* Good insight into the Health and Financial Domain.
* Experience in developing client-specific solutions on force.com platform using Apex classes, Triggers, Visual Force, Controllers, Web Services API, Force.com IDE, SOQL, SOSL, SOAP based Web Services, JavaScript, Ajax.
* Hands on experience in effectively managing all the organization security related issues such as Session Management, Login History, Login Access Polices, Reset Passwords, Grant Account Login Access, Reset Security Token and View Setup Audit History.
* Proficient in user interface and web technologies like HTML, XML, CSS, JavaScript, WSDL, and SOAP.
* 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.
* 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, Mass Delete, 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).
* 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 Technologies | Apex Language, Apex Classes, Apex Triggers, Apex Scheduler, Apex Web Service, Visualforce Pages, Visualforce Component and Controllers. |
| Salesforce Tools | Force.com plug-in, Data Loader Force.com Explorer, Force.com, Migration Tool, Force.com Excel Connector. |
| Languages & Technologies | Apex, C, C++, Java, SQL, Java Script, HTML, XML, CSS, AJAX, |
| Operating Systems | Windows 7/8/ XP Pro / Vista, Windows Server 2000 / 2003 |
| Databases | SQL Server 2000, My SQL |

**Professional Experience:**

**American Express, Phoenix, AZ Aug’17 – Present**

**Salesforce Administrator/ Developer**

**Responsibilities:**

* Administrated and monitored the company's Salesforce CRM application
* Created and maintained fields, views, reports, dashboards, campaigns and other salesforce.com objects and functions.
* Worked on advanced fields like Pick lists, dependent pick lists, validation rules for custom objects.
* Maintain security models in sales tools, including roles, profiles, and sharing rules.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Administered Salesforce setup functions for new users, roles, profiles, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce configurations.
* Constructed junction objects and enabled various progressive fields like Validation Rules, Field Dependencies, Custom Formula Fields, Workflows, Picklists, Field Updates, Email Generation and Approval Processes for automated alerts
* Implemented Apex classes and triggers and linked them to Workflows that were already implemented in the system.
* Responsible for regular data uploads, generating and compiling reports as well as providing first line support for internal users on feature requests, problems, and questions
* Working knowledge in generating Reports, dashboards, customizing the reports and analyzing the reports in Salesforce.
* Created Profiles, Users and implemented sharing rules, Role hierarchies, Record level permissions to provide data access among different users.
* Provided support ongoing salesforce.com maintenance administration services including periodic data cleansing, custom objects, workflow, triggers and campaign management.
* Leverage Salesforce.com tools like workflows, Process Builder, validation rules, custom fields and objects to improve sales processes
* Customized Page layouts for Opportunity, Contacts and Accounts depending upon user Roles, and Groups
* Configured Creating Roles, Security Access, Profiles, Email Services, Page Layouts, Workflow Alerts, Actions, and Approval Processes
* Creating email templates, approval processes, approval page layouts and defined approval actions on them to automate the processes. Maintain security models in sales tools, including roles, profiles, and sharing rules.
* Triaging the issues and solving the defects post deployment.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Worked on Force.com Explorer for querying Salesforce database using SOQL and SOSL queries and Data Loader for data migration, insert, update, and bulk import or export of data.
* Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Used Sandbox for testing. created, managed packages and migrated them between Sandboxes and Production environments for final implementation.

**Environment:** Salesforce.com Platform, Apex Language, Visual Force (Pages, Components and controllers), sandbox data loading, Eclipse IDE, Workflows and Approvals, Data Loader, Apex explorer, Salesforce chatter, Salesforce Lightning, Sandbox data loading, Apex, HTML, CSS, Ajax, JIRA, Java Scripting Developer Console.

**Altrua HealthShare , Austin, Texas Oct ’16 – Jul’17**

**Salesforce Administrator/ Developer**

**Responsibilities**:

* Developed the company's Salesforce CRM application
* Experienced in maintaining the Functional areas of Data Management, Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports
* Experienced in working on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform. Setup Role hierarchy and create sharing rules to limit data visibility.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Working knowledge in generating Reports, dashboards, customizing the reports and analyzing the reports in Salesforce
* Developed Apex Triggers, Apex Classes for implementing customizations requested by business users across various objects. Implemented Email-to-Case, Web-to-Lead, and Web-to-Case according to the functional requirements.
* Experience in Integration of Salesforce with in-house legacy ERP systems, using Apex Web services WSDL.
* Written and tuned SOQL, SOSL with consideration of Governor Limits for querying across large datasets and performed DML operations.
* Administered Salesforce setup functions for new users, roles, profiles, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce configurations.
* Wrote test scripts for end user testing and acceptance. Some data migration with Informatica on-demand product and SFDC data loader.
* Created Email Templates and Mail Merging Templates and was involved in doing the mail merge for different standard and custom objects.
* Used various sandboxes for developing, testing and migrated the code to the production after UAT testing.
* Designed and developed the Custom Objects, Page Layouts, Custom tabs, Components based on the requirements.
* 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 Community cloud like how to engage with employees, customers, partners.
* Implementation of Salesforce Service Cloud from Business case to operation.
* 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.

**Environment:** Salesforce.com (SFDC, CRM Provider), Custom objects, Layout, Apex API, SOQL (Sales Force Object Query Language), Import Wizard, Apex Data Loader.

**CA Info Solutions, Hyderabad, India Nov’14 - Aug’15**

**Salesforce Administrator**

**Responsibilities:**

* Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and non-functional requirements.
* Worked with the user group for requirement gathering throughout the planning and implementation.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, opportunities, cases, Reports, and Dashboards.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created and deployed Several Reports using salesforce.com platform.
* Created email templates and inbound emails using Visual force for the clients and customers.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Provided ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow.
* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Email Services, Security Controls, Sandbox data loading, Windows XP.
* Created custom controllers implementing complex code for retrieval from Salesforce to VISUALFORCE pages.
* Developed Apex class and triggers to format phone/fax/zip code in account object.
* Extensively used REST APIs for integration between Salesforce and on premise systems.
* Developed and maintained SFDC analytical reports and dashboards for management review

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs

**Education:**

* Master’s in Computer Science.
* Bachelor’s in Computer Science.