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Professional Experience

- **5 years** of experience with **the full application lifecycle**, including inception, development, and maintenance in **Salesforce Sales Cloud**.

- 5 years experience **in working API** (REST & SOAP) **Web Services** in Salesforce.

- 3+ years of experience **with data structures, building data models**, and data migration.

- 4+ years of experience in working **with cross functional teams** like MDM Team, BI Team & Business Teams.

- 1+ year of experience in setting the **Knowledge users, publishing Knowledge Articles & building communities**.

- 1 + year of experience in **Lightning design System and Lightning Web Components.**

- Experience with working in an **agile software development** environment and in working with **Multiple projects**.

- Experience with **workflow management tools** like JIRA, Service Now.

- Experience **delivering CI/CD automation** solutions in an agile software organization.

- Familiar with **Media Ad Sales Business** and Account Management, Order Bookings, Opportunity Management, Forecast Management.

- Worked Extensively with **Salesforce Configuration & Customization and** Setup like Managing Sharing settings, Roles, Profiles, Validations, Custom Apps.

- Strong understanding of **Salesforce Design and Development** & **Salesforce Automation** Best Practices, Apex Design Parameters, Governor Limits, Shared Platform Best Practices, lightning flows, Process Builders.

- Knowledge **in AppExchange applications** for integrating with Third Party Applications.

- Expertise in querying Salesforce database using **SOQL, SOSL** using **Apex Schema** Explorer and familiar with **Lightning Query Optimizer.**

Salesforce Certifications:

SALESFORCE CERTIFIED Platform App Builder	SALESFORCE CERTIFIED Sharing and Visibility Designer	SALESFORCE CERTIFIED Platform Developer I	SALESFORCE CERTIFIED Administrator

Education:
- Bachelor's in computer science and Engineering, JNTU, Hyderabad, India.
- Master's in computer information systems, Florida Institute of Technology, Florida, USA.

Technical Skills:

LIGHTNING EXPERIENCE DEVELOPMENT	Salesforce Lightning Design System and Lightning Components, LWC.
SALESFORCE.COM	Salesforce Admin, SSO, Apex , Visual Force, Scratch Orgs.
ADMINISTRATION	Reports &Dashboards, Validation Rules, Users, Roles and Profiles Deployments (Change sets), Workflow Rules, Approval Process, Packages, Custom Apps, Custom Labels, Sharing Settings, Communication Templates.
LANGUAGES	C, C++, Java, JSP, XML, HTML, CSS
SALESFORCE TOOLS	Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Platform (Sandbox, and Production).
OTHER TOOLS	Workbench, Git-Hub, VS code.
OPERATING SYSTEMS	Windows 7/8/10.
SALESFORCE TOOLS & INTEGRATION TOOL	Eclipse IDE, Apex Data Loader, Workbench.

Client: NBC Universal Media.   **Nov 2019 – Till Date.**
Employer: BIS Consulting Inc.
Title: Sr. Salesforce Administrator/ Developer.

Project: Digital Release & Film Pricing

- Designed and Developed one-point entry form to save all incoming digital Releases
- Automated the creation of Exclusive products associating to Digital releases for Pre – Orders & PVODs.
- Automated Digital release pricing and repricing and it can be initiated Dynamically.
- Created a Dynamic custom Metadata setup where any new product creation can be managed.
- Automated all email notifications for steps by step process in Digital Release.
- Connected the Application with the Parent Application to inherit the required Data.

Roles & Responsibilities

- Working with **Scratch Orgs & Version Control tools VS Code**, which can make the deployments seamless
- Constantly look for innovative ways to improve system performance by using **@Future Method Effectively**.
- Creating Custom Apps, connected Apps, **and Building a tight security model using roles profiles, groups, permission sets, OWD, sharing rules and efficient Data Model using Standard Objects, custom Objects and External Objects, Custom meta data, Custom Settings.**
- Partner with sales teams to **assist in proposals, presentations**, and demos for key deals.
- Participating in **Story grooming sessions** with BA and Business Operation Teams to develop requirements and JIRA stories.
- **Created data flow diagrams and process flow diagrams** to facilitate better system understanding.
- Worked on making few **API (REST & SOAP) Calls and integrating** with external Systems.
- Coordinating with **MDM and Data warehouse** teams in setting up the Integrations with Salesforce.
- Working knowledge of **web development technologies** and concepts including HTML, CSS, JAVA Script, and Databases
- Created modern Enterprise **Lightning Apps Combining Lightning Design System**, **Lightning App Builder** and **Lightning Component** features.
- Split the Business logic execution and Automated it with heavy **lightning flows & Process Builders & workflows.**
- Usage of **Custom Metadata** for translating and or defaulting any dates.
- Constantly look for **innovative ways** to improve team performance.
- Have done **POC and R&D** on the current system in the process of making system stable
- **Coach other team members** on Salesforce product to ensure knowledge is distributed among the team.
- Help customers to drive **user adoption** of Salesforce CRM technology.

Client: NBC Universal Media.   **July 2019 – Nov 2019**
Employer: BIS Consulting Inc.
Title: Sr. Salesforce Administrator/ Developer.

Project: CARs (Creative Asset Request).

- CAR APP Standardized Request Submission to Creative Users.
- This App helped Creative Users to Manage non-creative budget items
- Improved Budget Tracking by introducing GL (General Ledger) Codes.
- Enable Real Time Request Tracking for creative and requestors.
- Automated CAR creation and submission for materials and components.
- CAR helped business users to discontinue legacy processes like Creative Workplans, CPT, and Creative Budgets excel/smart sheets, Digital Marketing AV/Social Tracker google sheet.
- Introduced Template for faster creation of CARS/Budgets.

Roles & Responsibilities

- Worked from building the data Model as the business requirement.
- Heavily **used Custom Meta data, custom Labels**.
- Build a Screen flow navigation supporting interface.
- Worked on **standard objects** Accounts, contacts, Activities/Events and custom objects.
- Created **Lightning flows** and Invoking Apex on flows and defined **related tasks time triggered tasks, Email alerts and filed updates** to implement business logic.
- Developed and deployed the **Approval processes** with 10 level approvals.
- Created **Queues and groups** and heavily used them in email alerts.
- Custom validations with heavy usage of various functions.
- Defaulting the data on request creation through process builder.
- Bulkification of request creation with combination of **process builder and Flow.**
- Introduced multiple **Quick Actions.**

Client: NBC Universal Media.   **July 2018- May 2019**
Employer: BIS Consulting Inc.
Title: Jr. Salesforce Admin

Project: Sky castle Implementation

Sky castle will be a Salesforce application that handles the workflow and lifecycle of Digital and Video production.

The lifecycle consists of multiple workflows, pitch request, sold production, and recap. Each workflow will be supported by core components to handle and organize the fields. The form will display a request path to inform users of the current phase the workflow is in, will validate the fields on submit, and notify users of the phase change or submission.

Roles & Responsibilities:

- Execute the project with Salesforce **Out-of-box Features**
- Analyzed **and Created Custom Profiles and Roles** as required for the business needs and implemented Object level, Field level and Record level security.
- Implemented **Security Settings and configured profiles and permission sets**.
- Building Lightning record pages
- Used lightning components to **build transfer and Backup functionalities**
- Extensive use of **Workflows, Approval Process and Email Templates.**
- Used Flows and process builders for Business Automation
- Configuration & Implementation of Grid Buddy with Sky castle application.
- Most successful implemented project with 85% out of box functionally utilization

Client: NBC Universal Media.   **Oct 2016- June 2018**
Employer: IT Key Source Inc.
Title: Jr. Salesforce Admin.

Project: Pending & Forecasting Automation.

This application allows users to enter the forecasted revenue and gives ability to Business user to view all in one place (Budgets, Estimated, Pending and Booked & Expected Finish). To implement this, we are using cloud base platform Sales force which is the fast-growing CRM Tool today.
- This application holds a logic which automatically calculates the Current quarter pending and Current quarter Booked revenues which helps user to adjust the estimates.
- Orders booked by the user from Wide orbit traffic system are pushed to salesforce, so user can view their bookings by Station-Platform. Which increases the efficiency and transparency.
- Delivered Dashboards & reports are built to show the Bookings and Estimates by AE, which makes the manager interaction easy.

Roles & Responsibilities:

- Created data flow diagrams and process flow diagrams to facilitate better system understanding.
- Worked on standard objects Accounts, Opportunities, contacts, Activities/Events, Opportunity line items, products and custom objects.
- Updated the **APEX Controller** and **Helper functions** regularly making the Component Context Aware as per business requirement.
- Designed and deployed the **Custom objects Entity-Relationship, Data model validation rule, Apex Classes, Controller Classes, extensions and Apex Triggers, Custom Visual Force Pages, Lightening Components** to suit to the needs of the application.
- Developed and deployed the **Apex Schedulers, Apex Batch Classes,**
- Involved in **Data mapping** and **Data migration** of data from legacy systems to SalesForce.com Objects and fields.
- Evaluated install and configure AppExchange packages as per business requirements extending native Salesforce functionality.
- Always wrote test methods with code coverage of 85-100%.
- To enhance the visual appearance, we inherited two external UI applications **(Skuid, Grid buddy).**

Project Involved in my coursework:

Project: Developing a School Website in AWS (Amazon Web Services) January2016 – May2016
The project is to give the students a most effective interactive website to Students and staff. By this website they can access university amenities with cost effective maintenance by using the AWS database (Dynamo DB).

Contacting details:

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