**KETHANA YENIGALLA**

**SALESFORCE ADMIN | SALESFORCE BUSINESS ANALYST**

**Phone: 707-394-5382**

**PROFESSIONAL SUMMARY:**

**Salesforce Administrator with 5 years of professional experience working in IT Industry in areas of Salesforce.com and CRM implementation. Experience covers all phases of SDLC including requirement analysis, development and testing.**

* As a Salesforce Consultant, my technical expertise includes following:
* Over 5 years of professional experience in Application Software Designing,
* Over 5 Years of experience with Implementation, Design, Configuration, Salesforce
* Customization, Security Access, Workflow Approvals, and Data Validation, Data
* Utilities, Analytics, Sales, Marketing, Customer Service and Support Administration in
* Salesforce.com CRM and Force.com Platform, in Salesforce CRM with Apttus CPQ
* implementation.
* Expertise in standard Salesforce configuration that include workflow rules, page
* layouts, Record Types, Approval Processes, Assignment rules, Validation rules, bulk
* Triggers, etc.
* Worked on integrating CPQ system with multiple CRM’s like salesforce and CRM on
* demand.
* Have knowledge on Apttus Quote to Cash Process flow and Order Management
* flow.
* Supported and improved sales cycles by implementing CPQ solutions effectively.
* Extensive business knowledge and customization experience on various

salesforce.com standard objects like Accounts, Contacts, Opportunities, Products

and Price books, Cases, Leads, Campaigns, Forecasting, Reports and Dashboards.

* Experience in Marketo configuration and customization
* Implemented Sites and communities.
* Implemented security and sharing rules at object, field, and record level for different
* users at different levels of organization.
* Experience in different testing procedures and dealt with training aspects of the

technology.

* Had experience of coordinating offshore teams for the entire project life cycle.
* Experience in Generating Reports, Dashboards, customized reports and analyzing the

data in Salesforce.com.

* A skilled problem solver and an efficient team player. Can effectively work in both

independent and collaborative work environments.

* Experience in interacting with business teams, programmers and technical staff at all levels.
* Strong ability to elicit, document, validate and transform business requirements at various stages of **software development life cycle (SDLC).**
* Extensive knowledge in working with various project management objects like SWOT analysis, Cost Benefit Analysis, Scheduling, Resource planning, Critical path Method, Risk analysis and Risk Management.
* Experience on a **Salesforce** implementation through the full Software Development Lifecycle (SDLC)
* Responsible for defining the scope of the project, gathering business requirements and documenting them.
* Coordinated with business users, architects, Product Owners and developers to create business case documents.
* Organized **JAD and JAR sessions** to gather requirements at various stages. Good understanding of project process and ability to analyze business problems and identify solutions. Worked extensively with the team to meet business requirement, create prototypes and analyze workflow.
* Professional with interpersonal, analytical and team work skills. Effective communication both verbal and written skills. Strong Presentation and Leadership Skills.
* Worked closely with project stakeholders, SMEs, and staff to understand the requirements and specifications for new applications along with enhancements to the existing applications.
* Elicited requirements from stakeholders, vendors, consultants, subject matter experts, Product Owner’s and existing system users using various techniques like **JAD sessions, brain storming, one on one.**

**TECHNICAL SKILLS:**

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| --- | --- |
| **CRM Applications** | Salesforce.com: Sales Cloud, Service Cloud, Force.com: Custom Cloud  Salesforce.com: Reporting and Analytics of Sales, Service and Custom Cloud  Salesforce.com AppExchange: Application for code backup and sub versioning within Salesforce |
| **Configuration Skills** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation Reports, Dashboards, Formula Fields and Cross Object Formula Fields Configuration Skills,  ,Security and Sharing Model Translation Workbench |
| **Operating Systems** | Windows 7/8/VISTA/ Window Server 2008/Windows Server 2012, UNIX, Linux |
| **Methodology** | Agile, Waterfall |
| **Databases** | Force.com DB MySQL, Oracle 8i/9i/10g/11g, Microsoft SQL Server 2000/2005/ 2008, DB2, Java DB, basic Distributed Database technology-Hadoop-SQL |
| **Known Tools** | Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force.com Platform (Sandbox, and Production) QTP. |
| **MS Tools** | MS-Office, Project, SharePoint, VISIO, Excel, Access, Infopath |

**Work Experience:**

**Client: Hilton, Memphis, TN**

**Role: Sr. Salesforce Admin May 2019- Till Date**

**Description: Hilton** Worldwide Holdings Inc., formerly **Hilton** Hotels Corporation, is an American multinational hospitality company that manages and franchises a broad portfolio of hotels and resorts. Founded by Conrad **Hilton** in May 1919, the corporation is now led by Christopher J. Nassetta.

**Responsibilities:**

* Worked towards designing and creating the necessary training material and conducting internal training sessions for business users who are using the functionalities of **Salesforce technology.**
* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visualforce, Force.com API, and Web Services.
* Agile Development Methodology was followed for the implementation
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files intosalesforce.com, checking for the correctness of the data.
* Migrated related sets of data between Orgs while preserving those relationships.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Configured Data Loader and uploaded data in CSV files into Salesforce, checking for the correctness of the data.
* Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.com

**Client: Food & Drug Administration (FDA), MD**

**Role: Sr. Salesforce Admin/ Salesforce Business Analyst April 2018-April 2019**

**Responsibilities:**

* Performed Salesforce administration tasks including resolving issues relating to users (setup, profiles, roles, permission sets)
* Performing data clean-up.
* Configuring custom objects and fields, building workflows, approval processes, formulas, and validation rules; Configuring roles, profiles, and security settings.
* Worked on the case object to set up assignment rules, support processes and set up queues based on the case priorities
* Agile-scrum project development methodology, sprint planning, conducting daily Stand-ups/ Scrums.
* Experience in integrating users from Salesforce to OKTA.
* Developed project specifications including functional requirements, User Stories, acceptance criteria.
* Documented **UAT** scripts and coordinated with **QA** testing for test cases.
* Verification and regression testing of new and existing functionality before a release to users  
  Triaged defects, identified and logged potential enhancements from our customers and internal staff, so Motiva can continually improve and grow their business.
* In **lightning migration**, we have built the customized components.
* Upgraded the **Custom Apps** to lightning from **App Exchange**.
* Configured and customized the **marketing communities** using Salesforce lightning template template (partner central) to best suit the external users’ needs.
* Worked closely with marketing team to develop and implement various campaigns and tracking within **SFDC teams**.
* Worked on Case management in **Salesforce Communities** which provides Quote-to-Cash solutions using Apttus CPQ.
* Support and aid Motivate sales reps in the field with any customer issues regarding loading and assist in emergency setups internal user permissions, access and usability
* Created custom report types and generated report using the report types.

**Client: FedEx, Memphis, TN**

**Role: Salesforce Admin/Salesforce BA April 2017- March 2018**

**Description:**  Provides customers and businesses worldwide with a broad portfolio of Shipping, transportation, e-commerce and business services. With annual revenues of $69 billion.

* Configured Users, Roles and Permission Sets to manage portal Users and managing different set of Communities.
* Participated in JAD sessions involving Business Users and Sponsor groups to analyze and understand the business requirements by **AGILE methodology**.
* Used the **jQuery** to create the plugins on JavaScript library and used to navigate the documents.
* Implemented and used the **User Integration** for the transfer of data from other resource to the salesforce using the REST API.
* Created Custom buttons, Record types, page layouts, Profiles, Custom Setting and Assignment rules.
* Created **users**, **roles**, **public groups** and implemented **role hierarchies**, **sharing rules** and **record level permissions** to provide shared access among different users.
* Created **workflow rules** and **defined related tasks, email alerts** and **field updates**.
* Created various **Reports** and **Report folders** to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Created **custom Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people.
* Implemented **pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields** to the custom objects.

**Client: United Health Care (UHC),** **San Diego, CA October 2015– March 2017**   
**Role: Salesforce Admin**

**Description:** UHC is a Preferred Provider Organization (PPO) that has created a network of physicians, hospitals, and other **health** **care** providers **with** the goal of offering affordable **health** **care** services. I worked on Claims processing module of the Group Approval Process (GAP). The claims processing module involved Receipt and Verification of Claim Forms (837) and Claims Attachments (275), Claims Enquiry and Response, Adjudication, Healthcare Claim Payment/Advice as per HIPAA guidelines.

**Responsibilities:**

* Designed and deployed the Custom objects, Custom tabs, Picklist, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visualforce Pages to suit to the needs of the application.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Interacted with various business team members to gather and documented the requirements. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* **Migrated data** from **Salesforce** to **SQL Database** using **Data Loader Command Line**
* Used **QuickBooks** to automatically create Invoices to reduce data entry and speed up cash flow and provide visibility to accounts for account management purposes.

**Client: Cipla Global Limited, India May 2014-June 2015**

**Role: Jr. Salesforce Consultant**

**Description:** Cipla global limited is an Indian multinational pharmaceutical and biotech company, headquartered in Mumbai. Cipla primarily develops therapeutics to treat cardiovascular disease, arthritis and depression. The project involved development of a centralized web-based database called EDR (Electronic Data Reserve) to be used by various members for generating reports and data from different departments. The application allowed researchers and scientists to store and retrieve data as and when required.

**Responsibilities:**

* Created dashboard reports to track overall business results as well as lead efforts using Tableau
* Performed present Lead, Enrollment and Retention to **forecast** Trend analysis
* Helped increase Spend to Lead generation.
* Gathering requirements, functional and technical, for several projects and involved in the design of prototypes.
* Queried databases, performed data extract requests, list pulls and **Statistical Analysis**.
* Defined, Designed and Developed reports to support marketing activities.
* Maintained the **Requirements Traceability Matrix** (RTM) across the deliverables of a project.
* Collected and Reported on external sources of data to drive business decisions
* Verified Analysis and Report accuracy with minute detail
* Developed various **Custom Objects**, **Reports**, **Tabs**, **Components** and **Visual force Pages** and **Controllers** for different user profiles based on the need in the organization.
* **Unit test** all items developed prior to testing.
* Experience working with **Salesforce** mobile integration resolving cases on the go and deployed applications from **Sandbox** to production.
* Used the **salesforce Integration** to extend the business logic with another business process
* Prepared pictorial Use Cases Diagram, **Sipoc Diagram**, **Swim Lane Diagram**, and **High-level Process flow Diagram** using **MS Visio** and **MS Word**. In addition, have strong exposure and ability to analyses Activity Diagrams, Sequence Diagrams.
* Used **Data Loader** for **insert**, **update**, and **bulk import** or **export** of data from (SFDC) **Salesforce.com** subjects. Used it to **read**, **extract** and **load data** from comma separated values (CSV) files.

**EDUCATION:**

Master of Science in Computer Science

Colorado Technical University, CO.