**Venkat Paruchuri  
Salesforce Developer**

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LinkedIn:** [**www.linkedin.com/in/venkat-paruchuri-4b8257173**](http://www.linkedin.com/in/venkat-paruchuri-4b8257173) **Visa: H1B**

**PROFESSIONAL SUMMARY:**

* Over **7 Years** of IT experience that includes over **6+ years** of experience in **Salesforce.com CRM Platform and Apex technologies as Developer** and ayear of experience with **Java/J2EE**.
* Experience in working with Salesforce developer toolkit **(Apex, Visualforce, force.com IDE, SOQL and Web Services/ Metadata API).**
* Good knowledge on Apex development in creating Objects**, Triggers, Apex Classes, Standard Controllers, Custom Controllers** and **Controller Extensions and lightning components.**
* Strong experience in defining and managing **custom Objects, creating page layouts,** developing field validations**,** campaign Management**,** formulas and workflow rules **using Salesforce.com and Eclipse IDE for Salesforce.**
* Extensive work experience on designing of **custom fields, role based page layouts, custom Tabs, custom reports, report folders**, report extractions to various formats, design of **Visualforce Pages, Snapshots, Dashboards, Apex Classes, Controllers & Triggers**, and various other components as per the client and application requirements.
* Experienced in creating and activating the **Marketing Campaigns** in **Salesforce.com**.
* Experience working with **Salesforce.com Sandbox** and **Production** environments.
* Experience in working with **Eclipse IDE** with **Force.com Plug-in** environment for writing Business logic in **Apex** Programming Language.
* Experience in using lightning app builder
* Experience in building reusable UI components with lightning component framework.
* Proficient in administrating the organizational setup using **Salesforce administration**.
* Good experience in working with **Cloud computing** / **SaaS** technologies.
* Experience in using **Force.com Web services API** for implementing **web services** in the application for access to data from different users.
* Experience in designing junction objects and implemented various advanced fields like **Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Workflows,** and **Approval Processes** for automated **alerts, field updates**, and **Email** generation according to application requirements.
* Experience in implementing **security** and **sharing rules** at **object, field,** and **record level** for different users at different levels of organization. Also **created various profiles and configured the permissions based on the organizational hierarchy.**
* Good understanding of Salesforce.com **Governor Limits** with an ability to optimize code to respect those limits.
* Proficient in **Data Migration** from **Traditional Apps** to **Salesforce** Using **Data Loader Utility.**
* Experience in writing **Triggers, SOQL and SOSL** statements.
* Hands on experience in using the **sandbox** for testing and migrated the code to the deployment instance after testing.
* Good exposure on **Design Patterns** (Creational, Structural and Behavioral).
* Experience in designing skills with **E-R Diagram** and **UML Diagrams.**
* Extensive experience in developing enterprise applications using **Java** and **J2EE** technologies such as **JSP, Servlets**, **Tiles**, **Struts, Spring, XML, XSL, HTML, JavaScript, JDBC** and **CSS**.
* Good exposure to RDBMS, SQL and **PL/SQL**, writing SQL scripts for efficient report generation.
* Experienced in full life cycle application development from requirements gathering and design to **UAT (User Acceptance** Testing).
* Highly organized and dedicated with a positive attitude, capable of producing results immediately on hire.
* Customer centric with effective interpersonal, organizational and problem-solving skills.

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Partner WSDL & Enterprise WSDL and Visualforce (Page, Component & Controllers) |
| **Custom Integration** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application and Sandbox data loading |
| **Force.com tools** | Apex Data loader, Force.com Apex Explorer, AJAX tool kit, Force.com Migration Tool, Force.com Excel connector and Force.com Eclipse IDE Plug-in |
| **Programming Languages** | Java, C, C++, VB, APEX and UML |
| **Java/J2EE/Web Technologies** | J2EE, JSP, JDBC, RMI, Applet, Java Script, XML, XSLT, DTD, XML Schema, HTML, DHTML, Shell Scripts and Web service |
| **Database** | MS SQL Server and MySQL |
| **IDE** | Eclipse, My Eclipse and Force.com Eclipse IDE plug-in |
| **Tools** | MS Visual Source Safe, HTML Dream weaver, Microsoft Project, Sub Version and MS Visio |
| **Platforms** | UNIX and Windows (NT/2000/XP/Vista/7) |

**Education Qualifications: -**

* Master’s in computer science New England College NH

**PROFESSIONAL EXPERIENCE:**

**Alternative Solutions, Dallas, TX Nov2018 to Till Date**

**Role: Salesforce Lightning Developer**

**Description:**

**Responsibilities:**

* Created **Custom Objects** and fields for transactional and contractual information.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response** Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the **custom objects.**
* Created **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Worked on Vlocity, for 360-degree customer views, customer history feed.
* Created Complex and Reusable Components in Vlocity.
* BuildingOmniscripts, DataRaptors and Vlocity Integration Procedures using best practices.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Used **SOQL**&**SOSL** for data manipulation needs of the application using platform database objects.
* Used field level security along with page layouts to manage access to certain fields.Created **Custom Objects** and fields for transactional and contractual information.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response** Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the **custom objects.**
* Created **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Worked in Apache CGI, Cherrypy, python and Bash programming on Red Hat virtual machines to maintain and automate Splunk server deployments and other in house IT operations.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Performed integration of Code Quality Analysis Techniques like Check styles, Find Bugs and PMD with CI/CD tool Hudson/Jenkins.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Used **SOQL**&**SOSL** for data manipulation needs of the application using platform database objects.
* Used field level security along with page layouts to manage access to certain fields.

**Environment:** Force.com platform, VisualForce, Lightning Components, Apex Language, Data Loader, Triggers, Test Methods, Debugging, Web Services, JavaScript Remoting, Remote object, Angular JS, Escalation Rules, Assignment Rules, Record Types, Service Cloud, CRM

**AbbVie, Chicago, IL Dec 2017 to Nov2018**

**Role: Salesforce Developer**

Description:

**Responsibilities:**

* Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, architecture design, development, enhancements, testing.
* Designed, developed and deployed **Apex Classes**, **Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Developed various **Visualforce Pages, Apex Triggers** to include extra functionality and wrote **Apex Classes** and Controller to provide functionality to the visual pages.
* Created **Custom Objects** and fields for transactional and contractual information.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response** Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the **custom objects.**
* Created **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Used **SOQL**&**SOSL** for data manipulation needs of the application using platform database objects.
* Used field level security along with page layouts to manage access to certain fields.
* Used **Force.com** developer toolkit including **Apex Classes, Apex Triggers** and Visualforce pages to develop custom business logic.
* Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.
* Used **Data loader** to load the records on to the **force.com** platform.
* Implemented Salesforce Development Cycle covering **Sales Cloud**, **Service Cloud**, Call Center, Chatter & App-exchange applications.
* Made new feature enhancements on **Service cloud** console view and developed some Visual force components.
* Created UI Pages using lightning app builder
* Created reusable UI components with lightning component framework.
* Experience in building reusable UI components with lightning component framework
* Involved in migrating the data from Oracle database to Salesforce application using **Apex Data Loader**.
* Used **Informatica** cloud service to integrate the data between systems.
* Involved in **Data Migration** from **Traditional Apps** to **Salesforce** Using **Data Loader Utility.**
* Performed **Data Migration** from home grown legacy system to **Salesforce CRM**.
* Exporting and deploying Data packs using VlocityDX.
* Experienced in Unit Testing, for the customizations and developments done during the project.
* Extracted the data from Salesforce.com application into the external databases for generating large data reports using the **Informaticaon Demand.**
* Implemented data migration using **Informatica** on demand and data loading using Data loader, import wizard.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system using Informatics on Demand.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* **Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.**

**Environment:** Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Service Cloud, Data Migration, Informatica, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards, Oracle, Windows.

**WellsFargo, SFO, CA Jan 2017 – Nov 2017**

**Role: Salesforce Developer**

**Description:**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application. Migrated data from external sources and performed **insert, delete, upsert, export** operations on millions of records.
* Used **Force.com** developer toolkit including **Apex Classes, Apex Triggers** and **Visualforce pages**to develop custom business logic.
* Designed and developed SFA based Application on **Force.com** Platform in **Salesforce.com** environment with **Apex** programming language at backend and **Visualforce pages** as user interface.
* Implemented the requirements on **Salesforce.com** platform and **Force.com** IDE Plug-in using **Eclipse**.
* Implemented **pick lists**, **dependent pick lists**, **lookups**, **master detail relationships**, validation and formula fields to the **custom objects**.
* Created **page layouts, search layouts to organize fields, custom links, related lists, and other components** on a record detail.
* Built component with Vlocity development and well versed with the functions of the card framework in the insurance vertical.
* Customized **User Roles, Role hierarchies, Profiles and Sharing settings** to ensure that the protected data is available only to the authorized users.
* Created **templates, approval processes, approval page layouts and defined approval actions on them** to automate the processes.
* Worked with **SOQL,SOSL**queries with **Governor Limitations** to store and download the data from Salesforce.com platform database.
* Implemented **Sales cloud** and incorporated the enhanced features as required to streamline the business process.
* Implemented Salesforce **Service cloud** and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visual force sites) for business support and technical support for its channel customers.
* Designed and developed **Service cloud** and integration.
* Implemented **Data Loader** through the **Command Line** Interface to extract the data from database.
* Configured **Chatter** for the Users in the Organization for collaboration.
* Extensively involved in **Data Migration** from three **legacy systems** to **Salesforce.**
* Supported the **Data Migration** activities for migration the data from various business sources with the support of Salesforce.com.
* Migrated data from ACT CRM to Salesforce CRM using **Informatica** on Demand.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Involved in **data mapping** and **migration** of data from legacy systems to Salesforce.com Objects and fields.
* Conducted training sessions to the UAT users to use the Salesforce Knowledge application and developed a feedback custom report.
* Supported end users and helped them in getting used to the application, generated reports and saved them for further access to the users.

**Environment:** Salesforce.com, Force.com, Apex Classes, Apex Triggers, Apex Controllers, Visualforce Pages, Eclipse, SOQL, SOSL, Service Cloud, Sales Cloud, Chatter, Data Loader, Data Migration, Page layouts, Roles, Custom Objects, Pick lists, Email alerts, Oracle and Windows

**Patni Computers, Hyderabad, India March 2014 – Dec 2015**

**Role: Salesforce Developer**

**Description:**

**Responsibilities:**

* Worked with Salesforce team to identify core business objects and optimal user license allocation required to suit business needs.
* Worked on translating several Visual Force pages to lightning framework.
* Created a user interface in Lightning using Aura components, CSS, Bootstrap for a user to enter case details and submit into Salesforce.
* Used Salesforce Lightning Inspector to debug the lightning components during the development process.
* Created reusable reports using Wave Analytics to obtain user login and Salesforce access patterns.
* Worked on SFDC Integration using Web Services, Apex Programming, Salesforce.com sales cloud and Service Cloud.
* Worked on web services for prescription tracking, integration with Hadoop for shipping time estimates, Drug and prescription DB for getting medicine.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Built customized Lightning components replacing the existing ones; using JavaScript on the client side and Apex on the server side.
* Integrated App exchange applications to make service cloud more efficient.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Implemented case management automation (on Case Object) to track and solve customer's issue and also Implemented Web-to-Case entry and manual case entry for entering customer's cases.
* Parsed the raw log files obtained using custom scripting and excel functions to suit the project requirements.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects - comma separated values (CSV) files.
* Used Service Now tool to analyze root cause, identify defects/ problem in Apex Classes, Controller Classes & Triggers and developed solutions for temporary & permanent bug fixes.
* Worked on ETL tool (Informatica) and Web Services API to integrate Salesforce with other applications within the organization.
* Created lists of individual CRUD hits on all objects that occurred daily inside Salesforce.
* Provided usage counts for each user listing how many records of each objects are created/viewed/edited/deleted by each user.
* Responsible for writing multiple triggers, apex classes, workflow rules to keep track of the users in the community.
* Helped business team identify the users with a Salesforce standard license that can be moved to a platform license or partner license to optimize license usage.
* Saved 1,270 Standard licenses based on the analytics created as listed above and freed/converted those licenses to save money.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Redesigned customizations currently implemented in Visual force into Lightning Pages/Lightning Components.
* Created Visual force email templates, New Templates, Mail Merges and also automated Email Process to send installation instructions to new and existing customers
* Integrated Apex with External services by making callouts that used SOAP and WSDL.
* Created a web channel for the customers by creating communities. Involved in Creating, Zoning Branding and Customizing Communities in Salesforce.
* Done with integrations using connectors such as Salesforce, Database, HTTP, FTP and File Connectors.
* Developed Apex Triggers, Apex Classes and Apex pages. Designed and developed Service cloud and integration.
* Developed Salesforce Lightning apps, Components, controllers, handlers and events in the existing organization.
* Used Lightning process builder for visualizing and creating automated business processes.
* Skillfully utilized Lightning Connect to get real-time data from external system by using external objects in Salesforce.
* Expertise in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Created reports on percentage of object usage by user profiles and re-configured the profiles to better suit the changing needs of organization.
* Used Agile and Scrum Methodology for developing Application.

**Environment**: Apex Language, Apex Triggers, Apex Data Loader, Force.com IDE, Force.com Migration Tool, Salesforce Lightning CLI, Visual force Pages, Aura Framework, SOQL, SOSL, WSDL, HTML, CSS, JavaScript, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse, Production environment, Eclipse IDE Plug-in, GIT.

**Apotex, Bangalore, India Jan 2013 – Feb 2014**

**Role: Java Developer**

**Description:**

* The project is related to Income Support Division (ISD) which assists low income New Mexicans with various programs including SNAP, Cash Assistance, Medical Assistance, Energy Assistance and MSP.
* Developed **many JSP pages,** used**JavaScript** for client-side validation.
* **MVC** framework for developing **J2EE** based web application.
* Involved in all the phases of **SDLC** including Requirements Collection, Design & Analysis of the Customer specifications, Development and Customization of the Application.
* Developed the **User Interface Screens** for presentation using **AJAX**, **JSP** and **HTML**.
* Created and maintained mapping files and transaction control in **Hibernate**.
* Eclipse used as Java **IDE** toolforcreating**JSPs**, **Servlets**, **EJBs**, and **XML**.
* Design and develop Servlets, **Session** and **Entity** Beans to implement business logic and deploy them on the Web Logic Application Server.
* Written and debugged the **ANT Scripts** for building the entire web application.
* Used XML to transfer the application data between **Client** and **Server**.
* **XSLT** style sheets for the **XML data transformations** that included both mid-layer transformations **(XML to XML)** and final transformations **(XML to HTML)**.
* Developed **webservices** in**Java**and Experienced with **SOAP**, **WSDL**.
* Used the **JDBC** for data retrieval from the database for various inquiries**.**
* Perform purification of the application database entries using **Oracle10g**.
* Participate in **Client side** and **Server-side** data validations using the **JavaScript.**