

Sreenu Daram

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BACKGROUND

With 10+ years of experience in the information technology industry, I have gained excellent knowledge of Salesforce.com. Handled multiple end-to-end projects in Agile methodology. Created Technical spec documents, Business and Functional requirement documents, data flow diagrams and process flow diagrams. Design and implement solutions for CRM systems. System Stabilization and Solution Optimization.

PRESENT COMPANY EXPERIENCE

Organization: CGI

Responsibilities:

- Understanding and Analysing the Business Requirements
- Create/Update Solution Design & Technical design documents
- Guiding/Supporting the team to follow the best Practices while implementing the requirements
- Technical Guidance and Code Review
- Implementing the requirements in Salesforce.com

Project: Global Atlantic

Organization: GAFG Limited

Role: Salesforce Technical Lead / Architect

Duration: Mar 2021 to Till Date

Environment: Salesforce.com

Technical: Salesforce.com Configuration & Customization,
Lightning
Integration
Sales Cloud
Financial Service Cloud

Project Description:

Global Atlantic Financial Group Limited is a Multi-line insurance and reinsurance company. Company offers different policies to customers like Annuities, Life & Pre-need. Salesforce.com used to store all the GA Policy related information & Wholesalers information. GA sells Policies via Other companies (External Wholesalers) & All the interactions stored in Salesforce. GA Wholesalers & Business Users are using Legacy Salesforce applications and They are facing Governor Limit issues like 101 SOQL error, CPU Time Limit, Recursive updates, More Record processing Time. New Org has been building with Salesforce Best practices.

Project: ViveLaCar Subscription

Organization: ViveLaCar

EXPERIENCE SNAPSHOT

INDUSTRY EXPERTISE
10+ years

TECHNICAL SPECIALIZATIONS

- Salesforce.com
- Sales Cloud
- Service Cloud
- Experience / Community Cloud
- Financial Service Cloud
- B2B Commerce Cloud
- Lightning, LWC
- Trained in to Einstein Analytics, Marketing Cloud(MCC201)

PRIMARY SKILLS

- Salesforce Customization & Configuration
- Rest API, SOAP API Integrations
- Lightning
- Visual Force, Apex, Triggers, Asynchronous Apex, Flows, Sharing Rules

Role: Salesforce Technical Lead / Architect

Duration: Oct 2019 to Feb 2021

Environment: Salesforce.com

Technical: Salesforce.com Configuration & Customization,
Lightning
Integration
Sales Cloud

Project Description:

ViveLaCar is a German start-up that launched a prototype (based on PHP Symfonie) of a B2C-E-commerce platform on which new cars and young used cars can be rented from car dealers to end customers in the form of a subscription model. End users can sign up for a rent contract including maintenance and insurance (“everything except fuel”). Prospective customers only need to supply a valid driver’s license, a payslip and pass a credit rating. The contract does not come with a minimal contract duration or commitment period, it is possible to unsubscribe at any time, but the cancellation will have a notice period of three months. The end users sign the contract with VLC, and VLC will do the end-user billing and payment handling. The car will remain in the ownership of the dealer. VLC will not do fleet management, it will not own or provide parking lots for the cars to rent. This is the responsibility of the dealer.

Project: Blaze

Organization: Shell India

Role: Salesforce Technical Lead

Duration: Feb 2019 to Sep 2019

Environment: Salesforce.com

Technical: Salesforce.com Configuration & Customization,
Lightning
Integration
Service Cloud

Project Description:

To set foundation for a future Customer Ops vision, there is a need for a modern, scalable ‘Customer Service Management’ platform that is future proof and flexible to address changing customer expectations. With Sales and Service CRM functionality on Salesforce, current SAP CRM/360 will be decommissioned.

India MVP

- To deploy Salesforce Service Cloud to pilot users from India Customer Ops team with limited functionality, Live Chat Channel, create custom reports and dashboards that provide required information to the agents / team leads. To learn the impact of Live Chat on e-mail and call Interaction volume and associated KPIs.
- To compare and assess user (agent) and customer experience with SAP CRM vs Salesforce CRM
- Recommendation and Roadmap for Germany pilot and overall roll out plan

PRIVIOUS COMPANIES EXPERIENCE

Organization: Wells Fargo India (EGS) India Pvt Ltd

Project: Sales CRM

Role: Salesforce Technical Lead (Individual Contributor)

Duration: 7 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration

Project Description:

Wells Fargo uses SalesForce.com for maintaining its client database, their contacts, meeting notes and other information related to clients in Sales & Trading.

Currently this data is spread across different legacy applications. Team uses Informatica to extract and load data from this legacy application to Salesforce.com. In future, this project aims to replace multiple legacy systems, used by various sections of Sales & Trading with SalesForce.com.

Organization: Allstate Solutions Private Limited

Project: Manage My Staff

Role: Salesforce Technical Lead

Duration: 10 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration, Lightning

Project Description:

Allstate uses Salesforce to onboard new Agents into Allstate. They follow a predefined steps and procedures which have been automated to complete the onboarding. Below are the key steps that are followed during the onboarding process. Prospect, Creation of Agency and Key Person, Key Person updating details of Staff into Salesforce, DocuSign Packet (Paper work generation and Completion), Background Check by Licensing, Creation of Booth Code, Ceaser Code, Agent number, Completion of Onboarding, Ongoing maintenance of the Agency and Staff.

Organization: Tata Consultancy Services

Project: Legal Order Capture

Role: Salesforce Technical Lead (Offshore)

Duration: 24 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration, Integration

Project Description:

Currently, the US Legal Ordermation and FindLaw PIC solutions are over 10 years old and difficult to support. The solutions are no longer scalable in supporting the future needs of the business. The solutions do not house the entire sales catalogue or hierarchical structures and have reached their capability limits in meeting the ever growing business needs.

The new Order Capture solution will enable a streamlined and automated quoting, contract generation and order information flow between Salesforce.com and SAP. The solution aims to do this through the implementation of a configure price quote (CPQ) application that can utilize complex product and pricing configuration data and enforce business rules.

Organization: Tata Consultancy Services

Project: SME Portal

Role: Senior Salesforce Developer

Duration: 6 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration, Integration

Project Description:

The core components of this product offering a contribution and gamification model whereby SMEs are required to contribute their relevant company information in different stages of their online journey to unlock the full benefits available on the SME Platform.

The SME Users will be able to:

- Self-Register with the SME Portal to leverage the benefits of SME Platform
- Promote their business via social media to attract business
- Earn Points based on key activities completion to improve their Trust Score and share their Trust Score via social media to further promote their business
- Collaborate within the SME Community
- Invite friends/co-workers to share the experience and promote their business
- Access relevant content and share content with the SME Community
- Funding options, connectivity with the market & suppliers

Organization: Tata Consultancy Services

Project: Self Service Portal

Role: Senior Salesforce Developer

Duration: 2 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration

Project Description:

Purpose is to provide the TRTA customers with a world class user experience when using the self-service method to get help on our systems. The Tax Supersite is the entry point for all Tax & Accounting customers to get support. SFDC is the engine to provide the Knowledge, Case creation and management functionality.

Organization: Tata Consultancy Services

Project: S2E

Role: Salesforce Developer

Duration: 3 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration

Project Description:

S2E is used to manage the lead to quote process and overall sales effectiveness across the different Legal Business Units. It enables common view of customers and allows for cross division sales collaboration and visibility.

Scope of the project includes Account Management, Contact Management, Opportunity Management, Campaign Management, Case Management.

Organization: HCL Technologies Limited

Project: Global Service Center

Role: Salesforce Developer

Duration: 27 months

Environment: Salesforce.com

Technical: Salesforce Customization & Configuration

Project Description:

The Objective of this project is to provide application development services for all the custom built applications that are currently being used in Marina Bay Sands Singapore and The Venetian and Palazzo, Las Vegas properties of Las Vegas Sands Corporation as per the SLA's defined in the statement of work.

Marina Bay Sands is an integrated resort fronting Marina Bay in Singapore.

EDUCATION

- Bachelor of Technology in Electronics & Communication Engineering from JNTU Anantapur
Period: 2007-2011 Aggregate: 76.6%

TRAINING AND CERTIFICATION

- Salesforce.com Platform Developer 1
- Salesforce.com Administrator
- Salesforce.com App Builder
- Apttus CPQ 201