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**Professional Summary**

* Around 9 Years of IT experience that includes over 7+ years of experience in **Salesforce.com CRM Platform and Apex technologies** and and 1.5 + year experience working with Einstein Analytics (Wave Analytics).
* Excellent working experience with Salesforce developer toolkit **(Apex, Visualforce, force.com IDE, SOQL and Webservices/ Metadata API)**.
* Excellent knowledge on Apex development in creating **Triggers, Apex Classes, Standard Controllers, Custom Controllers** and **Controller Extensions**.
* Develop and maintain dashboards in salesforce Wave(Analytics Cloud) Platform for all Marketing business units
* Develop and provide training of the dashboards to various business units
* Support ad-hoc dashboard requests to provide insights to various teams
* Analyze large volumes of data using various tools like **Salesforce Einstein Analytics, R, Python** etc.
* Integration with Third party system using REST and SOAP
* Experience working with Standard Sales Analytics application and Service Analytics Application in Einstein Analytics (Wave Analytics).
* Experience developing Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Extensive work experience in defining and managing **custom Objects, creating page layouts**, designing of **custom fields, role-based page layouts, custom Tabs, custom reports,** report extractions to various formats and various other components as per the client and application requirements.
* Experience in working with **Eclipse IDE** with **Force.com Plug-in** and **Mavens Mate** environment for writing Business logic in Apex Programming Language.
* Proficient in administrating the organizational setup using **Salesforce administration**.
* Good experience in working with **Cloud computing / SaaS** technologies.
* Experience in designing junction objects and implemented various advanced fields like **Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows**, 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.**
* Working knowledge on ETL tools like **Informatica Power centre**, **SSIS** and Reporting tools like **OBIEE**
* Excellent Working knowledge on web 3.0 technologies like **JavaScript, jQuery**, **Angular Js , HTML5 and CSS 3.0**
* Good understanding of Salesforce.com **Governor Limits** with an ability to optimize code to respect those limits.
* Experience in the Product data management for controlling and tracking the records
* Had experience with the CRM integration for the data entry and engaging them.
* Experience with Apttus CPQ to oversee design, estimating, citing, rebates, motivating forces, and recommendations on any gadget.
* Deployed the code from sandbox to different environment using Jenkins Build and was part of release activities and UAT.
* Proficient in **Data Migration** from **Traditional Apps** to **Salesforce** Using **Data Loader Utility**.
* Experience in designing skills with **E-R Diagram** and **UML Diagrams**.
* Working experience on tools like **fisheye** for reviewing the code, **sensei** for sprint retrospection and **planning poker** for estimating the story points.
* Extensive experience in developing enterprise applications using **Java** technologies such as **JSP**, **Servlets**, **SpringMVC**, **XML**, **JDBC** and **CSS**.
* Good exposure to **RDBMS**, **SQL** and **PL/SQL**, writing SQL scripts for efficient report generation.
* Highly organized and dedicated with a positive attitude, capable of producing results immediately on hire.
* Great involvement in creating salesforce Lightning Apps, Components, Controllers and Events.
* Altered existing Visualforce to adjust to salesforce new Lightning UI encounter.
* Customer centric with effective interpersonal, organizational and problem-solving skills.

**Certification**

* SALESFORCE CERTIFIED ADMINISTRATOR
* Salesforce Platform Dev 1 Certification
* Salesforce Platform App Builder

**Education**

* Bachelor of Technology from Andhra University (Computer science and engineering) in 2012
* Masters in Software Engineering from University of Houston Clearlake in 2016

**Technical Skills**

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| **Salesforce Technologies** | Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Visualforce (Page, Controllers) ,Lightning Scheduler |
| **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  |
| **Java/J2EE/Web Technologies** | J2EE, JSP, JDBC Java Script, XML, XML Schema, HTML5, DHTML, Web service, Angular Js, JQuery |
| **IDE** | Eclipse, Force.com Eclipse IDE plug-in, MavensMate with Sublime Text |
| **Tools** | MS Visual Source Safe, HTML Dream weaver, Microsoft Project, Sub Version and MS Visio,  |
| **Platforms** | Windows (NT/2000/XP/Vista/7) |

**Professional Experience**

**Client: Hill-rom , Chicago                                                                                     Oct’19 –Till Date**

**Salesforce Technical Lead(Field Service Lightning, Einstein Analytics)**

**Responsibilities:**

* Knowledge on the Field Service Lightning mobile app how it works and aids on - site job management to a mobile workforce.
* Customized existing Visualforce to align with Salesforce new Lightning UI experience.
* Good knowledge on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
* Understanding on how to Create service resources and service crews that represent your field service technicians in Field Service Lightening app and add details about their skills, service territories, and availability.
* responsible for developing and delivering numerous dashboards for various areas of Marketing.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Basic knowledge on how to setup multi-level territories of technicians, create maintenance plans to view service tasks, generate service reports in turn to manage work orders, scheduling and mobile workforce.
* Developed Lightning apps with design systems using CSS and Parameters, App Builder and Lightning
* component features for the use of Desktop and Salesforce1 Mobile Platforms.
* Used Lightning Scheduler to embed appointment scheduling into standard Salesforce workflows
* Hand on experience in salesforce lightning feature and knowledge. And Implemented wave Analytics to track overall business which increased 20% of entire sales
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com and checking the correctness of the data.
* Hand on experience in salesforce lightning feature and knowledge.
* Started working on building an App-Exchange application to push leads from different partner Salesforce channels to our salesforce by establishing security around it.
* Built Workflow rules, Approval process and created related actions Field update, Email alert, Creating a Task and outbound messaging.
* Change Management (Testing, Training, Customer Betas, Internal and external communication) & Service cloud Console.

**Environment**: Salesforce.com platform, Salesforce lightening, Cloud Craze, Workflow and Approvals, Reports, Custom Objects, Tabs, Reports, Dashboards, Email Services, Apex Language, Visualforce Pages, Components and Controller, Data Loader, Apex classes, Apex triggers, JavaScript, Visual Studio Code, GitHub

**Client: Disney, Los Angeles July' 19 –Oct’19**

**Salesforce Lead**

**Responsibilities:**

* Developed Apex Classes for Visual force pages. Developed required Triggers for application.
* Daily administration and support of Data.com by providing marketing leads and support to front-line sales colleagues.
* Have written Batch Apex for the asynchronous data updates. Created E-mail Templates for the email alerts created. Used analytic snapshots for bi-weekly reports.
* Used Eclipse, Force.com, Developer console IDE's for development of Apex classes, Visualforce pages, Triggers and changing meta-data.
* Installed/Uninstalled packages from AppExchange. Setup Email Services on Force.com platform to handle inbound emails.
* Created and developed Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics
* Integration with Third party system using REST and SOAP.
* Implement Roll-up Summary fields to aggregate data from child records on the parent.
* Developed many Report Types and created various Reports (summary reports) using the Report Builder according to the need of the organization.
* Created many Lightning Components and server-side controllers to meet the business requirements.
* Developed rich UI using HTML5 and CSS3 in Visualforce pages and used JavaScript and jQuery to utilize the plug-ins.
* Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Handled ongoing customization/ alteration of Salesforce.com. to increase benefits and usability.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Created custom fields, pick lists, dependent pick lists, and validation formulas to the custom objects.
* Used Single sign-on, SAML settings to enable the user to login to various applications.
* Written Apex Test classes to meet Unit testing before migrating from Sandbox to Production environment.
* Use SOQL & SOSL considering the Governor Limits for data manipulation using the apex code.
* Design, create and maintain user roles, profiles and hierarchies. Monitor application storage usage and archive data as needed.
* Worked with admin team and management team to create users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users also involved in working with Admin in the business office to upgrade handoffs in production.
* Followed Scrum Agile methodology for the iterative development of the application and participated in weekly Sprints, daily stand up meetings and customer reporting backlogs.
* Used Source tree to move the code from one environment to other environment and Target Process to maintain sprint stories and defects.
* Planning, coordination, and oversight of sprint releases and emergency change requests.
* Drive the definition and evolution of release processes.
* Define and manage release readiness and success criteria based on business requirements.
* Utilize GitHub and Eclipse to move developer components from DEV to QA environment for testing.
* Direct involvement of interviewing stakeholder and developing business requirements, user stories, process flows, and application design.

**Environment**: Saleforce.com, Security Controls, Escalation rules, Assignment rules, Record types, Custom objects and Fields, Relationships, Apex Classes, Visual Force (Pages & Components), Workflows, Rules, Eclipse, Force.com Explorer, Apex Data Loader, Visual Studio Code, GitHub

**Client: Concentrix, Michigan                                                                                      Jan' 19 –June’ 19**

**Salesforce Developer (Marketing Cloud)/Admin**

**Responsibilities:**

* Worked on various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* [Enable Dev Hub and install Salesforce CLI](https://developer.salesforce.com/docs/atlas.en-us.226.0.sfdx_setup.meta/sfdx_setup/sfdx_setup_intro.htm) in *Salesforce DX Setup Guide*
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visualforce Pages to suit to the needs of the application.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
* Analyze large volumes of data using various tools like Salesforce Einstein Analytics, R, Python etc.
* Experience working with Standard Sales Analytics application and Service Analytics Application in Einstein Analytics (Wave Analytics).
* Support users in Salesforce, Einstein Analytics, Pardot, and ChurnZero
* Development of SFDC B-2-B solutions using Cloud Craze & Service Cloud Infrastructure.
* Design and configure case management, workflow, training, dashboards and reporting
* Perform full audit and maintain use of objects and fields as well as profiles, roles and their requirements
* Identify existing and upcoming features and best practices to ensure maximum value of the Salesforce platform
* Design and configure Salesforce UI to meet business requirements
* Support 3rd Party apps built on the Salesforce platform
* Ensured data integrity through the appropriate use of de-duping, loading and exporting tools, for bulk of data using Data Loader, Admin Garage and Lexi Loader.
* Triggered interface events by user interactions, which includes Lightning Component framework and involved in building Lightning Components using the aura framework.
* Aura open source technology that powers Lightning Components and Aura namespace contains all the basic building blocks for defining components and applications.
* Enhanced Communities by adding new fields, field sets using Salesforce lightning.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects. Responsible for writing SOQL & SOSL queries with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma-separated values (CSV) files.
* Developed dynamic Salesforce.com Visualforce pages using Apex page functions and actions, designing them using HTML, CSS, and JavaScript.
* Development of SFDC B-2-B solutions using Cloud Craze & Service Cloud Infrastructure.
* Build Lightening controllers with the AURA framework.
* Involved in developing salesforce Lightening Apps, Components, Controllers and Events.
* Implemented Salesforce Lightning Components for small set of users for customizing reports and dashboards.
* Experience in Creating Roles, Profiles, Email Templates, Page Layouts, Workflows, Workflow Actions and Approval Process.
* Worked in Administration, Configuration, Implementation and Support of service max and Salesforce applications.
* Planning, coordination, and oversight of sprint releases and emergency change requests.
* Drive the definition and evolution of release processes.
* Define and manage release readiness and success criteria based on business requirements.
* Utilize GitHub and Eclipse to move developer components from DEV to QA environment for testing.
* Direct involvement of interviewing stakeholder and developing business requirements, user stories, process flows, and application design.
* Planning, coordination, and oversight of sprint releases and emergency change requests.
* Drive the definition and evolution of release processes

**Environment**: Salesforce.com platform, Salesforce lightening, Cloud Craze, Workflow and Approvals, Reports, Custom Objects, Tabs, Reports, Dashboards, Email Services, Apex Language, Visualforce Pages, Components and Controller, Data Loader, Apex classes, Apex triggers, JavaScript

**Client: GE Water, PA                                                               June' 18 –Jan’ 19**

**Salesforce Lead (e-commerce --cloud craze)/Admin**

**Responsibilities:**

* Developed Apex Classes for Visual force pages. Developed required Triggers for application.
* Daily administration and support of Data.com by providing marketing leads and support to front-line sales colleagues.
* Have written Batch Apex for the asynchronous data updates. Created E-mail Templates for the email alerts created. Used analytic snapshots for bi-weekly reports.
* Used Eclipse, Force.com, Developer console IDE's for development of Apex classes, Visualforce pages, Triggers and changing meta-data.
* Development of SFDC B-2-B solutions using Cloud Craze & Service Cloud Infrastructure.
* Installed/Uninstalled packages from AppExchange. Setup Email Services on Force.com platform to handle inbound emails.
* Implement Roll-up Summary fields to aggregate data from child records on the parent.
* Developed many Report Types and created various Reports (summary reports) using the Report Builder according to the need of the organization.
* Created many Lightning Components and server-side controllers to meet the business requirements.
* Developed rich UI using HTML5 and CSS3 in Visualforce pages and used JavaScript and jQuery to utilize the plug-ins.
* Development of SFDC B-2-B solutions using Cloud Craze & Service Cloud Infrastructure.
* Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Handled ongoing customization/ alteration of Salesforce.com. to increase benefits and usability.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Created custom fields, pick lists, dependent pick lists, and validation formulas to the custom objects.
* Used Single sign-on, SAML settings to enable the user to login to various applications.
* Written Apex Test classes to meet Unit testing before migrating from Sandbox to Production environment.
* Developed Test classes for all the Apex classes and Triggers with minimum 92% code coverage for triggers and classes.
* Implemented Salesforce.com web services client using sales force web services API, Java, XML and partner WSDL.
* Exported data from legacy system and imported into SFDC through Apex data loader for data Migration.
* Worked with admin team and management team to create users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users also involved in working with Admin in the business office to upgrade handoffs in production.
* Followed Scrum Agile methodology for the iterative development of the application and participated in weekly Sprints, daily stand up meetings and customer reporting backlogs.
* Used Source tree to move the code from one environment to other environment and Target Process to maintain sprint stories and defects.

**Environment**: Saleforce.com, Security Controls, Escalation rules, Cloud Craze ,Assignment rules, Record types, Custom objects and Fields, Relationships, Apex Classes, Visual Force (Pages & Components), Workflows, Rules, Eclipse, Force.com Explorer, Apex Data Loader.

**Client: EOG Resources, Houston, Tx**

**Role: Salesforce Developer/Administrator**

**(Service and Marketing cloud ))            Nov’15 - June '18**

**Responsibilities:**

* Worked closely with the business users and administrators and gathered the requirements for salesforce implementation.
* Worked on various Visualforce pages, Apex Classes, and Apex Triggers to resolve various issues raised by the clients.
* Picked tickets from Remedy Force Console and resolved them by gathering requirements from the users who raised the tickets.
* Worked on Command-Line Data Loader for exporting huge datasets from production to give to the customers.
* Used Community Cloud to build deeper relationship with customers to provide better service and assist them through online.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Setup and Implemented Salesforce marketing cloud 2.0 org
* Using the command line data loader extracted millions of records related to the various Salesforce Standard, Custom, and package managed objects and provided them to the client, during Brocade’s Acquisition phase under Broadcom.
* Worked on changing the UI after Brocade became Broadcom, by making changes in the standard Documents object in Salesforce and Visualforce pages.
* Worked on the Partner Portal in Salesforce and made a lot of UI and functional changes in the portal during and after the Broadcom acquisition.
* Also used the Data loader command line for exporting objects’ data from the partner portal.
* Used MS Word and MS Excel for different forms of Documentations for each of the extraction jobs made on different SFDC objects.
* Used tools built by the JS team to find the missing references on the extracted object data. This was done to make sure no data was ever missed by the clients.
* Also used tools to make CSV files out of the extracted objects with specific selected fields from the extracted data, which helped in future extractions. Using these tools saved a lot of time.
* Used Data Loader to delete Opportunity Team Members and Account Team Members that were no longer valid, from the production environment. Also used the Data Loader Bulk API to update standard objects like Case, Contact, Leads, and various other custom objects while working for the refresh activities in the UAT environment.
* Worked on the salesforce email masking function while working on the UAT post refresh activities.
* Created both Immediate and time-dependent workflow rules to implement business logics.
* Created page layouts and record types to customize the content of record pages for the users.
* 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.
* Made UI and functional changes on Visualforce Tabs such as Manager commit, which displayed the number of opportunities according to the entered field values.
* Great involvement in creating salesforce Lightning Apps, Components, Controllers and Events.
* Altered existing Visualforce to adjust to salesforce new Lightning UI encounter.
* Customized User Roles, Role hierarchies, Profiles and Sharing settings to ensure that the protected data is available only to the authorized users.
* Used Data Loader, Excel VLOOKUP’s, and Salesforce Reports for multi-record Data Migration.
* Managed ongoing support request and administrative needs of users.
* Hands on Experience in creating custom Objects, Custom Fields, page Layouts, Custom Tabs, Reports, and various other components as per the client and application requirements.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Worked on test coverage for different Apex classes and Triggers by building and changing various Test classes.
* Used GITHUB and Change Sets to deploy changes made in the test environment (CORPUAT) to the Production environment.

**Environment**: Saleforce.com, Security Controls, Escalation rules, Cloud Craze ,Assignment rules, Record types, Custom objects and Fields, Relationships, Apex Classes, Visual Force (Pages & Components), Workflows, Rules, Eclipse, Force.com Explorer, Apex Data Loader.

**TCS, India                                    Aug’13 – Jan’15**

**Role: Salesforce Developer**

**Responsibilities:**

* Involved in identifying, planning and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code) to meet business requirements.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers
* Use of data-loader, data exporter and migrated the attachments from legacy CRM to Salesforce, and also worked on salesforce to salesforce.
* Involved in End to end testing and also gathering requirements to feedback from business users.
* Used Sales Force Automation (SFA) for Sales Lead Management, Account and Contract Management and Approvals and Workflow.
* Implemented SFDC based products, including contract management, revenue and rebate management, and other related solutions.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs and   implemented the business logic as per the requirements.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Developed Unit test class for Apex class and worked for improving code coverage.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Involved in building of the Customer Portal in the organization.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Integrated Salesforce with Informatica on Demand for the proper mappings and extraction and transformation of data.
* Configured Chatter to track emails from Outlook to Salesforce by following a user.
* Worked with AppExchange Dup Catcher to filter and prevent duplicate records in the organization.
* Responsible for weekly and monthly data export, updates, and backup for the organization.
* Used Apex data loader to Inset, Update, and Import data from Microsoft Excel into Salesforce.com.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Tuned ETL jobs/procedures/scripts, SQL queries, PL/SQL procedures to improve the system performance.
* Created and used Email templates in HTML 5 and Visualforce.

 **Environment**: Saleforce.com, Apex Classes, Controller Classes, Triggers, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Page, Email Services, SOQL, SOSL, Sandbox, Force.com IDE, layouts.

**Client:  TCS, India June ’12 to July ’13**

**Role: Java Developer**

**Responsibilities:**

* Involved in Analysis, Design and Development of different phases of the Process Flow module.
* Developed the web interfaces for Process Flow using JSP technology, which provides flexibility in page design and makes easy for maintenance and modifications.
* Scripting of Test cases based on the Specifications received for the request.
* Responsible for testing of application on various levels like integration and System testing by utilizing various methodologies.
* Responsible for Coding using JSP, Java Servlets, Spring MVC and XML.
* Responsible for proactively monitoring performance, diagnosing problems and tuning queries and databases.
* Worked on Dynamic, object-oriented programming language RUBY
* Used PL/SQL extensively to generate stored procedures and functions to use with Java.
* Involved in implemented all components of the application including database tables, middleware designing, client-side web programming and server-side java programming.
* Solid understanding in Object-Oriented analysis and design. Worked on various Design Patterns, UML and Enterprise Application Integration.

**Environment**: J2EE, Java Servlets, Java, SQL, PL/SQL, Apache Tomcat, XML, CSS, AJAX.