**MAHENDAR THATIPELLY** **Email:** mahendar.reddy9@outlook.com Top

**SFDC Developer Mobile:** +91- 8247521502

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| **Professional Summary** |

* I am very versatile and successful software development – professional with over 3 years of experience.
* Has good knowledge of the Technical and Functional aspects of Salesforce.com, on demand CRM package.
* Experience in SFDC data modeling, **SalesForce.Com CRM Configuration, and Customization**.
* Having good knowledge in MVC Architecture, Data Transformation and Data Loading Tools.
* Good knowledge on Server Instances, Multi-tenant SFDC architecture and have hands on creating objects through Schema Builder / Page Layout Customization.
* Proficiency in setting up **Validation rules, Approval Process and** **Workflow Alerts and Actions** for automated lead routing and Email Alerts.
* Rich hands on designing of Custom Objects, Custom Tabs, Custom Fields, Record Based Page Layouts, Custom Reports and Report extractions to various formats, Dashboards and various other components as per the client and application requirements.
* Experience in managing users and security settings using Organization Wide Default, profiles, Users and Sharing rules.
* Developing Custom business logic using **Apex Classes, Apex triggers**, designing **Visualforce Pages** with controller classes for functional needs within SFDC.com
* Having developing knowledge on **SOQL, SOSL, and DML statements** with system Governor Limits.
* Strong knowledge on managing bulk records with the help of **Collections**, Synchronous and asynchronous operations in SFDC.
* Knowledge on Web Services XML and integration with REST/SOAP API's.
* Ajax controls, Test classes to maintain organization code coverage.
* Good Experience on **SDLC process**, Project management tools to develop the product backlogs by following Agile Scrum Framework.
* Hands on **SFDC Lightning** includes creation of lightning aura applications, Events, Web Components.
* Involved in handling LDS process, Record Forms, Toast Messages and Creating Dynamic components, Tab, Tab sets, Lightning Data Tables.

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| **Education Details** |

* Graduated in Electronics and Communication Engineering (ECE) from MallaReddy Institute of Technology under JNTUH with 78%.
* Completed Intermediate from Sree Sandeepani Jr College with 96%.
* Completed SSC from Maharshi High School with 86%.

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| **Experience Summary** |

* Worked as a Project Member at BLUEGEM IT SOLUTIONS PRIVATE LIMITED, Hyderabad.
  + **Duration :** June 2018 to till date.
  + **Platform :** SFDC Development and CRM Management.
* Worked as a Associate Technology at Aptroid Technologies, Hyderabad.
  + **Duration :** September 2015 to May 2018.
  + **Platform :** Digital Marketing.

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| **Technical Skills** |

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| Salesforce Technologies | Salesforce CRM, Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force Pages, Workflow and Approvals, Custom Objects, SFDC Lightning. |
| Salesforce Tools | Force.com Eclipse IDE Plug-in, Apex Data Loader / Import Wizard. |
| Languages | Apex, C, HTML,Linux. |
| Documentation Tools | MS Office. |

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| Digital Marketing | SEO,Email Marketing,Google Adwords,Analytics,PPC. |

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| **Project Summary** |

1. **Project Title :** EOS ( Email Operating System )

**Client :** YA Solutions Inc

**Technology :**Salesforce configuration and development including Apex, Visualforce Pages, Triggers, workflow rules, Email services, Inbound and Outbound Email Handling, API access etc.

**Role** **:** Developer

**Description :** The application provides the complete CRM solution for an organization with custom built solutions. The UI is an automation application for marketing system that can maintain and monetize services of an organization with continuous optimization.

The application can reduce the risk of monitoring and enhance performance of product services. So that, it allows the administrators to keep on tracking the business processes asynchronously.

**Responsibilities:**

* Involved in Configuration and customization like creation of Objects, Fields, Mapping Associations, Record Types, Custom Page Layouts.
* Developed **SOQL** and **SOSL** queries to get data from different related objects.
* CreatedValidation Rules,Triggers,**workflow rules** and definedrelated tasks, email alerts, field updates to implement business logic.
* Designed user interfaces with the help of **visualforce** and **aura lightning**.
* Be a part in Creating Reports and Dashboards as per user requirement.
* Created interfaces to prompt the data dynamically with the help of various Visualforce page tags and AJAX CONTROLS.

1. **Project Title :** Aired Ad Quality Tracking Tool

**Client :** P&G

**Technology :**Salesforce.com configuration, Data Loader, Visual force, Apex Coding

**Role** **:** Developer

**Description :** Procter & Gamble is a Product retail company in USA. This project is used to Tracking of Aired Ads of P&G Products and their costs and thereby generates reports and dashboards based on Countries and Brands.

**Responsibilities:**

* Track Aired Ads and its costs involved for P&G products using Salesforce customization, Apex Programming, workflows, Reports and dashboards.
* Deployment into client’s environment using Eclipse.
* Created user manuals on handling bulk data migration (which includes data exporting, data updating, data deleting using data loader tool) for end user.

1. **Project Title :** customer relationship management

**Client :** Prudential Life Insurance

**Technology :**Salesforce.com configuration, Data Loader, Visual force, Apex Coding

**Role** **:** Administratorand Developer

**Description :** Pruforce offers a comprehensive array of features and functions in sales, marketing, and service and support automation as well as numerous custom applications.It provides a automated robust technology platform that is based on an on-demand and shared, multi-tenant CRM architecture.

**Responsibilities:**

* Created custom Objects and also worked on Standard objects.
* Developed Apex classes and Triggers to support the custom functionality.
* Developed Visual Force Pages for all Standard Objects and Overridden.
* Created pick list, lookup relationships and Record types.
* Preparation of clarifications, dependent objects, limitations and analysis report.

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| **Achievement** |

* I have developed a website along with my friends using WordPress, which is accepted by Google AdSense.
* I have got an appreciation from my employer as a performer of the year.

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| **Personal Information** |

Name : Thatipelly Mahendar

Father Name : Thatipelly PadmaReddy

Date Of Birth : 25-06-1994

Marital Status : Single

Languages Known : English, Telugu, Hindi

Permanent Address : Kondapoor, Mustabad, Rajanna Siricilla, Telangana, 505303.

Hobbies : Reading News, Walking, Browsing Internet, Doing Farming.

Strengths : Optimistic, Quick Learner, self-reliant and Easily Adoptable

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| **Declaration** |

I hereby declare that the above mentioned information is true to the best of my knowledge.

T.MAHENDAR