SHASHIDHAR REDDY

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# profile

* Good Knowledge in complete **software development life cycle** (SDLC) including requirement gathering and analysis, design, implementation, testing, deployment and Maintenance.
* Worked with various standard objects like **accounts**, **contacts**, **opportunities**, **products**, **price books**, **cases**, **Leads**, **campaigns** and **forecasting**. Proficient in **SFDC** administrative tasks like Creating profiles, users, roles, tasks, actions, page layouts and record types.
* Efficient in implementation of profiles, **permission sets**, **setting up org wide defaults**, **validation rules**, work flows like filed updates, **creating new tasks**, **email alerts**, sending outbound messages and worked on approval process like jump start wizard and standard wizards.
* Provided security access to profiles using object level, field level and record level security.

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* Imported and exported bulk amount of data using **data loader**. Performed operations like **insert**, **update**, **delete** and exported **Salesforce** records using data loader.
* Knowledge on migration of data from one environment to other environment using inbound and outbound change sets, eclipse IDE and **Salesforce** migration tools.
* Worked on API's like **REST** and **SOAP** to expose the data from force.com platform to other platforms or to allow external applications to invoke apex methods.
* With the help of apex classes created **complex customizations** whenever we needed in the application. Using apex created **web services**, **complex validations**.
* Created applications and customized the user interface using **Visualforce pages**. With the help of **Visualforce** pages created custom flows and created user interface for the customer interaction.
* Automated the process using **triggers** by making asynchronous calls for future use. Wrote the triggers on standard objects like accounts, contacts and on custom objects.
* Familiar in working with **SOQL** to query data in **sObjects** and their related tables, **SOSL** to perform text-based queries across multiple **sObjects**. Manage the data using **DML** statements to insert, update, upsert, delete and Merge the data.
* Knowledge on **Salesforce** Classic and Lightning Experience. Built apps visually with Lightning App Builder and Lightning Components.

# Experience

Salesforce Developer/Administrator/BA

PAYPAL (Jan 2016 – Present) SAN JOSE, CA

PayPal is a service that enables you to pay, send money, and accept payments without revealing

your financial information. PayPal acts like a digital wallet where you can securely store all

your payment options, such as your bank account and credit card. It provides a reliable

and scalable communication platform Channels include Email, SMS, Push, HTTP and Paper.

Roles & Responsibilities:

* Defined a formula field in the source org in each of the objects and migrated to hold the record id of the object. This was to match the records in source as well as in the target org.
* Replaced the old master as well as lookup values with new values using VLOOKUP function in Microsoft Excel.
* Created custom fields in the target org in each of the objects to hold the old record ids i.e. the record id of the source org. Uploaded the data to the target Salesforce org using Data Loader.
* Established a connection between source and target org by sending an invitation from source to target org before data migration.
* Worked on editing page layouts and creating workflow rules.
* After the connection was established in the source org, published objects that are to be migrated. In the target organization, subscribed the objects and mapped the fields with those of source organization.
* Implemented scripts using apex to set the master as well as lookup values in the objects. Designed a Visualforce page with a dropdown to populate custom objects and a button next to it to start migration after selecting the object.
* In the same Visualforce page, we also designed buttons to execute the apex script to set the master as well as lookup values in the objects.

Environment: Apex, Visualforce, Data loader, Standard and Custom objects, Microsoft Excel, Validation rules, work flow rules, triggers, Salesforce classic.

**Salesforce.com/BA**

**Farmers Insurance (Aug 2013 – Sep 2014) Woodland Hills, CA**

Roles & Responsibilities:

* Responsible for performing Administrative functions in **Salesforce.com**.
* Responsible for **Data Migration** and **Data Management** activities in **Salesforce.com** using Apex Data Loader.
* Involved in **Client Interaction**, **Task Tracking** and **Delivery Management**.
* Worked on Project Management activities.
* Responsible for designing complex custom reports and dashboards as per client requirements.
* Defined technical architecture and detailed technical solution design document for the user requirements.
* Responsible for performing Administrative functions in **salesforce.com**.
* Responsible for **Data Migration**
* Data Management activities in **salesforce.com** using Apex **Data Loader**.
* Involved in defining data model for **Salesforce.com** application.
* Implemented Packaging. Created a Managed Packaged and installed in all the Editions present in **Salesforce.com** and tested the functionality in each environment.

**Environment**: Eclipse IDE, Salesforce.com, Force.com Sandbox, Import Wizard, Sharing Rules, Workflows, Reports & Dashboards.

**Salesforce Admin**

**GE HEALTHCARE (May 2012 – June 2013) CHICAGO, IL**

GE Healthcare is an American pharmaceutical company and medical equipment manufacturer.

It is a subsidiary of General Electric (GE), formerly headquartered in Little Chalfont, Buckinghamshire, United Kingdom;

in early 2016 headquarters were moved to Chicago. The company provides medical imaging and information technologies, medical diagnostics, patient

monitoring systems, drug discovery, bio pharmaceutical manufacturing technologies and performance solutions services.

**Roles and Responsibilities**

* Interacted with various business team members to gather and document the requirements for **Salesforce** Interface development and documented them.
* Involved in **Salesforce.com** application setup activities and customized the apps to match the functional needs of the organization. Implemented SalesForce.com platform and **Force.com** **IDE Plug-in** using **Eclipse**.
* Designed and implemented Custom **Objects**, **Page layouts**, **Custom tabs** and Components to suit the needs of the application.
* Created Workflow rules and defined related tasks, **email alerts**, and field updates to automate various manual processes.
* Worked on various **salesforce.com** standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards
* 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.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Developed and configured various **Reports** and **Report Folders** for different user profiles based on the need in the organization.
* Drafting important documents of Flows/ Procedures for the modules and the projects assigned.
* Understanding the Log alerts and troubleshoots all problems related to the **Salesforce.com** solutions.