**Appala Naidu** 

naiduappala199@gmail.com

**970-823-3941**

**Certified Salesforce.Com Consultant** (**ADM-201, DEV-401**) with **7** years of extensive and progressive IT experience in the areas ofAnalysis, Design, Developing, Testing and Implementation of enterprise level applications including over **4 +** years of Techno- Functional experience in salesforce.com with proficiency as a **Salesforce Developer & Administrator**.

**PROFESSIONAL SUMMARY:**

• Hands on experience in all stages of software development life cycle(SDLC), ability to independently perform development, testing, implementation and documentation.

• Proven Interpersonal, Communicational, Organizational and Project Management skills.

•Proficient in dealing with the **functionalities** related to the **Service cloud**  and **Sales cloud**. Also Expertise in Functional and **Service cloud Console**.

• Good Knowledge on Salesforce **Lightning experience**. Worked on various lightning components for developing **dynamic web apps** for mobiles and desktop devices.

•Experienced using Salesforce **Lightning UI**. Created Lightning Apps combining Lightning Design System, **Lightning App Builder** and **Lightning Component features.**

•Salesforce.com Configuration and Design of Service Cloud, Sales Cloud and Force.com solutions, with an emphasis on Service Cloud solutions.

• Expertise in SFDC Administrative tasks like creating Objects, Fields, Users, Roles, Profiles, Page Layouts, Approvals, Workflows, Validation rules, Reports, Dashboards, Sandboxes, Permission Sets.

• Experience in working on security and sharing rules at object, field and record level for different users at different levels of organization.

• Expertise in developing UI components using **Visualforce pages**, **Visualforce components**, Apex controllers, **HTML**, **Java script**, **CSS**, **XML**.

• Expertise in developing and deploying Apex Classes, Controllers, Triggers, Schedulers, Batch Apex, Test Classes**, Web services** (SOAP, REST), Partner, Enterprise, **Apex and Tooling WSDL**.

• Experience in writing complex **SOQL**, **SOSL** queries.

• Expertise in Data Migration using Import wizard, **workbench** and other data integration tools like Jitter bit, Apex Data Loader using **BULK** **API**.

• Expertise in process integration (Synchronous and Asynchronous) with other platforms using **SOAP** and **REST** Web services and Enterprise tools.

• Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

**EDUCATION SUMMARY:**

Bachelors Degree in Electronics and Communication Engineering from JNTU, India

Masters Degree in Computer Information Science from Southern Arkansas University, Arkansas.

**TECHNICAL SUMMARY:**

|  |  |
| --- | --- |
| **CRM Applications** | **Salesforce.com:** Sales Cloud, Service Cloud  **Salesforce.com Appexchange:** Applications that integrate to salesforce.com  Conga Reports, Dupe Blocker, who is online etc. |
| **Business Processes** | Service Requests and Activities, Opportunities, Quotes and Proposals, Campaign Management, Case Management, Approval, Data Cleansing and De-duplication |
| **Salesforce.com Modules** | Sales Cloud: Salesforce automation including Leads, Web to Lead, Accounts,  Contacts, Opportunities, Contracts, Forecasts, Price Books, Products  Service Cloud: Cases, Solutions, Ideas, Customer Portal, Web to Case, Email to Case, Knowledge base, Cases, web to case, email to case  Custom Cloud: Custom object development, Customer Portal, Sites |
| **Configuration Skills** | **SFDC Standard Object Configuration:** Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models,  Workflow: time-dependent actions, field updates, email alerts, task creation  Reports, Dashboards  Formula Fields and Cross Object Formula Fields  Overall User Management  Web to Lead, Web to Case  Customer Portal,Salesforce.com Sites  Security and Sharing Model  Email and Document Templates |
| **Data Migration Skills & Tools** | Data Loader  Data Analysis  Data Migration  Salesforce.com Data Loader  Salesforce.com Import Wizard |
| **Customization**  **Skills:**  **Programming**  **languages**  **Force.com and**  **Otherwise** | Apex, Visualforce Pages and Controllers, Triggers, Salesforce.com API  JavaScript, SQL, SOQL, SOSL, HTML, XML.  Batch Apex, Web Service methods, Email Services, Schedule Apex, Future methods.  Sandbox Management, Deployment Management, Eclipse-managed development and deployment. |

**PROFESSIONAL EXPERIENCE**

**OPTIV - Denver, CO Dec 17-till date**

**Salesforce Developer and Administrator**

**Description**:

Optiv Inc, is an privately owned IT company headquartered at Denver,CO. It is the world's largest company, the largest provider of information security, and the largest provider of cyber security services in the United States.

.

**Responsibilities:**

* Created custom objects,custom fields, page layouts, search layouts to organize fields, custom links, custom labels, related lists, and other components on record pages.
* Configured Salesforce knowledge to manage the creation, publication, and maintenance of knowledge articles.
* Setup the Salesforce Console for Service and to help support reps work more efficiently.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created workflows using process builder,time-dependent workflows and defined related tasks, email alerts, and field updates.
* Extensive Experience working in implementation of **Case** **Management** in Service Cloud Console.
* Developed **APEX classes**, **APEX triggers**, **APEX test classes**, **Custom Controllers** and **Controller** **extensions**. Also modified existing triggers and classes as per the standards to meet the business requirements.
* Used **Force.com web service API** for implementing **WSDL** in the application for access to data from external systems and web sites.
* Created **Lightning Components** and Server-Side Controllers to meet the business requirements. Experienced in migrating the standard and custom objects in **Salesforce Classic** to **lightning experience**.
* Used field level security along with page layouts to manage access to certain fields.
* Deployed the code from sandbox to the production using **changesets**, **Force.com IDE**.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Leads and Reports.
* Created email templates and implemented send mail functionality by using **future method** in **Apex classes** and optimized the code to reduce the processing time.
* Modified all the **test classes** as per the best pratcies to achieve good organizational test coverage.
* Used **DataLoader** to perform bulk insert, update and deletion of records by importing the data from .csv files.
* Developed **Batch apex** and **schedule apex** classes as per the business scenarios.

**Environment:** SalesForce.com, Apex classes, Triggers and workflows, Visual Force, Data Loader, Email services, AppExchange,Mulesoft,Force.com IDE.

**CNET GLOBAL SOLUTIONS- Richardson, Texas. Jan 17- Nov 17**

**Salesforce Developer and Administrator**

**Description:**

CNET Global Solutions is the largest professional services firm in the world located in Richardson, Texas. They provide Heathcare, Insurance, Financial services and other services through their member firms.

**Responsibilities:**

* Working on the new business requirements with product owner and freezing the scope to complete within the sprint planning.
* Supporting the Sales and Marketing business applications and enhancing for better productivity.
* Implemented integration between Java/Dot net apps with Salesforce.
* Experience with Service Cloud including **Service Console**, **Case Feed**, **Knowledge Base** and Entitlements.
* Enhanced all the triggers in the object as one to make it work efficiently under all perspectives and worked on all sort of custom development using **Visual Force** and **APEX**.
* All deployment activities with standards defined in the organization and planning the deliverables based on priorities.
* Rolled out Salesforce Chatter to all users to improve and accelerate company-wide Communication.
* Set up **Assignment rules**, **Web-to-Lead** and Auto-Response rules. Also configured validation rules based on business requirements.
* Extensive Experience in Salesforce Integration with in house legacy systems using Web Services API like **REST**, **Bulk** and **SOAP**.
* Used **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Worked with Email to Case set up and routing the cases to appropriate queues.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Used Visualforce to consume the **SOAP-based Web Service** in a Force.com application.

**Environment:** Saleforce.com platform, Code Collaborator, Visual Force, Apex Language, Data Loader, HTML, Workflow & Approvals, Custom Objects, Sandbox management.

**Rent-A-Center, Plano, Texas Apr 16 – Dec 16**

**SalesForce.com Developer/Admin**

**Description:**

Rent-A-Center is a furniture, electronics, and appliances rental/sales/rent-to-own company. The project involved reshaping the company’s existing Salesforce CRM application Project involved sales and support functionality, customization of standard objects,

**Responsibilities:**

* Interacted with Business users for requirements gathering, analysis and development.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Agile Development Methodology was followed for the implementation.
* Developed various Apex classes, Controller classes and Apex Triggers for various functional needs in the application.
* Worked on **Salesforce1** Platform to build Mobile App by enabling **Lightning** **Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Used refined global search in Lightning by developing **Apex classes** and **Controllers**.
* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Performed **Webservice** Callout using the **RESTful** services with the **third-party** application Broadbean API.
* Maintained **users**, **roles**, **profiles**, **sharing rules** and **public groups** as part of managing security

on SFDC.

* Developed **training plans**, **materials**, and **documentation** for Salesforce.com users to keep

materials updated.

* Responsible for creating **Sharing rules** among all the users in different Roles and Subordinates.

**Environment:** Sales Cloud, Service Cloud, Data loader and Data management, Workflow rules and Approvalprocesses, sandbox, workflows, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules.

**Commvault Hyderabad, India Mar 14 to Nov 15**

**Salesforce Developer**

**Description:**

Commvault software is an enterprise-level data platform that contains modules to back up, restore, archive, replicate, and search data. It is built from the ground-up on a single platform and unified code base.

**Responsibilities:**

* Identified and business requirements and translated them to technical specifications for Force.com.
* Developed **Reports**, **Dashboards**, and processes to continuously monitor data quality and integrity. Developed on **Sandbox environments** and performed timely deployments on production servers.
* Developed **custom controller classes** and extensions to **standard controllers** using Apex. Implemented **Apex Triggers**, **Apex REST** **Services** and **Custom Apex Controllers**.
* Developed **Apex web methods** in to integrate **force.com applications** with company’s website.
* Created **Custom** **Visual force pages** and **Visual force Templates** to customize the user experience.
* Involved in creating the **Tabs**, **Links** and **Visual Force pages** to configure the application in Salesforce Managed ongoing support requests and administrative needs of users.
* Maintained **users**, **roles**, **profiles**, **sharing rules** and **public groups** as part of managing security on SFDC.
* Developed **training plans**, **materials**, and **documentation** for Salesforce.com users to keep materials updated.
* Responsible for creating **Sharing rules** among all the users in different Roles and Subordinates.
* Developed and communicated a schedule for future releases/enhancements. Involved in **data import** into SFDC using **Apex Data Loader** through CSV files.
* Created **Documents**, **Presentations** and **Reports**, automatically populating templates with data from any standard or custom object.

**Environment:** Saleforce.com platform, Visual Force, Apex Language, Data Loader, Workflow & Approvals, Custom Objects, Sandbox management, Eclipse IDE

**Techsol- Hyderabad,India Jan 12– Feb 14**

**Jr. Java Developer**

**Responsibilities:**

* Involved in various stages of the project life cycle primarily design, implementation, testing, deployment and enhancement of the application.
* Involved in designing the system based on UML concepts which include data flow diagrams, class diagrams, sequence diagrams, state diagrams using Rational Rose Enterprise Edition.
* Designed and developed web pages using JSP, HTML and used JavaScript for client side Validation.
* Involved in design and development of the application in n-tier fashion based on MVC architecture standards and utilized Struts frame work.
* Used JDBC for communicating with the database and developed stored procedures.
* Responsible for maintenance and production support of the application documented design and functional aspects of the application.

**Environment:** Java, J2EE, jQuery, JSP, Servlets, Java Beans, JavaScript, Oracle 8i, HTML, Tomcat, XML, Windows XP.