

PRATHURU SRUTHI

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Professional Summary:

- Overall, **4+ year of work experience** in Salesforce.com CRM and Force.com platform as a **Salesforce Administrator & developer**.
- Participated in all stages of **Software Development Life Cycle (SDLC)** i.e., System Analysis, Design, Development and Testing Expertise.
- Experience in **Development, Administration, Configuration, Implementation** and Support of Salesforce CRM based on Apex language and leveraging Force.com Platform.
- Experience in writing apex transactions against their **governor limits**.
- Experience in UI Development through **Lightning web Components (LWC)** using VS Code.
- Expertise in **Apex Triggers, Bulk Triggers, Apex Classes and apex Batches** as per business needs.
- Created Unit **Test Classes** for deployment on to the production.
- Proficiency in SFDC Administrative tasks like **Creating Profiles, Roles, Users, Page Layouts, Email Services, Approval Process, Workflows, Reports, Dashboards, Tasks and Events**.
- Extensive experience in data migration using **Data Loader, change sets, Dataloader.io**.
- Extensive experience in **designing Custom Formula Fields, Field Dependencies, Validation Rules, Workflows, Process Builder and Approval Processes** for automated alerts, field updates, and Email generation according to application requirements.
- Implemented **Organization wide defaults (OWDs) & sharing rules** for different users at different levels of organization.
- Experience in **creating and maintaining sandboxes** for different environments and migrating change sets from one instance to another instance.

Academic Qualifications:

MSc Graduate from Nagarjuna University with 80%.

Professional Experience:

- Worked in Bruc Bond as a Salesforce Developer from 2024 Aug to 2024 Oct.
- Worked in WNS as a Salesforce Developer from 2023 April to 2024 May.
- Worked in TCS as a Salesforce Developer from December 2021 to March 2023.
- Worked in Cognizant as a Salesforce Developer from April 2020 to December 2021.

Project Details:

Project #1

Client: PMI

Role: Salesforce Developer

Cloud: Sales & Service Cloud

Duration: May 2022- March 2023

1. Philip Morris International Inc. is an American multinational tobacco company, with products sold in over 180 countries. In Philip Morris, The Entire Service Model handles with Salesforce Platform. Salesforce Platform set upped to Provide All kind of Sales and Services queries to the Customers. In this Application, majorly I am working on Development part "Asynchronous Apex" to run the application.

Key Activities

As a Salesforce Developer, I have been involved in

- Created User Profiles, Users, and Modifying User Page Layouts & Setting up Sharing Rules.
- Implemented batch classes for large data operations using **Apex Batch**.
- Developed **Apex triggers** to handle complex business processes.
- Created custom, interactive components using HTML, CSS, and JavaScript within LWC framework to meet user interface requirements.
- Integrated Salesforce data using the `@wire` decorator to bind Apex methods, custom objects, and Salesforce APIs directly to LWC components.
- Expertized on writing optimized SOQL queries to retrieve and manipulate Salesforce data. Use relationship queries (parent-to-child and child-to-parent) for complex data models.
- Ensured data integrity through the appropriate use of loading and exporting tools, for bulk of data using Data Loader.
- Configured page layouts, workflows, document templates, and record types & data fields. Created Report Types, Reports and Dashboards.
- Created Custom Objects, Custom Fields, Tabs and Lightning Pages.
- Worked on Record Types and Page Layouts.

Customization – Created batch classes and scheduled classes based on business requirement. Involved in Integration on REST API

Project #2

Client: ELECTROLUX Sales

Domain: Retail Management

Role: Salesforce Developer

Description:

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year with sales of 109 billion and 51000 employees. Our project used to support different regions like Europe, Asia, and Australia. There are many interfaces like Copics, Concur, and MFT through which we get the sales information

of the company to our system JD Edwards. We used to process the members received through these interfaces and help the users if there are any issues with the processing of the members. Used to take care of the finance issues under Accounts Payable, Accounts Receivable, General Ledger and Fixed Assets.

Responsibilities:

- ❖ **Development Activities:** Developing and implementing custom applications and solutions on the Salesforce platform using Apex, Visualforce.
- ❖ **Provide technical support:** Respond to inquiries and resolve technical issues related to Salesforce products and services, including custom code and integrations.
- ❖ **Lightning:** Upgraded some Apps from Salesforce classic to lightning experience to develop rich user interface and better interaction of pages. Leveraged Apex controller to make a call for external request to retrieve data from various API's and displayed them on to the component.
- ❖ **Troubleshoot and debug:** Troubleshoot issues with Apex, Visualforce, Lightning, SOQL, SOSL, Apex Triggers, Batch Apex, Apex Controllers, Salesforce Communities, Salesforce Mobile App, and other Salesforce technologies. Debug code to identify and resolve issues.

Project #3

Client: WATSCO

Domain: Retail Domain (Sales & Service)

Role: Salesforce Developer

Description:

Watsco, Inc. is the largest distributor of air conditioning, heating and refrigeration equipment and related parts and supplies (HVAC/R) in the United States. Watsco manufacturer of parts, components and tools used in the HVAC/R industry. We implemented the complete, end-to-end CRM solution for their business needs using Salesforce.com CRM and the Force.com platform.

Responsibilities:

- Handled all administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks.
- Worked on Salesforce integration and data migration.
- Involved in debugging applications to ensure their functionality and performance.
- Worked with Salesforce security and access controls.
- Worked on GIT, Salesforce Metadata API, sandboxes & deployment tools
- Used the sandbox for testing and migrated the code to the deployment instance after testing.
- Worked on Sandbox and Production, Resolving production issues within the given time line with proper unit testing.
- Worked on Apex Data Loader for doing various data migration activities. Skills Used: Reports, Page Layouts, Record Types, Meta data, Workflows, Apex and Data Loader.

Personal Skills

- Strong analytical and assessment skills.
- Ability to learn and adopt to new technologies quickly.
- Rapid adaptability to learn new technologies and standards.

Technical Skills:

Salesforce Technologies	Salesforce.com CRM, Apex Language, Apex Classes, Apex Triggers, SOQL, Workflow & Approvals, Reports, Dashboards, Standard and Custom Objects.
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Personal Profile

Name : PRATHURU SRUTHI
Date of Birth : 05-11-1995
Marital Status : Married
Languages Known : English, Hindi and Telugu

Declaration

I do hereby declare that the information furnished above is true to the best of my knowledge

Date:

Place: Hyderabad