

LEELA MEDICHERLA

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OBJECTIVE

Enthusiastic Salesforce professional with experience in delivering data-driven insights and innovative solutions to drive team success. Committed to continuous growth and collaboration, with a strong focus on advancing strategic goals and contributing meaningfully to the company's success.

EXPERIENCE

- Visionsoft Inc.

- As a Salesforce Admin, Key Roles & Responsibilities:

Feb 2024 - Present
Hyderabad, India

- **User Management & Security:**
 - Managed creation and maintenance of users, roles, profiles, permission sets, and login access policies.
 - Ensured data security via Organization-Wide Defaults (OWD), sharing rules, and Field-Level Security (FLS).
 - Performed regular audits and implemented security compliance best practices.
- **Configuration & Customization:**
 - Customized standard and custom objects, page layouts, validation rules, record types, and formula fields.
 - Developed automated processes using **Flows**, **Workflow Rules**, and **Process Builder** to streamline business operations.
- **Reports, Dashboards & Data Management:**
 - Built and maintained dynamic reports and dashboards to deliver key business insights.
 - Conducted data imports, exports, cleansing, and deduplication using **Data Loader** and **Data Import Wizard**.
 - Ensured high data quality standards through scheduled audits and clean-up activities.
- **API Integrations & Apex Development:**
 - Developed and executed **REST API integrations** using **Apex callouts** (Http, HttpRequest, HttpResponse).
 - Built custom **Apex REST APIs** using @RestResource for external system integration.
 - Configured **Named Credentials** and **Remote Site Settings** for secure authentication.
 - Implemented robust error handling and logging mechanisms for API interactions.
- **Postman & Integration Testing:**
 - Utilized **Postman** for testing Salesforce REST APIs, validating payloads, and simulating external services.
 - Performed CRUD operations on Salesforce data and generated OAuth 2.0 tokens for connected app testing.
- **Release Management & Deployment:**
 - Managed sandbox environments, change sets, and deployments using **ANT**, **Salesforce CLI**, and **Workbench**.
 - Validated new configurations in staging before production deployment and documented all changes.
- **Collaboration & Support:**
 - Partnered with cross-functional teams to gather business requirements and translate them into Salesforce solutions.
 - Provided end-user training, created documentation, and supported troubleshooting for 100+ users.
- **System Monitoring & Optimization:**
 - Monitored API usage, system performance, and optimized processes to stay within platform limits.
 - Stayed updated with Salesforce seasonal releases and implemented relevant features.

EDUCATION

- Anil Neerukonda Institute of Technology and Science

B.Tech - Information Technology

August 2019- April 2023

Visakhapatnam, India

◦ CGPA: 8.58

- Sasi Junior College for Womens

Intermediate - M.P.C

June 2017 - April 2019

Velivennu, India

◦ CGPA: 9.88

- Vidyanidhi English Medium

SSC

June 2016 - April 2017

Tatipaka, India

◦ GPA: 10

SKILLS

- Salesforce: Salesforce Administration , Automation Tools (Process Builder, Workflow Rules, Flow, Visual Flow), Lightning, Reports and Dashboards, Validation rules, Layouts, Approval Process, Email Template, Security, Apex, Triggers, SOQL, SOSL, VisualForce , Aura , LWC

CERTIFICATIONS

- Salesforce Certified Administrator
- Salesforce AI Associate