

BABITHA REDDY

SALESFORCE DEVELOPER (Certified Platform Developer 1 & Administrator)

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## SUMMARY

- A highly motivated and experienced Senior **Salesforce Developer** with over 8 years of experience in designing and implementing Salesforce solutions.
- Proven expertise in **Apex, Visualforce**, and **Lightning** development, as well as **project management** and **team leadership**.
- Demonstrated ability to deliver high-quality solutions that meet **business requirements** and drive success.
- Adopt at managing end-to-end Salesforce projects, leading development teams, and collaborating with cross-functional teams to achieve project goals. **Certified Salesforce Developer and Administrator**.
- Proficient in dealing with functionalities related to **Sales, Service, Community, Marketing, Finance Cloud**.
- Extensive experience with the Salesforce.com development **life cycle, application design patterns, integration patterns** and **deployment planning**.
- Experience in SFDC Development implementing the **APEX Classes, APEX Triggers, Visual Force pages, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
- Technically experienced in **App Exchange** with **Lightning** experience.
- Extensive experience in designing of **custom objects, custom fields, Pick-list, Page layouts, Workflow, Approval Process, Validation Rules, custom Tabs, reports, design of Visual Force Pages, Dashboards, and Email generation** according to application requirements.
- Hands on Experience building Custom UI Pages using **Visualforce, Custom Visualforce Components**.
- Experienced in Eclipse IDE with Force.com Plug-in for writing Business logic in **Apex programming language** with **Lightning** Experience.
- Experience Working on **CPQ (Configure, Price, Quote)** tools.
- Experienced in **Object Oriented Analysis and Design** and **Object-Oriented Programming** and Design Patterns under **MVC (Model View Controller) Architecture**.
- Strong experience with source control tools **Git, Bit bucket, Source tree**, built salesforce code from the repository.
- Knowledge on **Salesforce Lightning Process Builder, Lightning UI/UX, app builder** and creating **Visual Workflows**, salesforce support **communities** and **Chatter** groups.
- Developed **Lightning Component Framework** and built **Lightning component** using **aura framework**.
- Expertise in **Lightning app builder** (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in Mobile, Tab and Desktop versions.
- Working with different aspects of Web Services (**XML, WSDL, SOAP, REST**).
- Experience in Creating **page layouts, search layouts** to organize **fields, custom links, related lists** and other components on a record detail.
- Worked on **Email-to-Case, Web-to-case, and Phone-to-Case** to track cases generated from different origins
- Experience in data migration from **ACT, Excel, MS outlook** using **Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica**.
- Competent in analyzing and creating narrative **Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram** using **UML Tools** like **MS Visio**.
- Created customized UI as per the client and application requirements using **Visualforce**.
- Experience in working with **Eclipse IDE** with Force.com Plug-in environment for writing Business logic in **Apex Programming Language**.

- Hands on experience in **Administration setup** like **manage Users, Security Controls, Data Management, Creating Roles, Profiles** and **Integration** with **Salesforce web services**.
- Hands on experience using **process builder** to do various operations like **Email alerts, sending outbound emails, Email alerts** etc.
- Excellent team player, ability to work in-groups as well as independently.

## **TECHNICAL SKILLS**

<b>Salesforce.com</b>	Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, Apex Web Services, Web APIs, AJAX, Workflow Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader, Lightning Web Components.
<b>Languages</b>	Apex, Visualforce, Web Services, HTTP Callouts, HTML, CSS, JavaScript, jQuery, PL-SQL, C, Java.
<b>Tools &amp; Services</b>	GIT, Jenkins, JIRA, Apex Data loader, Source tree, Bit bucket, DocuSign, Eclipse IDE Plug-in, Force.com Explorer, HP Quality Center, and CTI Tool Kit, SOAP, Salesforce Integrations (Mulesoft, Tableau, etc.)
<b>Database</b>	MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2.
<b>SDLC</b>	Agile/Scrum methodology, Waterfall methodology.
<b>Clouds</b>	Salesforce Communities, Sales Cloud, Service Cloud, Marketing Cloud, and Einstein Analytics

## **EDUCATION**

**Master of Science in Information Systems,**  
Marist College, Poughkeepsie, NY

**Bachelors of Technology in Computer Science,**  
Sreyas Institute of Technology, Hyderabad, India

## **CERTIFICATIONS**

- Salesforce Certified Platform Developer I
- Salesforce Certified Administrator

## **PROFESSIONAL EXPERIENCE**

**Client: American Family Insurance (Madison, WI) | Dec 2021– till date**

**Role: Salesforce Developer/Administrator**

**Project: Credit Dispute System**

**Responsibilities:**

- Client explained the process of how they need to building the Credit Dispute System which involved the **configuration, loading** and **mapping** the data into salesforce org.
- Worked extensively on **APEX Triggers, APEX Classes, Apex Test Classes, Visual Force pages** to fulfill various business requirements.
- Created multiple login pages to display the credit details using **Lightning Components**.
- Build to automate the routing process of Dispute Cases using **Omni-Channel**.
- Configured and developed **SMS channels** in our org to help our agent to have 1\*1 personalized conversations without customers using **Omni-Channel routing**.

- Optimize and improve the overall runtime of **Omni scripts, Data Raptors and Vlocity** Integration Procedures using **best practices**.
- Installed and Configured **Omni-Channel** for BSI reps to have text conversations with the customers.
- Implemented **Lead & Opportunity Management, Opportunity Sales processes, Complex Case Management** with multiple Support processes and dozens of **record types**, created **Assignment rules, Approval Processes** and **Escalation rules**.
- Enabled **chatter** to solve problems and solutions for it.
- Worked on the **Web Services** for enabling the data to be used outside the domain.
- Worked on **Email-to-Case, Web-to-case, and Phone-to-Case** to get dispute **cases generated** from different **origins**.
- Customized **page layouts** for **Opportunity, Contacts, and Accounts** depending upon **user profiles** and created permission sets where necessary.
- Created **Custom Objects, Custom fields, Page layouts, Master Detail & lookup relationships, Validation Rules, Workflow rules, Process Builders, Flows, Reports, Dashboards, data load/management** and **salesforce administrative tasks**.
- Support **SIT and UAT** testing.
- Involved in **code review** of team members
- Involve new team members in **development** and provide them with the **understanding of the existing system**.
- **Debug of Apex code** as issues come up and fix them.
- Manage the **CI/CD** process for the monthly release
- Setting up of **users, on boarding, and Training** of users to get them up to date on salesforce and provide **cheat sheets** to follow **workflow processes**.
- Involved in providing **support** for **critical defects** and **production issues**, work and provide **technical guidance** to **cross-functional teams** involve in various technologies to ensure issues are resolved within **SLA**. Perform other duties and responsibilities as assigned.

**Environment:** Salesforce.com platform, ANT, Lightning Web Components, System Integration Testing, Workflows, Processes, reports, triggers, dynamic dashboards, objects, GIT.

**Client:** Legg Mason (Stamford, CT) | Nov 2019 – Jul 2021

**Role:** Salesforce Developer/Administrator

**Project:** Lightning Conversion

**Responsibilities:**

- Analyze client requirements to determine the best **Salesforce CPQ** solution to meet their business needs.
- **Design, configure and implement** Salesforce CPQ solutions, including **price books, products, product bundles** and **pricing rules**.
- Collaborate with cross-functional teams, including sales, product management and IT, to ensure successful implementation and ongoing use of **Salesforce CPQ**.
- **Troubleshoot** and **resolve** issues related to Salesforce **CPQ** and ensure system stability.
- Recommend and implement improvements to optimize sales processes and performance.
- Ensure **Salesforce security** and **access management**
- Implement Salesforce **Einstein Analytics** for reporting and analysis
- Create **reports and dashboards** to track key **sales metrics**, including win rates, deal sizes and sales cycle times.
- Established and implemented **best practices** with regards to **system maintenance, configuration, development, testing, data integrity**, etc.
- **Designed, documented, built, tested, and deployed** enhancements to Salesforce **custom objects, page layouts, workflows, alerts, reports, and complex dashboards** within Salesforce.
- Implemented Salesforce administrative skills with **creating/customizing Profiles, Roles, Users, Sharing rules**,

**Lookup filters, Page Layouts, Search layouts, Validation rules, Email Services, Workflows, Approval process, Assignment, Escalation rules, Reports, and Dashboards.**

- Hands-on experience in **Mass Data Migrations** using different **data migration** tools
- Experience in production deployment using **ANT, Force.com IDE**, etc.
- Experience to respond to **production support requests** and troubleshoot issues
- Experience integrating the 3rd party Apps with Salesforce
- Performed **data integrity** and **manipulation** tasks such as merging duplicate records and establishing proper ownership of existing accounts and contacts in accordance with sales territories.
- Expertise in customizing standard Objects like **Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts)** and Dashboards and Report folders for different user profiles as per the requirements.
- Created **lookup and master-detail relationships** on the objects and created junction objects and various advanced fields like **Picklist, Field Dependencies, Custom Formula, Approval Process, Sharing rules** for **automated alerts, field updates** and **Email generation**.
- Implemented **Security** and **Sharing rules** at Object Field and Record levels for different users in the organization.
- Built reusable **UI/UX** components with lightning component framework.

**Environment:** Salesforce.com platform, ANT, Lightning Web Components, System Integration Testing, Workflows, Processes, reports, triggers, dynamic dashboards, objects, GIT.

**Client:** Ascena Retail Group (Mahwah, NJ) | May 2017 – Oct 2019

**Role:** Salesforce Developer/Administrator

**Project:** Cloud Cherry

**Responsibilities:**

- Design, configure and implement **Salesforce Marketing Cloud solutions**, including **Journey Builder, Email Studio, Advertising Studio, Social Studio and Mobile Studio**.
- Create personalized **customer journeys** to increase engagement and conversion rates.
- Develop and execute successful **marketing campaigns** across multiple channels, including **email, social media and advertising**.
- Collaborate with **cross-functional teams**, including **marketing, sales and IT**, to ensure successful implementation and ongoing use of **Salesforce Marketing Cloud**.
- Analyze **marketing data** to optimize campaign effectiveness and drive business growth.
- Provide training and support to marketing teams to ensure they are effectively using **Salesforce Marketing Cloud**.
- Customize Salesforce **Communities, Sales Cloud, Service Cloud, and Marketing Cloud**
- Developed and executed successful **email and social media marketing campaigns** to increase brand awareness and **lead generation**.
- **Troubleshoot** and resolve issues related to **Salesforce Marketing Cloud** and ensure system stability.
- Stay up-to-date with the latest **Salesforce Marketing Cloud** features and functionality, and make recommendations for how they can be leveraged to improve **marketing performance**.
- Worked specifically on **accounts** and **Opportunities** module customizations and integrations.
- Designed custom **aura component** layout for **account creation**.
- Designed and worked on **process builders and flows** to support business level customizations. Also, as an admin, worked on setting up permission sets and role hierarchies.
- Maintained user **roles and profiles, security settings, access settings** etc. (**User Profiles, Role Hierarchy, Sharing Rules and Security**)
- Created and managed **custom objects, fields, formulas, validation rules, custom workflow, and approval processes**.
- Worked with management and end-users to create and manage **workflow rules, data validation, processes, triggers, and flows**.

- Developed **work plans**, reviewed other work plan timelines, and managed workflows to meet project timeframes.
- Instrumental in making enhancements and modifications to improve system **performance, efficiency, internal business process, and reporting**.
- Managed and maintained marketing **databases** to ensure **data accuracy** and **completeness**.
- Worked closely with **Team Lead or Project Manager** to develop solution in accordance with the system design.
- Worked with **Manager** to provide scope and timelines.

**Environment:** Salesforce.com platform, Custom Objects, Tabs, Page Layouts, Workflow & Approvals, Reports, Apex Language, Visual Force Pages, JavaScript, Custom Component, Custom Controllers

**Client:** Synergy Xpertsol (Hyderabad, India) | Jul 2013 – Dec 2016

**Role:** Salesforce Developer

**Project:** ToG

**Responsibilities:**

- Design, configure and implement **nCino solutions**, including **product and pricing strategies, process flows** and **approval processes**.
- Collaborate with **cross-functional teams**, including sales, product management, and IT, to ensure successful implementation and ongoing use of **nCino**.
- Develop and customize **nCino** functionality using **Apex, Visualforce, and Lightning**.
- **Troubleshoot** and **resolve issues** related to **nCino** and ensure system stability.
- Recommend and implement improvements to **optimize sales processes** and performance.
- Create **reports** and **dashboards** to track key **business metrics**, including **win rates, deal sizes** and **sales cycle times**.
- Collaborated with cross-functional teams to ensure Salesforce **functionality and processes** aligned with business needs.
- Created **reports and dashboards** to track key business metrics.
- Provided training and support to Salesforce **users**.
- Managed user **profiles, roles, and permissions** to ensure data security
- Responsible for Admin activities like **customizing custom fields, Page Layouts, Record Types, Workflows**.
- Creation of **Page layout** for custom object as well as standard objects for respected Profiles.
- Configure and Set up relationship between various objects using look up and **master detail relationship**.
- Worked on **email integration**.
- Worked on **agile and scrum process**.
- Experienced in writing **Apex classes, batch apex, scheduled apex, triggers and workflows**.
- Creation of **Visual Force page and Apex classes, Approval Process, Validation Rules, Report Types**.
- Responsible for Loading data into salesforce.com using **Apex Data Loader, Import Wizard**
- Responsible for migrating data from one **Sandbox** environment to another Sandbox environment using **Force.com IDE tool** and **Change Sets**.
- Responsible for writing **Test Scripts** for various scenarios
- Worked on Apex Triggers and Apex Classes for custom logic.
- Worked on writing **Apex Test classes** with more than **90%** test coverage.

**Environment:** Salesfoce.com platform, data validation, workflow, process builders, reports, page layouts, permission sets, triggers, Apex, Visualforce.