BABITHA REDDY

SENIOR CERTIFIED SALESFORCE DEVELOPER & ADMINISTRATOR

BABITHAV3012@GMAIL.COM

334-625-8155

https://babitha.netlify.app/

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

Salesforce.com	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.
Languages	Apex, Visualforce, Web Services, HTTP Callouts, HTML, CSS, JavaScript, jQuery, PL-SQL, C, Java.
Tools & Services	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.)
Database	MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2.
SDLC	Agile/Scrum methodology, Waterfall methodology.
Clouds	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: Saleforce.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.