**Alekya Gurram **

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**Professional Summary:**

* Over **6+ years** of experience **in Salesforce.com** and Java Developer.
* Good working experience in various capacities such as **Salesforce developer, Salesforce Administrator, Force.com developer and business analyst** and involved in various phases of entire project from **requirement gathering, architecture development, implementation**, training the end users.
* Experienced in **Sales cloud** and **Service cloud** and **Marketing Cloud**
* Rich experience in Administration and Development of **Salesforce.com CRM using Force.com, Visual force, and APEX.**
* Expertise in designing of Custom Objects, Custom Fields, Pick List, Role based page layouts, **Workflow** Alerts & Actions, Validation Rules, Approval Processes, Custom Tabs, Custom reports, Report folders, Report extractions to various formats, Design of **Visual Force** Pages, Record Types, **Dashboards**, and Email generation according to application requirements.
* Expertise in developing **Apex classes, Controller and Triggers**, **Visual force** on **Force.com** platform to customize application according to the functional needs.
* Expertise in Data Migration from Traditional Applications to Salesforce using Import Wizard and **Data Loader Utility.**
* Experience in integrating **SFDC** with Legacy applications (SAP, ACT) using **Web Services API, AWS.**
* Extensive experience in customizing the User Interface of Salesforce CRM using **Apex Programming, Custom Controllers, Visual force, CSS and JavaScript.**
* Experience in customizing Data model of Salesforce.com CRM using **Workflows, Triggers, Validation Rules, and Approval Processes.**
* Key player in migrations and deployment of code from one environment to other using Force.com IDE deployment wizard.
* Experience in creating and customizing websites.
* Experience in Requirements gathering experience Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (**SRS**).
* Experienced in **Business Analysis** working closely with **Business & Support Units**
* Strong communication, organizational and interpersonal competencies along with detail oriented and problem-solving skills, event handling in the technology arena.

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | Salesforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), Workflows & Approvals, Reports, Dashboards and Custom Objects. |
| **Salesforce Tools&**  **Integration Tools** | Force.com Explorer, Force.com Data Loader, Force.com Excel Connector, Force.com Platform (Sandbox, and Production) |
| **Java/J2ee Technologies** | Java 1.5, J2EE, Servlets, JSP, JDBC |
| **Internet Technologies** | AJAX, JSP Custom Tags (JSTL), JSF, HTML, CSS, DHTML. |
| **XML** | XSL, XSD, XSLT, XPATH, XSD, SAX, DOM, JAXP. |
| **Scripting Languages** | Java Script 1.2, Perl and Shell Scripting. |
| **IDE** | IBM RAD, Eclipse 3.5, WebSphere Integration Developer. Force.com IDE. |
| **Operating Systems** | MS-Windows XP/ME/98/95/ 2000/NT 4.0, Red Hat Linux and Unix. |

**Certification Details:**

201 –Salesforce Administrator

401 –Force.com Developer

**Professional Experience:**

**Client: Eargo, San Jose, C.A. April 16 -Till Date**

**Eargo** is an American hearing aid manufacturer. The company's hearing aids are generally smaller and less visible than traditional in-ear devices.

**Role:** **Senior** **Salesforce Developer/Administrator (Lead in Business systems)**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce implementation** and documented the Business and Software Requirements
* Involved in setting up **Salesforce** from base and involved in many integrations.
* Integrated Salesforce with **NETSUITE** using **Celigo Integrator**.
* Involved in integrations of **Chargen**t, **Stripe** with Salesforce to enable payments using cards.
* Build and Customized many applications like **Propel**.
* Upgraded Salesforce to **Lightening.**
* Integrated Salesforce with **Slack, Zip whip** using **REST, SOAP, JSON, XML**.
* Integrated salesforce with **Avalara** for sales tax calculation and also integrated with
* **Time Trade** to schedule appointments with customers and also integrated with

**Market O** to do lead management for marketing team.

* Set up call center in salesforce by integrating with **Shortel** and **8\*8 and Ring DNA**.
* Involved in implementation using **Process builder, workflow rules, visual flows, assignment rules, escalation rules** & etc.
* Worked on **Salesforce.com** customizations using **Apex (classes, triggers and web services)** and Visualforce that consists of several new **Data Integrations** and customizations.
* Used **Data loader** to load the records on to the **force.com** platform.
* Created custom **Dashboards** for all department home page and gave accessibility to dashboards for authorized people.
* Designed and developed a method to **assign leads** to sales person
* Worked on various **Salesforce.com** standard objects like **Accounts**, **Contacts**, **Leads**, **Campaigns**, **Reports** and **Opportunities**.
* Created **various profiles** and configured the **permissions**.
* Involved in Integration of **Facebook**, **Twitter** with SF to capture leads.
* Migrated all the system from **Spree** to Salesforce.
* Implemented **Marketing** and **Sales** processes covering Campaign, Leads, Accounts.
* Provided **Support** for the Organization by dealing with tickets.
* Did end to end implementation in salesforce.

**Environment**: Salesforce Unlimited Edition, NetSuite, Avalara, Time Trade, Merchant e solutions, Chargent, 8\*8, Shortel, DCL, Spree, Zip whip, Slack, Propel, Exact Target.

**Client: Tintri Inc., Mountain View, CA.** **Sep 16 –March 16**

**Tintri** is an American [information technology](https://en.wikipedia.org/wiki/Information_technology) company that provides products designed for [virtual machines](https://en.wikipedia.org/wiki/Virtual_machine) (VMs) and [cloud computing](https://en.wikipedia.org/wiki/Cloud_computing) using [flash memory](https://en.wikipedia.org/wiki/Flash_memory).

**Role: Salesforce Developer**

**Responsibilities:**

* Implemented **Marketing** and **Sales** processes covering Campaign, Leads, Accounts, Contacts, Opportunities, Forecasting, Quotes, Sales Order, Pipeline management etc.
* Integrated Salesforce with **NETSUITE** using **SOAP** and **REST** API.
* Created application to maintain the details of the **product** from demand phase to production phase.
* Involved in product configuration by designing **price books** and its functionality.
* Developed **Workflow rules**, Time Dependent Action **Triggers**, **email templates** to implement the business logic.
* Designed **quote templates** according to the business requirement.
* Experience with **NETSUITE** to ingest orders from Salesforce.
* Worked with Organization Wide Defaults, Role Hierarchies, Sharing Rules and Manual Sharing to implement Record-based sharing.
* Designed **asset creation** and **contract generation** after the order is processed from salesforce to NETSUITE.
* Modified **Contract Renewals** and **Contract Amendment.**
* Used **Assembla** for Documentation and creating tickets.
* Using Apex **Data Loader** and **Import Wizard** for migrating records to sources, loaded data and for cleaning of data.
* Customized the user interface using **Visualforce** Pages, **HTML** and **JavaScript**.
* Experience in **Lightening.**
* Customized Quote and Sales order pages using **Visualforce** pages.
* Designed and enhanced **Quote line editor** and its functionality.
* Designed Requirement documents and functional document for the development team.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Worked with **Apex Scheduler** to invoke Apex classes at regular intervals.
* Involved in Designing and implementing **Address Handling.**
* Involved in ABP New Purchase, ABP Renewal Update, Pending Return, RMA scenarios in salesforce.
* Involved in designing **product rules.**
* Responsible for gathering requirements from key users.
* Followed **Agile Methodology** for the project.
* Worked with **Profiles** and Administrative **permissions** to grant/deny users access to platform features.

**Environment:** Salesforce Unlimited Edition, NetSuite, Assembla, Steel Brick, Data Loader, Sales Cloud, Apex, Visualforce, Data Loader, Workflow & Approvals, HTML, Java Script.

**Client : TIBCO Software Inc., Palo Alto, CA. Mar 16 – Sep 16**

**Tibco** is an American company that provides integration, analytics and events processing software for companies to use on-premises or as part of cloud computing environments.

**Role: Salesforce Consultant**

**Responsibilities:**

* Designed, developed and deployed **Apex Classes, Controller & Extension Classes** to support **Visualforce pages** development, **Test Classes** for Unit testing and **Apex Triggers** for various functional needs in the application.
* Worked on **various Salesforce.com Standard objects, Custom Objects, Triggers, Classes, Visualforce Pages, Page layouts, Custom tabs, Components, Reports and Dashboards.**
* Close interaction with **Marketing, Sales and Customer Support teams** to gather and document requirements and UAT sessions.
* Assisted in project estimation and resource allocation.
* Used Salesforce Automation (SFA) for Sales **Lead** Management, **Campaign** Management, **Opportunity** Management, **Account** and **Contact** Management.
* Built **Apex Classes** implementing **SOSL & SOQL** statements within Eclipse to manage interaction with the database.
* Created various Reports and Dashboards.
* Involved in **Integratio**n of Salesforce with **Apptus CPQ, Market O, Oracle, Adobe ESign, Revitas CM, Sales Predict, Coveo, S4G Currency Converter.**
* Experience in **Administration, Configuration, Customization, Development and support** on Salesforce.com Platform.
* Involved in **Migration** of 11 Salesforce instances into a single Salesforce Instance.
* Implemented **Sales cloud** and incorporated the enhanced features as required to streamline the business process.
* Performed tasks for **Data Migration** like **Data mapping and Data loading** using **Jitterbit** and **Data loader and Penta Ho.**
* Hands on Experience in using Applications such as **Zendesk, Adobe e sign, Coveo, Z-agile, S4G, Dragging role, Knowledge tree, Click tools, Demand tools.**
* Customized the entire Salesforce.com applications to incorporate the business requirements, which involved creating Web Forms and processing the data in SFDC with the extensive usage of **Web services API**.
* Involved in data cleaning using **data.com.**
* Hands on Experience working with **Apptus CPQ** and installation processes.
* As Administrator, maintained **Salesforce orgs** and aided **deployments**.
* For maintaining the correctness of the data have also done various **Data loading** operations such as uploading, Inserting, exporting using **Data Loader & Import Wizard** in Salesforce.com.

**Environment:** Salesforce Unlimited Edition, Market O, Apttus CPQ, Revitas Contract Management, Dupe catcher, Loader, Demand tools, Zendesk, Z-agile, Dragging role.

**Client : JM Family Entreprise, Inc. (JM Family), Florida. Nov 15-Feb 16**

JM Family is a auto motive corporation whose principal businesses focus on vehicle distribution and processing.

**Role: Salesforce Developer**

**Responsibilities:**

* Involved in **Salesforce.com Application Setup** **activities** and **customized the** **applications** to match the functional needs of the organization.
* Designed and customized Visualforce pages using **extension controllers, custom controllers and standard controllers.**
* Involved in **Integration of Salesforce** with **Service Now.**
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.**
* Developed Apex triggers, asynchronous classes and test methods to achieve user’s desired functionality.
* Developed and configured **Dashboards, Ad hoc Reports and Report Folders** for different user profiles based on the need in the organization.
* Worked on various **Salesforce.com** standard objects like **Accounts**, **Contacts**, **Leads**, **Campaigns**, **Reports** and **Opportunities**.
* Created **various profiles** and configured the **permissions** based on the organizational hierarchy requirements.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Used **SOQL** & **SOSL** for data manipulation needs of the application using platform database objects.
* Designed and developed **Service cloud** and integration.
* Used **Force.com** developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Involved in Deployment.

**Environment:** Salesforce.com platform, Apex, Visualforce, Data Loader, Workflow & Approvals, Ad hoc Reports, Custom Objects, Custom Tabs, Email Services, Sales Cloud, Service Cloud, Cast Iron, Sandbox data loading, Data Loader, SF Explorer and Eclipse IDE Plug-in.

**Client: Tata Consultancy Services Limited, India Apr’12 to Feb’14**

Tata Consultancy Services Limited (TCS) is an Indian multinational information technology (IT) service, consulting and business solutions company and is one of the largest Indian companies by market capitalization. TCS also provide a wide range of information technology-related products and services including application development, business process outsourcing, capacity planning, consulting, enterprise software, hardware sizing, payment processing, software management and technology education services.

**Role: Salesforce Developer**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for **Salesforce** implementation and documented the Business and Software Requirements.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and using other Platform based technologies like Visualforce, Force.com API, and Web Services.
* Created user Roles and Profiles and given them **Security controls** and **shared settings**.
* Customized tab worked with various standard objects like **Accounts, Contacts, Leads, and Cases.**
* Designed, Implemented and deployed the **Custom objects, Page layouts, Custom tabs, Components** to suit to the needs of the application.
* Created Custom Objects and defined lookup and **master-detail relationships** on the objects and created **junction objects** to establish connectivity among objects.
* Developed workflow rules for various **tasks** and **Email alerts** as per the requirement.
* Developed Approval process for the application by implementing custom formulas in different stages of approval.
* Implemented Case Management Automation to track and solve Customer’s Issues. Implemented **Email-to-Case**, **Web-to-Case** to enter generated cases to Case Object.
* Developed **Apex classes** and **Apex Triggers** for various functional needs in the application.
* Developed **Visualforce Pages** to customize the view and functionality of the page that were required by the Organization.
* Created various Reports like **summary reports, matrix reports, and dashboards.**
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment**: Saleforce.com platform, Apex, Visual Force, Data Loader, SOQL, SOSL, Apex Triggers, Workflow rules, Dashboards, Reports, Custom Tabs, Email Templates, HTML, Java Script, Eclipse IDE.

**Academic Projects:**

**Library Management System (Developed in Salesforce)**

Northwestern Polytechnic University, which is growing really fast, has many students and faculty members. To attract doctorate, post doctorate students to roll into the university, management decided to buy periodicals, magazines, books and research related papers and expand library facilities.

**Responsibilities:**

* Worked on various **Standard objects, Custom Objects, Triggers, Classes, Pages, Reports and Dashboards**.
* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages** to suit to the needs of the application.
* Designed, developed and deployed **Apex Classes, Controller & Extension Classes** to support Visual Force pages development, Test Classes for Unit testing and Apex Triggers for various functional based on the application requirements.
* Created workflow rules and defined related **tasks, time triggered tasks, email alerts, filed updates** to implement business logic.

**Library Management System (Developed in Java/J2EE)**

**Responsibilities:**

* Developed different GUI screens using **JSP’s, Bootstrap, HTML,** and **CSS** to design the Pages according to the application requirements.
* Written client-side validations using **Java Script**.
* Developed application using **MVC architecture**.
* Implemented the DAO’s to perform the data operations **- retrieve, update, insert and delete.**
* Designed the **MySQL** database to handle the large amount of data easily by using relational database schema.
* Used **Eclipse IDE** to develop and to debug the application code.

**Education:**

Northwestern Polytechnic University, Fremont, CA.

Master of Science in Electrical Engineering, December 2015, GPA: 3.9/4.0.

Acharya Nagarjuna University, Bapatla, India.

Bachelor’s degree, May 2012.