**Ravi Reddy**

**Sr. SalesForce.com Developer**

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205-538-2352

**Professional Summary:**

* Over **8 years** of experience in information technology with **all the phases of SDLC (Analysis, Design, Development, Administration, Testing, Implementation and Support) in various software Applications using Salesforce (CRM) and Mainframe.**
* Experience **with Salesforce.com CRM technology as an admin and developer**.
* Experienced with multiple domain business needs and in providing the package based solutions to meet specific needs of various customers.
* Hands on experience on SalesForce.com developer toolkit (force.com IDE), Triggers, Visual Force Pages, data migration and working knowledge of Apex classes, Controllers, SOQL & SOSL.
* Experienced in analyzing business requirements, developing Entity Relationship diagrams and implementing them with Salesforce **custom objects, Junction objects, master-detail relationships** and **lookup relationships**.
* Experience in Building **Lightning Components and Process Builder.**
* Experienced in admin modifications like Creating **Roles, Profiles, Email Services, Page Layouts, Workflow Alerts** and **Actions**, and **Approval Workflow**.
* Experienced in Force.com based **Veeva CRM & Vault** content management applications for Healthcare Industry.
* Successfully configuring the **Marketing Cloud** Connect (formerly the v5 Salesforce Integration) to connect the digital marketing capabilities of the **Salesforce Marketing Cloud** with the data management, segmentation and campaign management tools in Salesforce.
* Strong Salesforce development experience with **Apex Classes, Triggers, Controller Classes, Visualforce** pages and Integrating with external sources by developing **SOAP**, **RESTfulApex** Web Services for inbound calls to salesforce.
* Good experience in working on **Eclipse IDE** with **Force.com** Plug-in for writing business logic in **Apex programming language**.
* Extensive experience in lead, case management, web-to-lead, Web-to case, Email-to-case.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.
* Proficient in **Data Migration** from Traditional Applications to SalesForce using **Import Wizard** and **Data Loader Utility**.
* Experience in **Web Technologies** including HTML, XML, CSS, JavaScript and SOAP.
* Well versed with project development life cycle, System Business Process Analysis, Requirements Study, Fit-Gap Analysis and Post-implementation support.
* Strong experience in Waterfall and **Agile** methodologies.
* Experience in working with client specific solutions like Salesforce.com Sandbox deployments, Force.com IDE, **Eclipse** IDE, **SOQL, SOSL** and various production environments.
* Experience in Software Testing Projects, SQL Server.
* Installed Apps from **AppExchange**, **Configured** and maintained user **Security Permissions** in compliance with organizational needs.
* Possesses strong interpersonal skills, the ability to interact with people at all levels, and strong communication and presentation skills.

**CERTIFICATIONS:**

* **SALESFORCE CERTIFIED** PLATFORM DEVELOPER I

<http://certification.salesforce.com/certification-detail-print?conId=0034A00002l7hILQAY>

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | Force.com Web Services API, Apex Classes, Apex Trigger, Visual Force, SFDC Eclipse Plug-ins, Force.com IDE for Eclipse, Apex deployment Tools, Force.com Explorer, Data Loader, Salesforce.com customizations like Workflow Rules, Role Hierarchy, Validation Rules, Formulae, Custom objects, Page Layouts, Record Types, Process Builder, Translation Workbench. |
| **Operating Systems** | Windows, Macintosh and Unix/Linux |
| **Salesforce Tools** | Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Excel Connector. |
| **Web Development** | XML, HTML, CSS, Visualforce, JavaScript. |
| **Languages** | C, Javascript, SQL, Apex |
| **Version Control Tools** | CVS, GIT. |
| **Databases** | Oracle 10g/9i, SQL Server 2008/05/2000, MYSQL. |

**Professional Experience:**

**Fidelity, Highland park, IL Oct 16 - Present**

**Sr. SalesForce.com Developer**

**Responsibilities:**

* Worked on various Salesforce.com Standard objects like **Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards**.
* **Agile Development Methodology** was followed for the implementation.
* Managed Salesforce integration with existing systems and third-party providers.
* Interacted with various Business users for requirements gathering.
* Developed various **Custom Objects, Tabs, validation rules, formula fields.**
* Developed custom Business logic using **Apex Classes, Visual force pages and Lightningcomponents.** Used Visual force components like **Page Block, Command Buttons, Action support, Action Function**.
* Implemented customCascading Style Sheets **(CSS)** for **Visual force pages.**
* Worked with **SOQL, SOSL**queries with **Governor Limitations** to store and download the data from Salesforce.com platform database.
* Understanding **Marketing Cloud application**, web services and requirements for automating web services.
* Expertise in Development of applications in SOAP and **Restful** Web Services.
* Apache CXF, JAX-WS and Spring MVC Rest.
* Experience consuming **RESTful** web services.
* Coding of HTML emails and landing pages using Exact Target **Marketing Cloud** Services proprietary scripting language (i.e. AMP Script) as well as automation and database tools to execute highly dynamic, data-driven campaigns.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* Constant involvement in exploring appexchange apps and using the apps wherever necessary. Used apps like Apttus, target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, Docusign etc.
* Worked on **Service Cloud and Sales Cloud** implementations in two different projects.
* Created relationships among objects using **Lookup** and **Master-detail** relationships.
* Created various **Profiles**,**Roles**,**Page Layouts, and Record Types** and configured the **Permissions** based on the Organization hierarchy requirements.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like VisualForce, Force.com IDE.
* Hands-On Experience in Implementing **Sales cloud, Service cloud**, Chatter, Marketing, Customer
* Extensive experience on **S controls**, **Visualforce pages** and **Page layouts** according to the Business requirements.
* Created a .Net custom handler to insert customer data in **Marketing Cloud** by using Soap API
* Installed the **Call Center Applications** and Allowed the end users to maintain a track history of customers complaints.
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Performed data cleanup and/or **Data migration** to/from **salesforce.com.**
* Designed and deployed **Custom tab**s,**validation rules, Approval Processes** an**d Auto-Response** for automating business logic.
* Hands on experience on Salesforce Lightning for Customizing Reports and Dashboards for business use.
* Created mash up between Sales force CRM and Gmail through Force.com AppExchange's Email integration engine.
* Responsible for source control and configuration management for managing source code and technical documentation.
* Performed the role of sfdc developer, lightning developer and interacted with various business user groups for gathering the requirements for salesforce.com, **Lightning and CRM** implementation.
* Develop portal solution using **Lightning Components**
* Assign Invoice numbers in different formats based on the country using Custom settings and Apex code and push it to Conga Composer for Invoice generation.
* Created **workflow rules** and defined related **tasks, email alerts,** and **field updates.**
* Developed several **Custom Reports**&**Dashboards** that are used by Business user and Managers.
* Integration with ETL tools like Informatica, Infosphere.
* Integrated applications using **web services** by consuming the **WSDL** files for extracting the data from the external systems.
* Involved in various user stories and worked with QA team to test in various sandbox environments and update fields in Production.
* Configure and Maintained the Sandbox Environment for easy facilitation of Development and QA Activities.
* Created custom Java Application to Interact with Salesforce using SOAP and Rest webservices.
* Implemented **Data Loader** through the **Command Line** Interface to extract the data from database.
* Configured **Chatter** for the Users in the Organization for collaboration.
* Created **Email templates** in **Text, HTML and visual Force** necessary for the application.
* Developed **visual Force** pages with **JavaScript** and **Apex classes**.
* Written **Apex Test classes to Unit test** Apex classes before moving to Production.
* Created and maintained the documentation for Design, Migration and Integration.
* **Deployed** applications from **Sandbox to Production**.

**Environment:**Saleforce.com platform, Apex Language, Data Loader, HTML, Java Script, S-Controls, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows 7.

**Daimler Financial Services,**

**Farmington Hills,MI Apr 16 – Oct 16**

**SalesForce.com Developer/Admin**

Project involved sales and support functionality, mostly customization of standard objects with some additional custom objects.

**Responsibilities:**

* Interacted with Business users for requirements gathering, analysis and development.
* Worked on various Salesforce.com Standard Objects including **Accounts, Contacts, Reports, Dashboards, Events** and **Tasks**.
* **Agile Development Methodology** was followed for the implementation.
* Developed various **Apex classes**, **Controller classes**and **Apex Triggers**for various functional needs in the application.
* Developed various **Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.**
* Configure salesforce and **marketing cloud** integration user along with configuration in salesforce.
* Created various **Profiles, Roles, Page Layouts and** Configured the permissions based on the organization hierarchy requirements.
* Implemented **Salesforce Lightning Components** for small set of users for customizing reports and dashboards.
* Designed and deployed **Custom tab**s, **validation rules, Approval Processes**an**d Auto-Response**for automating business logic.
* Experience in working with salesforce **Marketing Cloud** applications for APT automation testing for restful services using MCATFramework and Ruby as programming language.
* Developed Cascading Style Sheets**(CSS)**for creating effects in **Visual force pages.**
* Performed Webservice Callout using the **RESTful** services with the third-party application Broadbean API.
* Created **Workflow rules**and defined related **tasks, email alerts,**and **field updates.**
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects**.**
* Extensive experience on **S controls**, **Visualforce pages** and **Page layouts** according to the Business requirements.
* Installed the **Call Center Applications** and Allowed the end users to maintain a track history of customers complaints.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform based technologies like Visualforce, force.com API, and web services.
* Created email templates and inbound emails using **Visual Force** for clients and customers.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Enabled **Chatter** for the Organization and to effectively communicate with the users in the Organization.
* Implementation of **Data Loader** for loading the data.
* Performed data cleanup and/or **Data migration** to/from **salesforce.com.**
* Merging of Salesforce instances.
* Developed business documents for Salesforce.com **Custom objects**.
* Developed several **Custom Reports**& **Dashboards**to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Expert in Salesforce Sales and Service cloud implementation.
* Provided the **training**to Business users about the system.

**Environment:** Sales Cloud, Service Cloud, Data loader and Data management, Workflow rules and Approvalprocesses, sandbox, workflows, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules.

**BCBS,Washington**, **DC Apr 15– Feb 16**

**Salesforce Developer**

Blue Cross Blue Shield of Florida is a leader in health industry. They are committed to improve health and wellness of 3 million members and assisting hospitals and physicians provide extraordinary quality care.

**Responsibilities:**

* Experience with **SDLC** process in agile methodology. Strong implementation and rollout experience with salesforce.com **CRM** **(Sales cloud, Service Cloud, Marketing cloud),** Communities, Sites and Force.com platform.
* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Worked on **Veeva iRep, Veeva Vault, CLM (Closed Loop Marketing).**
* Worked on various Sales force/Veeva integrations with SAP, Oracle and other third party systems.
* Involved in integrating **Salesforce CRM with its ERP (Oracle EBS) system.**
* Used **SOQL & SOSL** for data manipulation needs of the application using Force.com Explorer.
* Involved in providing Sales force automation solutions using the Veeva system .
* Managing the end-to-end technical delivery for multiple Sales force, Veeva, custom applications.
* Developed and supported **ETL process using Data loader** and Informatica on Demand.
* Configured the Salesforce.com environment.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.
* Created Custom objects to build new application functionality in the Salesforce.com.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Created email templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Created **Custom Profiles, Public Groups** and Roles to distribute user rights and functionality.
* Developed Visualforce page using the extension controller according to the clients’ requirement.
* Developed **Apex Classes & Triggers** to implement the business logic as per the requirements.
* Developed **SOQL and SOSL** queries to get data from different related objects.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to Salesforce.com.
* Integrated **SFDC with Oracle ERP** for order management system using Informatica.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Provided custom reports and dashboards to support the needs of the users and executives.
* Worked on enhancing and supporting the application.
* Working with web services API.

**Environment**: Salesforce.com, veeva,Apex, Visualforce, triggers, testmethod, workflow, validation rules, SOSL, SOQL, AppExchange, report, dashboard, Force.com IDE, Java, JavaScript, HTML, XML, Oracle, SQL Server, PL/SQL, Access, Excel, Webspere ,PRM portal.

**CERNER**

**Hyderabad, India Jun 13 – Jan 15**

**Salesforce Developer**

Apollo Health Care uses CRM systems to help sales representatives in Healthcare service sales division. SalesForce.com CRM application provides higher levels of service to clients and improves overall productivity by managing leads and opportunities and decreasing administrative tasks.

**Responsibilities:**

* Support daily operations of user systems including maintaining users, profiles, Roles, security.
* Involved in all phases of **Software Development Life Cycle** (SDLC) starting from Requirements Gathering and Design.
* Creation or customization of custom or standard objects which include **Leads, Accounts**, **Contacts**, **Opportunities**, **Products** and **Cases**.
* Involved in activities related to Saleforce.com setup, Configuration, Customization, Administration, Development, Data Migration and deployment of application to force.com platform.
* Worked on **Visualforce** Language to develop Visualforce pages, overriding buttons, links and tabs, custom components, templates, integrating email etc.
* Created several **workflows** by defining rules, approval processes and related actions, which include creating related and time triggered tasks, email alerts, filed updates to automate the business process.
* Implemented Validation Rules, Assignment Rules, Sharing Rules, and Escalation Rules according to the application requirements.
* Worked on the **Eclipse IDE** with **Force.com** plug-in environment for writing Business logic in Apex Programming Language, testing and deploying.
* Administrator for different salesforce.com CRM application for **sales cloud** and **service cloud**.
* Developed and deployed workflows for **opportunities** and **products management**.
* Developed **Unit test classfor Apex class** and worked for improving code coverage.
* Used **SOQL**&**SOSL** with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Created custom Dashboards for manager’s homepage and gave access to **dashboard** for authorized people for individual divisions.
* Involved in building of the **Customer Portal** in the organization.
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com subjects.
* Used Data Loader to read, extract and load data from **comma separated values** (CSV) files.
* **IntegratedSalesforce** with Informatics on Demand for the proper mappings, extraction and transformation of data.
* Implemented requirements on Salesforce.com platform and Force.com IDE Plug-in using **Eclipse.**
* Supported end users with solutions and issues they face with any functionality.

**Environment**: Saleforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), JavaScript, Apex Data Loader, Sandbox, Eclipse IDE Plug-in Windows 7.

**SONATA SOFTWARE Limited**

**Hyderabad India Sep 12 – Mar 13**

**SalesForce.com Developer**

**Responsibilities:**

* Designed and deployed **Apex Classes**, **Controller Classes, Extensions** and **Apex Triggers** for various functional needs in the application using Eclipse IDE.
* Creating **Custom Objects** and defining master-detail relationship between objects.
* Used **Data Loader** to bulk insert, import or update into the object.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement

Business logic.

* Implemented **validation rules**,**assignment rules** and **formula fields** in custom objects
* Created **Custom Objects**, **Custom Fields**, **Tabs** and maintained field level security as per the business requirement.
* Worked on **Static Resources**,**Page Layouts**, **Remote Site Settings,Case Management** and **Email Services.**
* Worked on **SOAP API** and **REST API** to make **Web Service Calls.**
* Worked on Visualforce Language to develop Visualforce pages, overriding buttons, links and tabs, custom components, templates, integrating email etc.
* Worked on **Outbound messaging** and error directory creation log.
* Worked on **GoogleGeolocation Web Service Calls.**
* Used **Google maps API** to display the distance between two points and display Google route map to destination.
* Used Force.com **Web Service API** to make **Web ServiceCalls** and implemented with regards to governor limit.
* Used **SOQL** and **SOSL** conceding the governor limits to achieve the required result.
* Used sandbox for testing and migrated code to **production.**
* Used **Change Sets** to validate and deploy config components to testing instance and production.
* Used **JSON** in developing apex code.

**Environment:**Apex Language, Java Script, Visual Force, Eclipse IDE, SVN, Data Loader, HTML, JSON, S-Controls, Email Services.

**WIPRO TECHNOLOGIES**

**Hyderabad India Oct 10 - Jul 12**

**SalesForce Consultant**

**Responsibilities:**

* During JAD sessions gathered requirements from Business and documented for development.
* Using Apex **Data Loader** mapped data sources and loaded data into Call Center application.
* Designed, developed and deployed **Apex Classes, Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Created **Formula Fields, Validation Rules, Workflows & approval process** for the flexibility and functionality of force platform application.
* Manage users, Public Groups, Profiles, and Roles within the Salesforce CRM; this involved designating access to the applicable user within the user hierarchy.
* Developed integration processes using Salesforce.com’s**Web Services API** and third-party integration tools
* Used C#.NET Web Services to integrate Salesforce from e-marketing web site using Webservice API.
* Integrated salesforce with e-Marketing web site using webservice API in .net.
* Set up Marketing Campaigns, Campaigns hierarchies, Lead Queries, Assignment Rules, Web-to-Lead and Auto Response Rules.
* Created **summaryreports, matrix reports, pie charts and Dashboards** to assist the business team.
* Responsible in resolving the issues and requests within the agreed SLAs.
* Coordinated work assignments with developers and Administrators throughout the product development life cycle.
* Integrated POS system with CRM system.
* Developed **Apex classes, Visualforce components and extensions**.
* Developed, deployed and monitored SSIS Packages including upgrading **DTS** to **SSIS**.
* Involved in complete SSIS life cycle in creating SSIS packages, building, deploying and executing the packages in both the environments (Development and Production).

**Environment:** Saleforce.com platform, Apex Language, Visualforce, Data Loader, HTML, Java Script, Eclipse IDE Plug-in.

**Corpus Information Technologies (P) Ltd**

**Hyderabad, India Aug 09 – Jun 10**

**Software Engineer**

Project: Web based Bank Management Console

Description: BMC is web based easy to use application with specific modules for administrators, customer support executives, bank administrators and other authorized bank users to perform day to day operational activities. BMC application facilitates the bank staff to create the customer data, rectify and approve them amongst other features.

**Responsibilities:**

●Participated in providing overall Design and Architecture during the Business Requirements.

●Developed JSP pages for presentation layer.

●Implemented server side validations using struts validate framework and handled multi-threading on the requests for client transactions.

●Involved in development of user, bank creations, generation of different reports.

●Implemented client side validations using JavaScript

●DeployedJSPs and Servlets on WebLogic Server.

●Developed Test Suites for Unit Testing.

●Built the entire project with Maven build tool.

**Environment**: Java 6, J2EE 5, Servlets, JSP, Hibernate, Eclipse3.3 and Oracle10g, Weblogic 10g, EJB 2.0.