



Sneha Velamala
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PROFESSIONAL SUMMARY

- Qualified IT professional with 8 years of experience as a Salesforce Developer with domain experience including analysis, requirement gathering, design, development, enhancements, testing, deployment, and maintenance of standalone object-oriented enterprise applications.
- Experience in scope, design, testing, and deployment and follow-up on a multitude of strategic projects within Salesforce.com.
- Proficient with Software Development Life cycle, Agile, and Scrum Methodologies.
- Experience in Sales Cloud, Salesforce Communities, Service Cloud implementations,
- Proficient in dealing with functionalities related to sales cloud, service cloud
- Used Email the case, Web to Case features and created a community where the customers can create, update and manage their cases
- Hands-on experience in advanced APEX/Visualforce development, including high-volume data processing, managed packages, and metadata API.
- Experience building new apps with Lightning App Builder and Lightning Components
- Worked on LWC with lightning components
- Built reusable UI/UX components with the lightning component framework.
- Experience in creating Apex classes, Triggers, Apex Scheduler, Batch classes, Apex Web Service, and Visual Force (Page, Component & Controllers).
- Experience in Implementation & Integration experience on Salesforce.com using Apex Language (Classes, Controllers & Triggers), Visualforce Pages, Custom Tabs, Custom Objects, S-Controls Reports, Analytic Snapshots, and Dashboards.
- Good experience in Salesforce.com Development by developing the presentation layer in Visualforce and business logic in the Apex Programming by creating/ using the Classes, Triggers, Standard Controllers, Custom Controllers, Controller Extensions, S-Controls, and Web Services API.
- Hands-on experience in working on Scheduled jobs and APEX Batch jobs and executed approval processes, e-mail services, and workflows via customization.

- Extensive experience in using declarative features like validation rules, workflows, approval processes, dynamic approval processes, and sharing rules automation for implementing complex business process automation.
- Hand-On experience in Implementing, Building, and Deployment of CI/CD pipelines, managing projects often including tracking multiple deployments across multiple pipeline stages.
- Experience in creating Custom Objects, outlined lookup and master-detail relationships, and Junction objects to implement many-to-many relationships on objects and Roll-up Summary fields to aggregate data from child records on the parent.
- Hands-on experience in designing custom objects/fields, page layouts, Workflow Alerts, custom Tabs, custom reports, report folders, report extractions to various formats, Dashboards, and Email generation according to application requirements.
- Hands-on experience with Profiles, Permission sets, Organization Wide Defaults, and Roles
- Experience in working within the governor limits when integrating using SOAP and REST API for both inbound and outbound integration with Salesforce.
- Expertise in creating different email templates and inbound emails using Visualforce for clients and customers
- Exploring, configuring, and customizing third-party applications like grid buddy, congo action grid
- Worked on Journey Builder, Email Studio, Advertising Studio / Marketing cloud.
- Experience in Data Migration using Import Wizard, Excel Connector, Workbench, and other integration tools like Apex Data Loader
- Experience working in different environments like Production, Sandbox
- Created Unit Test Cases and reviewed the tester test scenarios based on the functionality.
- Expertise in querying the Salesforce database using SOQL, and SOSL to get the data
- Experience with source control tools Git, Bit bucket, Gear set, and Change sets for deployments
- Installed Salesforce AppExchange Apps and Deployed Customization from Sandbox to another environment by, Change Set, API, and custom user interfaces using HTML and Apex tags
- Experience in Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture
- Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.
- Versatile team player with the excellent analytical, presentation, and interpersonal skill

TECHNICAL SKILLS

Sales force.com	Salesforce CRM, Apex Classes/Controllers, Apex Triggers, S-Controls, Visual Force Pages/Components, Lightning component Framework, LWC, Apex Web Services, Case Management, Workflows, Flows, Approval processes, Dashboards, Reports, SOQL, page layouts, custom Objects, fields, formulas, validation rules, Sand Box development, and Testing
GUI/TOOLS	Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Workbench
PROGRAMMING LANGUAGES	Java Script, Apex, C, C++
WEB TECHNOLOGIES	HTML, CSS, Web services, XML, jQuery
OPERATING SYSTEMS	Windows Vista, XP, 7 and OS X (Mac)
Databases	MS Access, Oracle 8i/ 9i/ 10g/ 11g and MySQL

PROJECT DETAILS:

Client: Omnicell, Cranberry Township, PA
Sr. Salesforce Developer

Sep 2021 - Till Date

Responsibilities:

- Interacted with various business user groups and performed a detailed analysis of business and technical requirements and designed Solutions involving customization
- Involved in **requirements gathering** for Salesforce implementation and documented the Business and Software Requirements
- Experience in building reusable UI components and pages with **Lightning component framework**. Embedded **Lightning Components in the Visual force page** by using the new Lightning Out feature by event-driven programming.
- Worked on Salesforce **Lightning Components** for building customized components
- Worked on **LWC** along with Aura Framework
- Created multiple lightning components and **LWC** to enhance the existing functionalities.
- Developed various **Apex Classes, Triggers, Controller classes**, and methods for functional needs in the application compatible with lightning.
- Designed and developed Application with Apex programming language at the backend and Visual Force pages as user interface

- Developed different **Visual Force Pages** to suit the needs of the application using different Visual force components.
- Implemented customizations using **Apex controller classes custom, Extensions, visual force pages, and triggers**
- Developed rich UI using **custom cascade style sheets** in visual force pages and used javascript, and JQuery for client-side validations
- Created Aura based Components, Attributes, and Controllers which can be compatible with to access through Lightning App builder
- Automated processes using Salesforce automation tools, such as **Process Builder, Workflows, Formulas, Flows, and Assignment Rules**
- Exploring, configuring, and customizing third-party applications like grid buddy, congo action grid
- Designed various **Approval processes, and flows** for automating business logic
- Designed, developed, and deployed the **Custom objects, fields, Page layouts, Custom tabs, and Components** to suit the needs of the application.
- Developed custom UI using **CSS, HTML**, and Visualforce components and used jQuery, and JavaScript for front-end validation.
- Created **formula fields**, cross relationships between Objects, and designed **validation rules**
- Created **page layouts**, and search layouts to organize fields, custom links, related lists, and other components on a record detail and editing pages.
- Supports integrated applications (i.e Seal, Conga, Adobe eSignature, Inside Sales, etc)
- Developed various **Custom Objects, Tabs, and Entity-Relationship** data models, validation rules on the objects, tabs, Components, and Custom links.
- Created **profiles, and roles**, and configured **permissions** according to organizational hierarchy requirement
- Worked on **permission sets, public groups**, and **sharing rules** to restrict access for users
- Created, and configured various **Reports and Report Folders** to assist business users in better utilizing Salesforce organization
- Written **SOQL, SOSL, Aggregate, and Relationship queries** in apex classes to retrieve data from the objects.
- 3rd party apps we use (DupeBlocker, DocuSign, Conga Composer, Marketo Sales Insight)
- Implemented **Batch classes** for automated updates and Bulk updates of data
- Implemented best practices to avoid Governor Limits in apex classes and triggers
- Involved in writing **test classes** and checking the code to ensure code coverage before pushing them into the production

- Involved in Developing, Testing, and Deploying the application in UAT and QA environments.
- Used the **GEAR SET** tool for deploying changes to higher environments
- Used **QUIP** documents to document and track the code changes, Bug fixes, enhancement requests, etc.
- Used Sandbox for testing. created managed packages and migrated them between Sandboxes and Production environments for final implementation

Environment: Salesforce.com IDE, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, Workflows, Reports and Dashboards, CSS, HTML, JSP, jQuery, Data loader, data Import wizard, Gear Set Migration Tool, Windows 10, Validation Rules & Formulas, Security Controls, Sandbox, Production.

Client:DAIMLER, Portland, OR
Sr. Salesforce Developer

Mar2019–Aug 2021

Responsibilities:

- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Worked on **salesforce communities**.
- Experience with SFDC Service console, customer portal, and **customer communities**.
- Enhanced **Communities** by adding new fields, and field sets using Salesforce lightning.
- Worked on different portals in salesforce **Communities**.
- Worked on Salesforce **Lightning Components** for building customized components
- Minimized code in JavaScript Controllers by adding reusable functions in Helper Component. Updated the **APEX Controller** and Helper functions regularly making the Component Context Aware as per business requirements.
- Created many **Lightning Components** and server-side controllers to meet business requirements.
- Retrieved some data and its functionality from **Third-Party APIs** and displayed within the lightning component.
- Created multiple **Lightning Components**, added **CSS** and Design Parameters that make the Lightning component look and feel better
- Worked on **Lightning web Components** to enhance the existing lightning components' logic
- Leveraged APEX Controller to make a call for external requests to retrieve data from various APIs and displayed them on to the component.

- Customized standard features like **auto-response**, **Assignment**, and **escalation rules** on Lead and case objects
- Implemented Security and **Sharing rules** at Object Field and Record levels for different users in the organization.
- Worked on creating and assigning **Profiles**, **Object level Security**, **Field level security**, **Roles**, and **Public Groups** for the users.
- 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, field updates, and Email generation.
- Integrated **Batch Apex** that calls outs to external web service in Batch Mode.
- Worked on creating **Flows** and **Process Builders** to minimize the use of workflows.
- Created multiple **Email Templates** for Advertising purposes.
- Worked on developing **Page Layouts** and **Record Types** for various custom objects
- Developed customized **Reports**, **Dashboards** for business users
- Designed, and developed **Apex classes**, **controller classes**, and **apex triggers**, for various functional needs in the application.
- Worked to handle **governor limits** of the heap size, view state problems, Maximum Soul queries Execution, etc.
- Worked on Integrating Salesforce systems using **SOAP** and **REST** APIs.
- Migrated data from Excel and CSV files to SFDC using **Data Loader** and **Data Import Wizard**.
- Experience with source control tools **Git**, **Bitbucket**
- Experience with **JIRA** for Tracking the sprint activities

Environment: Salesforce Communities, QA, UAT servers, Apex classes/Triggers, Aura Framework, GIT, Bit Bucket, Email Templates, Flows, Process builders, Validation Rules, HTML, CSS, JIRA, Work Bench, Sand Box, Production

Legal Zoom, Austin, TX
Salesforce Developer

Nov2017–Nov2019

Responsibilities:

- Performed the role of SFDC developer and interacted with various business user groups for gathering the requirements for salesforce.com and CRM implementation.
- Created many **Lightning Components** and server-side controllers to meet business requirements.
- Created **Lightning Component Tabs** and **Visualforce Tabs** using **Lightning Components**.
- Upgraded some Apps from Salesforce Classic to **Lightning** Experience to develop a rich user interface and better interaction of pages.

- Created modern Enterprise **Lightning Apps** combining **Lightning Design System**, **Lightning App Builder**, and **Lightning Component** features.
- Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
- Developed advanced **reports, dashboards**, and portals in **Marketing Cloud** and other business intelligence tools
- Migrated financial transactions using **Data loader** tools that enabled ease of account reconciliation of various accounts.
- Worked on **Email Studio, Content builder, and journey builder** to develop and automate **email templates**
- Created and maintained **Email Marketing campaigns**
- Worked on the **content builder**, and created content templates.
- Managed **automated Email Campaigns** in the email provider platform, including setup, testing, deployment, and reporting.
- Conducted **A/B testing** on a copy, layouts, offers, and **targeting of email promotions**.
- Developed many **Validation Rules, Workflow Rules, and Triggers** on the object to achieve functionality as per the business requirement.
- Worked on creating and assigning **Profiles, Object level Security, Field level security, Roles**, and Public Groups for the users.
- Integrated web services by generating the necessary stubs from the **WSDL** files for extracting the data from the other systems.
- Created **change sets** and migrated them from the sandbox to the production environment.
- Used **SOQL** and **SOSL** statements within Governor Limits for data manipulation needs of the application using platform database objects.
- Extensively worked with JIRA, Auto RABIT, and Pivotal Tracker to track requirements and status.
- Performed under a highly Agile environment with daily Scrums

Environment: apex, Apex Language, Visualforce, Controllers, Aura Framework, Marketing Cloud, Web Services, REST, XML, JSON, Bit Bucket, Workflows, Approval Process, Data Loader, JavaScript, jQuery, HTML, AJAX, CSS, Eclipse, Force.com IDE, Developer Console

Green path (Inspirix Technologies, Hyderabad, India)
Salesforce Developer

Jan2016-July 2017

Responsibilities:

- Gather requirements from the stakeholders by conducting sessions and analyzing them to
- provide solutions that leverage Salesforce functionality.
- Analyze the root causes, document, and update all the functional and technical requirements of the business processes.
- Responsible for managing and customizing Users, Roles, Profiles, contacts, leads, campaigns, opportunities, Public Groups, Record Types, sharing rules, validation rules, Permission Sets, Page layouts, and Custom Objects.
- Responsible for evaluating the platform and providing solutions to streamline the functionalities using workflows, process builders, etc.
- Collaborate with business units like Sales Marketing, and Finance to develop ad-hoc reports, views, and dashboards depending on the requirements of the users.
- Has strong attention to detail to all the risks and can prioritize multiple projects and tasks within the deadline.
- Integrated Form Assembly (Tool used for Surveys) with Salesforce

Environment: Salesforce.com Platform, MS Visual Studio, High-level Process flow, MS Visio, Visual force pages, Data Loader, Force.com Platform (Sandbox and production)

Columbus Global Services Pvt Ltd., Hyderabad, India
Salesforce Developer

Oct 2014- Dec 2015

Responsibilities:

- Interacted with various business user groups to gather the requirements and documented the requirements.
- Used Force.com IDE for creating, modifying, testing, and deploying Force.com Application.
- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Developed **Apex REST web services** classes for external applications accessing salesforce.com data with restricted access.
- Minimized code in JavaScript Controllers by adding reusable functions in Helper Component. Updated the **APEX Controller** and Helper functions regularly making the Component Context Aware as per business requirements.
- Worked on creating **Flows** and **Process Builders** to minimize the use of workflows.

- Designed, and developed Apex classes, controller classes, and apex triggers, for various functional needs in the application.
- Collaborated in developing email services that changed approval and ownership statuses of records.
- Designed various Web in Visual Force for capturing various customer inquiries and Implemented logic for migrating cases to different queues based on the type of customer inquiry.
- Experience working with Force.com IDE, Data Loader, and salesforce.com Sandbox environments
- Created, tested and deployed a web-to-lead instance and a lead-to-opportunity-to-contract conversion workflow process.
- Performed the role of a support engineer for the internal users and helped them in getting used to the application, and generated reports.

Environment: Sandbox, Dev console, Custom Objects, Formulas, Profiles, roles, process Builder, OWD, Sharing settings, Unit testing