**Gail Dhana Sekhar Reddy**

**Salesforce developer**

**dhana.jashu1707@gmail.com**

**+91 9052966010**

**Objective:**

An enthusiastic professional aspiring to establish a career in a growth-oriented organization to utilize acquired skills and knowledge in achieving organizational goals, while attaining personal and professional growth, provide an opportunity for enhancing learning graph and career advancement.

**Career Summary:**

* Currently working as Salesforce Developer in Piersoft Technologies, Hyderabad from December 2017 to till date.
* Worked as software Engineer in HCL from 2014 Dec to 2017 Nov.

**Professional Summary:**

*Have 5 years of IT experience and with 4 years of experience in Salesforce as a Developer.*

Experience in Administration, Configuration, Implementation, and Support of Salesforce CRM based on Apex Language and leveraging Force.com Platform.

* Proficient knowledge of Governor limits. Experienced in optimization of existing code in according to the governor limits.
* Extensive experience in designing of custom objects, custom fields, custom page layouts, workflows, relationships, look-ups, dependent pick lists, and role based page layouts, work flow alerts, validation rules, approval processes, custom reports, custom tabs, report folders, designing Visual Force pages, record types, formula fields and email generation according to application requirements.
* Experience in web technologies like HTML, XML, and JavaScript.
* Hands on experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Experience in SFDC development using Apex classes and Triggers, Visual Force, Force.com IDE, SOQL, SOSL .
* Involved in data migration using Apex Data Loader.
* Hands on experience in building processes using Process Builder in Salesforce.
* Proficiency in SFDC administrative tasks like creating Profiles, Roles, Users, Page Layouts, e-mail services, Workflows, Reports, Dashboards, Approvals and Tasks.
* Experienced in use of Standard and Custom controllers of Visual force in development of custom Salesforce pages as required by business requirements.
* Worked in all stages of Software Development Life Cycle (SDLC).
* Hands on experience Salesforce Lightning.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile team player with excellent analytical and presentation skills.

**Work Experience:**

***Project 7:***

|  |  |
| --- | --- |
| **Project Title:** | Properties Management and Real Estate – Salesforce Implementation Project |
| **Industry Vertical:** | Real Estate |
| **Role:** | Salesforce Developer with lightning experience |
| **Team Size:** | 12 |
| **Project Duration:** | 2018 Sep– Till Date |
| **Project Description:** | Client is into Real Estate & Properties Management, it needs a customized tailor-made Salesforce CRM system to capture contacts from different sources, manage and maintain their prospects/customers information all in one place (Salesforce). The features that the implemented Salesforce system having are: Automatic capturing and routing of leads/contacts, Manage Sales pipe line and site visits, SMS and email campaigns/alerts, leads conversion integrated with Bookings, Milestone based payments and alerts, transfer leads to other projects or properties, Analytics and Reporting. Leads capture from cloud telephony systems like Knowlarity/Tollfreeforward.com. Salesforce application is also integrated with Facebook, Messaging System (WhatsApp), property sites like 99acres/Magic Bricks. |
| **Responsibilities:** | * Involved in Salesforce.com setup activities and customized the app to match the functional needs of the business * Used field-level security, profiles to ensure that the protected data is only with the authorized users. * Developed various Apex batch classes, controller classes and Apex triggers for various functional needs of the application. * Created and deployed several custom reports for different user profiles based on the need of the business. * Designed and developed walk-in forms using various HTML email templates for auto-response. * Programmatically helped the business identifying the duplicate leads/contacts/customers whenever the lead/contact is auto-captured in Salesforce from different sources like the property portals, Facebook, Knowlarity, web-to-lead and walk-in forms. * Used force.com migration tool to deploy metadata between local sandbox environment, production and the other Salesforce organization * Responsible for migrating existing data from legacy systems to Salesforce.com using Data Loader and ensure proper data quality standards by evaluating data entry. |
| **Environment:** | Salesforce.com Platform - Apex Language, Visualforce Pages, Workbench, Data Loader, HTML, JavaScript, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Sandbox data loading, Windows 8 |

***Project 6:***

|  |  |
| --- | --- |
| **Project Title:** | Salesforce CRM Implementation – Inclusion Project |
| **Industry Vertical:** | Social Care |
| **Role:** | Salesforce Developer |
| **Team Size:** | 4 |
| **Project Duration:** | 2018 June– 2018 Sep |
| **Project Description:** | Inclusion Project provides Social Day-Opportunities/Social-Care for adults with Learning-Disabilities located in community-venues for social-inclusion. Focus is on developing Participants' independence/confidence, social-skills e.g. money-management, life-style choices, voluntary work-experience, independent-living, travel, and social-interaction skills. They are a door-to-door service, with Group-Leaders, collecting/returning Participants home, after a 7-hour day, or 4-hour evening. Group-Leader to Participant ratio is 1:3 or 1:1. They operate year-round, 7-days a week. Activities are varied for personalization of offer. |
| **Responsibilities:** | * Worked on Creating Force.com page to fit to the multiple devices using SLDS. * Worked on providing security for the end user by creating verification mechanism. * Design and developed Visual force pages using apex and controllers. * Added some custom fields in Standard Object and create different types of Custom Profiles and object relationships. * Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates and email templates. * Created Users, Roles and Profiles and page layouts and assigned for the users accordingly to the Role and Profile. * Responsible for all Front-End custom validations developed using object-oriented Java Script, jQuery. * Assisted in the creation of various Reports like summary reports, matrix reports, pie charts, dashboards and graphics. * Worked on data migration activities using Data Loader tool. |
| **Environment:** | Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader, Workbench, HTML, CSS, jQuery and Java Script. |

**Project 5:**

|  |  |
| --- | --- |
| **Project Title:** | Salesforce CRM Implementation – : American Express |
| **Industry Vertical:** | Finance Sector |
| **Role**: | Salesforce Developer |
| **Team** **Size**: | 8 |
| **Project Duration**: | 2018 Jan – 2018 June |
| **Project Description:** | The American Express Company is an American multinational financial services corporation that is best known for its credit card, charge card and traveler's Cheque businesses. It uses Salesforce as a platform for all of their Global Corporate Payments employees to communicate, react in real time, and solve customer problems. |
| **Responsibilities:** | Served as a Salesforce Developer/Administrator responsible for executing enhancements in Salesforce CRM for the custom app Design the application as per the requirements  Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.  Designed and developed Apex Triggers and Visualforce for various functional needs in the application.  Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities.  Creating objects and relationships between them.  Creating page layouts and applying hierarchy.  Creating custom objects and tabs and Profiles.  Creating Workflow rule and Schedulers.  Creating Reports and Dashboards, User accounts, Page Layouts.  Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.  Importing data through Data Loader. |
| **Environment**: | Salesforce.com Platform, Apex Language, Visualforce Pages, Workbench, Data Loader, HTML, JavaScript, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Sandbox data loading, Windows 8 |

**Project 4:**

|  |  |
| --- | --- |
| **Project Title:** | Salesforce CRM Implementation – : Health Management System |
| **Industry Vertical:** | Health Industry |
| **Role**: | Salesforce Developer |
| **Team Size:** | 8 |
| **Project Duration:** | 2017 Jan – 2017 Nov |
| **Project Description:** | Health Management System (HMS) provides the benefits of streamlined operations, enhanced administration & control, superior patient care, strict cost control and improved profitability. This HMS provides Patient Administration, Billing and Pharmacy Management functions for the hospital. The major functions of Patient Administration module included Allocating Registrations, Recording Personal Details, Handling Hospital Admissions, Assigning Insurance Details, and Recording Transfers within the hospital and Creation of Discharge Summary.  The Billing module allowed Billing and receivables, looked into multiple modes of Payment and Rates Definition for Services. Pharmacy module included Consumables management, Maintenance of Drug Composition, Batch-wise Stock of Drugs, and Drug Categorization for Reporting. |
| **Responsibilities:** | Performed the roles of Salesforce.com Developer and Administrator in the organization.  Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign and Reports.  Created Custom objects, Tabs, Workflows, Reports, and validation rules for various application.  Created Email templates in Text, HTML and Visual Force necessary for the application.  Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.  Used Data loader for all data inserting, updating, and deleting, exporting data.  Assisted in the creation of various Reports like summary reports, matrix reports, pie charts, dashboards and graphics.  Worked with the development team to design and deploy Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, lookup and master-detail relationships on the objects. |
| **Environment**: | Salesforce.com Platform, Apex Language, Visualforce Pages, Workbench, Data Loader, HTML, JavaScript, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Sandbox data loading, Windows 8 |

***Project 3:***

|  |  |
| --- | --- |
| **Project Title:** | Salesforce CRM Implementation – Course Ranger |
| **Industry Vertical:** | Golf Course Industry |
| **Role:** | Salesforce Developer |
| **Team Size:** | 6 |
| **Project Duration:** | 2016 Feb– 2016 Dec |
| **Project Description:** | To see that all players start according to authorized starting sheets to enable play to proceed in an orderly manner on the course. To supervise players on the course and to ascertain whether they are members with a badge or visitors with a green fee ticket and slot bookings. |
| **Responsibilities:** | * Create and customize Visual Force pages to enhance the functionality and display information from different objects. * Cleaned up, created, deleted, validated and customized workflows, Formula Fields, Validation Rules, Field Updates and email alerts where needed, added process builder, Flows and Approval Processes to the existing functionality. * Maintained and managed visibility and created user roles, security, profiles with field level security wherever necessary in various sandbox instances. * Implemented by data security using OWD, Sharing Settings. * Created force.com sites. * Created Communities for end user using login access. * Migrated our code to UAT and Production using inbound and outbound change sets. * Used SOQL and SOSL with consideration to governor limits, data migration and custom developments for data manipulation needs of the application using platform database objects. * HTML, JavaScript for designing the Administration panel form layouts for faster. * Responsible for all Front-End custom validations developed using object-oriented Java Script, jQuery. |
| **Environment:** | Salesforce.com Platform, Apex Language, Visualforce Pages, Workbench, Data Loader, HTML, JavaScript, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Sandbox data loading, Windows 8 |

***Project 2:***

|  |  |
| --- | --- |
| **Project Title:** | Salesforce CRM Implementation – : Kastsu’s |
| **Industry Vertical:** | Nanotechnology |
| **Role:** | Salesforce Developer |
| **Team Size:** | 3 |
| **Project Duration:** | 2015 Aug – 2016 Jan |
| **Project Description:** | Kastsu’s Technologies is an Irish multinational nanotechnology company which specializes in patented visible light activated, photocatalytic, antimicrobial coatings. Founded in Dublin in 2013, Kastsu’s’ antimicrobial coatings have been in development for over 10 years as part of a collaboration with Dublin Institute of Technology. Kastsu’s technologies prevent the growth of bacteria on the surface it has been applied to, with no toxic additives or negative side effects. The coating is applied to a range of materials, such as ceramics, glass, and metals in the final stage of production. |
| **Responsibilities:** | * Create and customize Visual Force pages to enhance the functionality and display information from different objects. * Cleaned up, created, deleted, validated and customized workflows, Formula Fields, Validation Rules, Field Updates and email alerts where needed, added process builder, Flows and Approval Processes to the existing functionality. * Maintained and managed visibility and created user roles, security, profiles with field level security wherever necessary in various sandbox instances. * Implemented by data security using OWD, Sharing Settings. * Created force.com sites. * Created Communities for end user using login access. * Migrated our code to UAT and Production using inbound and outbound change sets. * Used SOQL and SOSL with consideration to governor limits, data migration and custom developments for data manipulation needs of the application using platform database objects. * HTML, JavaScript for designing the Administration panel form layouts for faster. * Responsible for all Front End custom validations developed using object oriented Java Script, jQuery. |
| **Environment:** | Salesforce.com Platform, Apex Language, Visualforce Pages, Workbench, Data Loader, HTML, JavaScript, CSS, Workflow & Approvals, Reports, Custom Objects, Email Services, Sandbox data loading, Windows 8 |

***Project 1:***

|  |  |
| --- | --- |
| **Project Title:** | Salesforce CRM Implementation – : **ESM Magazine** |
| **Industry Vertical:** | Ireland Super Market |
| **Role:** | Salesforce Developer |
| **Team Size:** | 2 |
| **Project Duration:** | 2015 Feb– 2015 June |
| **Project Description:** | Retailers and suppliers of private-label products can enter their products into awards across various retail categories, ranging from excellence in dairy products, confectionery, frozen food, and ambient grocery.  digital and print versions of European Supermarket Magazine offer breaking news for professionals working in the European retail and FMCG sectors, as well as market profiles, special reports and interviews with industry figures. |
| **Responsibilities:** | * Performed the roles of Administrator in the organization. * Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Contacts Reports and Dashboards. * Created Custom objects, Tabs, Workflows, Reports, and validation rules for various application. * Used Data loader for all data inserting, updating, and deleting, exporting data. * Assisted in the creation of various Reports like summary reports, matrix reports, pie charts, dashboards and graphics. * Worked with the development team to design and deploy Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, lookup and master-detail relationships on the objects. |

**(**Dhana**)**