SURESH GENTYALA

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Professional Summary

- Technically competent **Salesforce Developer** with an experience of **5.7 Years** in managing every responsibility of gathering information from clients, and developing requirements and Possess knowledge of CRM processes like Sales, Customer Support, and Business processes and recommended solutions to improve their processes using salesforce.com.

- Experience in **Force.com** platform and **Salesforce.com** playing multiple roles, acting as a fulcrum between business and implementation, depending on need **Administrator, Developer.**

- Implementation experience using **Custom Objects, Triggers, workflows/workflow rules, Approvals, Visual Force Pages and Apex classes.**

- Experienced in an end-to-end implementation using **Apex Controllers, Triggers and Tabs, Custom Objects, Reports and Dashboards**, **OWDs, Permission Sets, Sharing Rules, Relationships, Page layouts, Record Types, Collections and Batch Classes.**

- Experience in use of **visual force pages in** development of custom Salesforce pages as expected by business requirements.

- Proficient in **Data Migration** from traditional Applications to Sales force using **Data Loader**.

- Experience in using declarative features like **validation rule, approval process, sharing rule** automation for satisfying complex business process automation.

- Experience in creating various **reports and Dashboards and report folders.**

- Primary level experience in working on web service and giving solutions by **Rest and Soap Integration.**

- Strong technical, problem resolution and analytical skills; able to multi-task and prioritize effectively.

- Having Experience in **Lightning Components and Lightning Applications**.

- Working on various **lightning aura component and lightning web component** related project responsibilities **at primary level.**

- Experience in on **component event and application event in lightning aura component**

Skill Summary

SFDC Technologies	Standard objects, workflow and approvals, apex classes/controller, **APEX** triggers, visual force pages, data loader, reports and dashboards, Force.com IDE.
Languages	APEX, Visual force pages.
Tools &Technologies	Force.com data loader Force.com platform (sandbox and production)

Work Experience:

  Working as an "senior software developer " at "**Marlabs Pvt limited"** from November 2024 to till date.

  Working as an "senior software developer " at **"scion infoscribe"** from November 2019 to November 2024.

Professional Experience

Project title: Newrez

Work duration: 2024 Nov – Till to date

About Client: Client is a huge organization, which has many activities related to insurance business. For this they used many custom objects, automation like lead management, case management and custom code used like APEX, lightning web components in this project to main this business on Salesforce.

Roles and Responsibilities:

- Involved in SFDC application setup and customization to match the functional needs of the Company
- Worked as Salesforce admin support governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup.
- Involved in setting up field level access for each custom object created based on the user's role within the organization.
- Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.

- Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
- Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
- Involved in customizing custom objects, tabs, fields, page layout as per the business need.
- Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
- Maintained user roles, security, profiles, and workflow rules wherever necessary.

Project title: Abbott Laboratories (Germany)

Work duration: 2022 Dec - 2024 Nov

Roles and Responsibilities:

- Maintained proper documentation of all the activities carried out during the project.
- Created different profiles and the permissions based on the roles in the organization.
- Worked on supporting service cloud like case, Entitlements, and creating case escalation rules for customer support.
- Created complex workflow rules criteria for field updates and email alerts and used field level Security along with the page layouts in lightning to manage access to certain fields.
- Developed Custom Objects, Custom Reports Tabs and Components and configured the Analytic
- Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
- Experience in working across various SFDC implementations that are covering Sales cloud, Service Cloud. Built and integrated third-party CTI systems with Salesforce Call center using a browser which is based on JavaScript API.
- Worked with different Salesforce deployment tools to deploy the components and metadata into different orgs like change set.
- During every new platform release from Salesforce.com, discussing the new release features with teammates and BA team to effectively improve the features of the current environment.
- Used agile methodology of development for all the project requirements given by the BA Team. Also have regular scrum meetings between BA and the Developer team to discuss issues and goals fulfilled.
- Worked on different AppExchange applications to build and automate simple or complex repetitive Processes.

Project title: State Form

Work duration: 2019Nov–2022 Dec

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