A blue hexagon with white text

Description automatically generated**ANUPAMA KETHIREDDY**

Salesforce Developer

**Professional Summary:**

* Over 10+ years of experience in Salesforce.com CRM Platform, both as Developer and Administrator.
* Extensive experience in application design, customization, development, support onSalesforce.com, Force.com platform and Web based application using Apex.
* Experience in Developing, Administration, Configuration, Implementation, and Support of Salesforce CRM based on APEX Language and lever aging Force.com Platform.
* Experience working with Force.com IDE, Data Loader, and Salesforce.com sandbox environments.
* Competent in SFDC Administrative tasks like creating Profiles, Roles, Users, Email Services, Approvals, Workflows, Dashboards, Tasks Configuration, Analytics Reporting, User Acceptance Testing, End User Training Development & Delivery and System Testing.
* Excellent work experience in designing Custom Objects, Custom Formula Fields, Field dependencies, Relationships, Pick lists, Custom Tabs, Validation rules, Workflows, Approval Processes, Page Layouts, Search Layouts to meet the client's requirement and functionality.
* Strong Salesforce development experience with Apex Classes, Triggers, Controller Classes, Visual force pages and integrating with external sources by developing SOAP, RESTful Apex Web Services for in bound calls to salesforce.
* WorkedoncustomizationofSalesCloudschemabycustomizingstandardobjectslikeLeads, Accounts, Contact and Opportunity, Products.
* Experience in Salesforce Lightning framework and components.
* DevelopedLightningappsandcomponentstobemoreinteractivetoendusers.
* 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 Sales force using Import Wizard and Data Loader Utility.
* Experience in web technologies including HTML, XML, CSS, JavaScript, and SOAP.
* Experienced in requirement gathering and estimating the hours of work based on the requirement from the client and maintaining the quality documents for all the work done till the end of the cycle.
* Experience in working with client specific solutions like Salesforce.com Sandbox deployments, Force.com IDE, SOQL, SOSL and various production environments.
* Installed Apps from App Exchange, Configured and maintained user Security Permissions incompliance with organizational needs.

# TECHNICAL SKILLS

|  |  |
| --- | --- |
| Salesforce Technologies | Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, VF pages (Visual force Pages) /Components,ApexWebServices,ApexCustomControllersandExtension,ServiceCloudConsole, Salesforce.com, Sales force CRM, Customizations like Workflow Approvals,Dashboards,Lightningcomponents,CustomObjects,RecordType,RoleHierarchy,  Validation, Quotes, Formulae, Page layouts. |
| Salesforce Tools | Force.comExplorer,ApexDataLoader,Force.comExcelConnector,Force.comPlatform  (Sandbox and Production). |
| Languages | Java Script, SQL, Apex. |
| Databases | MSSQL Server, MYSQL. |
| Web Technologies | JavaScript, HTML, XML, WSDL. |
| GUI and Tools | Force.com IDE, Apex Data Loader. |

# Certification

* Salesforce Certified Administrator.

# Education

* Master of Computer Applications -MCA from Osmania University, Hyderabad, India.

# Professional Experience

**Client: H&R Block, Kansas City, MO**

**Role: Salesforce Developer April 2021 - Till date  
Project Description:** Tax preparation franchisees have the sole discretion to set their tax preparation prices using the H&R Block’s Franchise Pricing Tool (FPT). FPT loads office-level pricing into the billing program. FPT allows franchises to access historical data and additional information that franchises may use to help set current year prices. The scope of the project is to provide the tax forms pricing for Tax season for every year. Franchise Pricing Tool is a Salesforce application that is used to manipulate pricing for franchisees in their offices.

**Roles and Responsibilities:**

* Worked on Process builder for automating the actions such as creating and updating the custom object records.
* Experience in creating Lightning Components and used lightning Design System to convert existing Visual force pages to lightning components.
* Experience in working across various SFDC implementations covering Sales Cloud, Service Cloud and Chatter applications.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events/Logic & Interactions
* Developed lightning components and Lightning apps to provide better and more interactive. Interfaces to end users, which helps in sales enhancements.
* Involved in using lightning, Process Builder and Workflows. Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* 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 Visual Force pages to change the entire look and feel, tabs and views of Salesforce.com UI in accordance with the company requirements.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.



* 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.
* Created various Profiles, Roles, and Page Layouts and Configured the permissions based on the organization hierarchy requirements.
* Writing Experience in Implementation, and Support of Sales force CRM, and Sales force SFA applications based on Apex Language and leveraging Force.com Platform.
* Worked on Visual flow for achieving the user triggered actions for displaying customer information on the screens.
* Worked on Batch classes and wrapper classes to improve the work efficiency.
* Wrote SOQL and SOSL queries with in custom controllers, extensions, and triggers.
* Responsible for weekly and monthly data export, updates, and backup for the organization.
* Used Apex data loader, import wizard to Inset, Update, and Import data from Microsoft Excel into Salesforce.com.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components.
* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Developed business documents for Salesforce.com Custom objects.
* Worked on different portals like Self Service Portal, Partner Portal, and Customer Portal.
* Implemented Salesforce.com web services client using Sales force web services API, JavaScript, XML, and partner WSDL.
* Integrated Salesforce with external Master data using SOAP and RESTAPI
* Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Maintain a flexible and proactive work environment to facilitate a quick response to changing project requirements and customer objectives and innovate ways to meet mission goals successfully.
* Provide system administration support for Sales force environment, especially related to customized applications, user permissions, security settings, custom objects, and workflow.
* Collaborate inter-departmentally to identify business needs and translate them into technical solutions.
* Expertise with Sales force development tools and techniques including the APEX language, Lightning Experience, Force.com custom development, triggers, controllers, Force.com JSON, Objects, SOQL, SOSL, Chatter APIs, outbound messaging and creating Visual Force pages.
* Communicate effectively with internal teams and clients to address technical designs and defects.

**Environment:** Salesforce.com CRM, Force.com platform, Apex Classes, Lightning, Chatter, Visual Force Pages, Controllers, Service Cloud Console, Custom Objects, Custom Tabs, Email Services, Workflow &Approvals, Reports, Security Controls, SOAP,REST, WSDL, Windows.

**Client: SYSTEL INC, Alpharetta, GA**

**Role: Sr. Salesforce Administrator Nov 2018 – March 2021**

**Project Description:** It is a Healthcare CRM project, which gives the relationship between Hospitals,

Patients, Doctors, Nurses, Medical Representatives object Data. For easily organizing the administrative functionalities as well for gaining more productivity with help of the CRM. Here various users can track the different records with respect to object level restrictions. Transferring information between various users and roles.

**Roles and Responsibilities:**

* Enabled Chatter for the Organization and to effectively communicate with the users in the Organization.
* Implementation of Data Loader for loading the data.
* Multiple discussions on the requirements, issues, and suggestions on solutions in relation to the SFDC environment for Proof-of-Concept demo and for customer endorsement.
* Subject matter expert in identifying, planning, and implementing new Salesforce.com and Lightning Experience features and functions new screens, workflow, force.com objects, reports, and Apex code to meet business requirements.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Created a user interface using Aura components, CSS, Bootstrap for a user to enter case details and submit into Salesforce.
* Used SOQL & SOSL for data manipulation needs of the application using platform databaseobjectsandDevelopedUIcontainingangular/jQueryinSalesforce.
* InvolvedinServicecloudandSalescloudforImplementation/Customization
* DevelopedandconfiguredvariousReportsandReportFoldersfordifferentuserprofilesbasedontheneedintheorganization.
* Created custom object creations with multiple record types, page layouts, custom buttons, validation rules and apex triggers.
* Used Community cloud to build deeper relationships with customers to provide better service and assist them through online.
* Business Process and Sales Process creation for Direct & Channel Sales, as well as Marketing Workflow Integration (Market) (Exact target).
* Developed Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Worked with Multi-Currency, Product and Price book set-ups.
* Migrated data from Traditional Applications to Sales force using APEX Data Loader and Informatica on Demand.
* Built reusable UI/UX components with Lightning component framework.
* Enveloped Visual force Pages and Components to include extra functionality and developed Apex Classes to provide functionality to the visual pages.
* WorkedwithvariousSalesforce.comstandardobjectslikeUsers,Contacts,Reports,Dashboards
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Developed triggers to support complex business processes &built custom buttons to send emails on demand.
* Worked on complete lifecycle of SFDC Implementation.

**Environment:** Salesforce.com platform, APEX Language, Visual force (Pages, Component &Controllers), Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Security Controls, HTML, JavaScript, Web Services, WSDL, Sandbox**.**

**Company: Accenture, Bangalore, India**

**Role: Salesforce Administrator Nov 2015-Nov 2017**

**Project Description:** E SIMS is a cloud-based Sales Inventory management System. That enables providers to gain a complete view of the Sales with integrated data from electronic sales records (SIMS). Through make smarter care decisions; engage with customers across their networks; and safely and securely manage deliver data tracking.

**Roles and Responsibilities:**

* Actively involved in gathering requirements from business champions and converted them into system requirement specifications.
* Participatedinhigh-andlow-leveldesigndiscussionswithbusinesschampionsandonsitecoordinatortodesigntheconfiguration.
* Administrated and monitored the company’s Salesforce CRM application.
* Created the workflows for automated field updates and Email Alerts on Case, Contact and Account Object.
* Created Profiles, Roles, permission sets based on Organization role hierarchy andimplementedRecord-LevelandField-Levelsecurityandconfiguredtheirsharingsettings.
* Implemented our own Case management process to track all the Service requests from Business unit.
* Developed and customizing salesforce.com application based on the user needs·
* Developed new fields, page layouts and Record Types also customizations for the standard and custom objects like Account, contact, Contact Role, Documentation, etc.
* Maintained and gave permissions to communication templates, Queues, List Views based on Profiles.
* Created Reports and Dashboards as per the customer requirements.
* WorkedonValidationRules,Assignmentrules,EscalationRules,andAutoResponseRules
* ImportedaccountsandcontactsdatathroughApexExplorerandForce.comExplorer.
* Worked on bulk data migration from Excel to SFDC using Data Loader.
* Build the organization’s role hierarchy by adding the Roles as per the organization structure and creating custom profiles to satisfy the organization’s hierarchy.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, and Field Updates and out bound Messages to manage the Workflow Approvals.
* Created new custom objects, assigned fields, custom tabs, components, custom report types as per the business requirement.
* Customizing Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.

**Environment:** Salesforce.com platform, Apex Triggers, Apex Language, Visual Force (Pages, Component & Controllers), Data Loader, Reports, Custom Objects, Custom Tabs, Email Services, Salescloud.

**Client:  Verto Education, Bangalore, India**

**Role: Jr. Sales force Administrator Nov 2013 - Oct 2015**

**Project Description:** An academic project, which gives the relationship between students, Parents, teachers, and non-teaching staff, objects Data. For easily organizing the administrative functionalities as well for gaining more productivity with help of the CRM. Here various users can track the different records with respect to object level restrictions. Transferring information between various users.

**Roles and Responsibilities:**

* Develop, manage, and maintain change management documentation to comply with IT change management processes.
* Work directly with Business POC's and independently perform development, testing, implementation, and documentation related to the SalesForce.com development.
* Work with business leaders and the current development team to document and develop enhancements to our current Salesforce.com org.
* Recommend, schedule, and perform software improvements and upgrades for optimal performance.
* Performs administrative responsibilities to include custom fields, workflows, validation rules, user management, etc.
* Provide hands-on, expert-level technical assistance to developers.
* Works within established procedures to develop, test, implement, and maintain application software.
* Good understanding of the CRM processes. Business knowledge of Salescloud. Business knowledge of Quote to Cash (Steel brick).
* Proficient in writing clean, solid, readable code.
* Proven ability to deliver high-quality, reliable code implemented on schedule.
* Time management, ability to multitask, and propensity to handle urgent interrupts with poise and professionalism.
* Good knowledge of Javascript, SQL, Apex programming, Visual force pages customization.
* Detailed knowledge of Salesforce.com architecture.
* Capable of writing and debugging efficient SOQL queries of standard and custom objects, and able to understand and develop complex data models.
* Excellent problem solving and troubleshooting skills, with a solid customer-service orientation.
* Strong verbal and written communication skills including the ability to share ideas both with the business and internal IT teams.
* Ability to maintain a detail-oriented approach while multitasking in a fast-paced environment.

**Environment:** Salesforce.com platform, Apex Triggers, Apex Language, Visual Force (Pages, Component & Controllers), Data Loader, Reports, Custom Objects, Custom Tabs, Email Services, Sales cloud.