**KEERTHANA REDDY BEERAM**

(Salesforce Developer)

**Phone:** 469-207-3336

**E-mail**: Keerthanareddy.0829@gmail.com

**Professional Summary**

* Overall **10+ years of professional IT experience working in IT Industry, 5+ years of experience in the areas of Salesforce.com and CRM implementation**, and **4 Years of experience on JAVA/J2EE.**
* Experienced **with Apex Language, Apex Class, APEX trigger, Apex Web Service, Visualforce Pages, Visualforce** Components and Controllers.
* Experience in **Administration, Configuration, Implementation** (Soap API, Rest API and Metadata API as Call in and callout services) and **Support of Salesforce CRM and Salesforce SFA application**.
* Hands on experience in building **APEX triggers, APEX classes, batch Apex, scheduled Apex**, future methods and queue able interface.
* Experienced in customizing **standard objects Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns**, Reports and Dashboards.
* **Salesforce Integration with external apps using Salesforce API, REST/SOAP** based Web services and External Objects.
* Proficient in managing campaign hierarchy **in Salesforce, utilizing** its powerful features to **optimize marketing** and sales efforts.
* Proficient in using **Omnis Studio** to design, develop, and **maintain web and mobile applications**.
* Experience in creating custom **software solutions** using **Omnis Studio's** integrated development environment.
* Experience in **Salesforce.com configurations** by **creating custom objects**, various types of custom fields, links, buttons, record types, page layouts, user profile, workflow **approvals, triggers**, **data validation** and Analytics.
* Experience in **Salesforce Customization**, **Security Access, Workflow Approvals, Data Validation**, **data utilities, Analytics, sales, Marketing, Customer Service,** and Support Administration.
* Customization of **Apttus product** and **CLM** by using **salesforce feature** like triggers and VF pages.
* Experience in building **reusable UI components** with **Lightning component framework**.
* Strong understanding of **mobile app development** principles, **Salesforce platform capabilities**, and **integration techniques to create effective** and user-friendly mobile solutions.
* Experienced using **Salesforce Lightning UI**. Created **Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features**.
* Successfully created and managed **parent campaigns,** **sub-campaigns, and child campaigns** within Salesforce, **allowing for granular campaign organization and segmentation**.
* Created modern Enterprise **Lightning Apps combining Lightning Design System**, Lightning App Builder and **Lightning Component features**.
* Involved in **building Lightning Components Apps** to provide better and more interactive interfaces to end-users, which helps in Sales enhancements.
* Worked on integrating data between **Salesforce and other systems using Informatica Cloud**. This includes **designing and implementing data mappings, transformations**, and **data workflows** to ensure **smooth data integration** and synchronization.
* Created **Apex methods for Lightning** controller and helper methods to **perform DML operations** on case records.
* Experience with Deployment tools such as **CI/CD, Jenkins, Docker image, Docker Containers** and **Kubernetes.**
* Expertise in designing intuitive and visually appealing user interfaces for Salesforce Personalization Studio.
* Having Experience working in **Financial Service Cloud, Sales Cloud, Service Cloud, Informatica Cloud, Health Cloud, Insurance Cloud, Customer portal using Salesforce CRM.**
* Extensive experience using **Salesforce Administration (SFA), profiles, creating Roles, Page Layouts, Org-Wide default, Sharing Rules, Workflows, Approval Workflow,** Reports/Graphs and Dashboards.
* Implemented **Apex Classes & Triggers** and linked them to manage the workflows Implemented in the system.
* Experience with Agile, **Waterfall and Scrum methodologies** in various project implementations with great communication and Presentation skills.

**Certifications**

* Certified Salesforce Administrator
* Certified Salesforce Platform Developer I
* Certified CPQ Specialist
* Certified Salesforce Platform Developer II
* Certified Salesforce Service cloud

**Education**

* Bachelor in Computer Science from Jawaharlal Nehru Technological University, India.

**Technical Skills**

* **Salesforce Technologies:** Apex Language, Classes, Triggers, SOQL, SOSL, Visualforce (Pages, Components and Controllers), Apex Data Loader, Apex Web Services, Dashboards, Analytic Snapshots, Custom Objects.
* **Programming Languages**: Java, C, C++, Apex, SOQL, SOAL.
* **ETL tools**: Informatica, MS SQL Server
* **Web Technologies**: HTML, CSS, JavaScript, jQuery, XML, JSP, JSF, JSON, AJAX, Servlets
* **Salesforce Tools**: Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Force.com Platform (Sandbox and Production), Force.com Migration Tool.
* **Databases**: MySQL, Oracle 11g/12c
* **Operating Systems**: MS Windows, Mac OS-9/10
* **Tools**: Eclipse, MS Office, Microsoft Visio

**Work Experience**

**UHG, California Oct 2022 – Till Date Salesforce lightning Developer**

**Responsibilities:**

* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages (immensely customized using HTML5 and CSS3 for intuitiveness) to develop custom business logic.
* Worked on large Salesforce CRM implementations including- Improving Sales Process, Partner Portal Implementation, Orders and Discounts, Integration and legacy systems etc.
* Implemented REST APIs over Node.JS and Express.JS in JavaScript and consumed them to the frontend using AngularJS $http and $resource calls.
* Experience in integrating databases with Omnis Studio applications, including connecting to various database management systems (DBMS) and performing CRUD (Create, Read, Update, Delete) operations.
* Expertise in building web applications with Omnis Studio, including the development of responsive and interactive web interfaces
* Proficient in creating cross-platform mobile applications for iOS and Android using Omnis Studio's mobile app development capabilities.
* Created REST API using RAML and developed flows using APIKIT Router.
* Assessing business needs and recommending CPQ solutions to optimize sales processes.
* Customized and configured the Salesforce platform to support mobile application requirements. This may involve creating custom objects, fields, workflows, and reports in Salesforce.
* Implemented Data integration using SOAP, REST API and outbound messaging to establish communication between SFDC and other homegrown systems.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Developed and maintained integrations between Salesforce and Pega systems to ensure seamless data flow and process automation.
* Managed data quality and integrity within Salesforce and Pega environments, including data migration and deduplication efforts.
* Worked on multiple Number of lightning Web Components and allowed the LWC to manipulate the DOM instead of JavaScript.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component (LWC) look and feel better.
* Experienced in using Data Migration tool called Data Loader.

**Environment**: Service Cloud, Sales Cloud, Health Cloud, Insurance Cloud, Informatica Cloud, SalesForce.com Platform, Lightning, CPQ, Visual force, Pages, Apex, Visual force, Apex Classes Apex triggers, Schedule Apex, SOAP, REST., Jira, Git, Agile

**Albertsons, California Mar 2021 – Sep 2022**

**Salesforce Developer**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Worked with Encryption project to support Corporate Security directive to encrypt all sensitive data at rest within Production environments.
* Created technical designs for mobile applications based on the requirements. Consider factors such as security, scalability, and performance while designing the mobile app.
* Involved in integration of Salesforce CPQ/CLM with third-party domain (AEM) using web services supporting team to implement the ecommerce functionality.
* Developed mobile application for iOS and Android platforms using Salesforce Mobile SDK or other relevant frameworks.
* Experienced in Applying a User-Centered Design mindset and methodology when working on product designs.
* Worked on salesforce CPQ (Steel brick) pricing using list, cost/ mark-up, percent total, block, price, rules, calculator, plugins, filter rules, system and user discounts.
* Developing CPQ (Configure, Price& Quote) design and involved in Apttus Advanced Workflow Approvals and created integration with Apttus CPQ and CLM applications.
* Created and maintained User Roles, Security, and Profiles that were required for Salesforce Knowledge implementation.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading.

**Varsun, Los Angeles Aug 2019– Feb 2021**

**Salesforce Developer**

**Responsibilities:**

* Involved in identifying, planning, and implementing new Salesforce.com features and functions (new screens, workflow, force.com objects, and reports, apex code) to meet business requirements.
* Used the force.com IDE (Eclipse) for development and code promotion.
* Developed batch interfaces and processes to integrate Salesforce.com with external systems.
* Developed multiple Lightning web components (LWC) regarding service case console pages.
* Implemented escalation rules, Automatic Case generation and their escalation to call center representative and generated emails alerts for quick issue resolution.
* Assisting with data migration and integration between CPQ and other systems.
* Experience in using build/deploy tools such as Jenkins, Docker, and OpenShift for Continuous Integration & Deployment (CI/CD) for Microservices.
* experience in customizing and configuring Pega and Salesforce to meet the project's requirements.
* managed data integration between Pega and Salesforce, ensuring data consistency and accuracy.
* Extracted the data from Salesforce.com application into the external databases (Oracle 10g) for generating large data reports using the Informatica on demand.
* Created various RAML resources to implement REST Based APIs as a part of project implementation.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system using Informatica on demand.

**Environment:** Apex, Force.com, Triggers, API integration, Workflow & Approvals, Web Services, HTML, CSS3, SOAP, API, Chatter, Sandbox data loading, Git, DML Query, and Web Service integration, Metadata API, SaaS/PaaS**.**

**DIR - Oakland, CA Jan 2017 – July 2019**

**Salesforce Admin**

**Responsibilities:**

* Involved in creating multiple analytical reports and report folders to assist managers to better utilize Salesforce as a Sales Tool; developed and configured various reports for different user profiles as per the organizational needs.
* Performed day-to-day administrative tasks and addressed production support issues like unlocking/ re-setting passwords, modifying data, and creating reports.
* Demonstrated expertise in designing and implementing effective campaign structures, ensuring seamless tracking and reporting across multiple levels.
* Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts and Reports.
* Outlined the organization hierarchy and created profiles, roles accordingly in Salesforce worked on visibility and security settings around them as required by the business.
* Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like pick list, custom formula.
* Used Data Loader to read, extract, and load data from comma separated values (CSV) files or from a database connection.

**Environment:** Salesforce.com SFA & Force.com Platform, Messaging, Dashboards, Standard and Custom Objects, Salesforce Data Loader.

**Ge Equip Services, Hyderabad Mar 2014 – May 2016**

**Java Developer**

**Responsibilities:**

* Involved in development, analysis and design of assigned work using Servlets, JSP, Html, Java Script, and Java Beans
* Developed Ant builds script and ant task classes to clean, compile, copy, run, deploy, jar, war and ear files, and develop web service.
* Used JDBC Statements to call the stored procedures and Prepared Statements to perform dynamic SQL operations.
* DAO classes are accessed in EJBs to connect to Database.
* Involved in writing JavaScript for validation of page data in the JSP pages.
* Involved in writing procedures and Packages for Report Generation using Oracle as Database.
* Responsible for Testing - unit testing & integration testing using Junit.

**Environment**: Java, JSP, Struts, EJB, JBoss, XML, JavaScript, CSS, Oracle, Junit, Eclipse

**Nu Technology, Chennai, India Apr 2012– Feb 2014**

**Java Developer**

**Responsibilities:**

* Involved in Analysis and Design of the project.
* Developed Web tier using Spring MVC.
* Developed JSP pages using JSTL.
* Written Validation components for handling the validations.
* Extensively used Spring Framework for developing the Application.
* Implemented DAO pattern for handling persistent logic, written DAOs using Spring Framework.
* Developed Model Classes using Hibernate Framework for accessing the Database.
* Worked extensively on writing HBM XML files for mapping Model Objects and Database tables.
* Implemented Many-to-One and One-to-Many relations for Model Objects in Hibernate.
* Developed Email-component using Spring APIs for sending emails to the users after executing some Action.

**Environment:** Spring MVC, Hibernate 3.0, J2EE, JSP, Tiles, Servlets, TOAD Client Tools, Ant, Apache Tomcat, Oracle, eclipse.