**Name: Ravali Gujjarlapudi**

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**Professional Summary:**

* 7+ years of IT experience and Salesforce Certified Developer in Analysis, Design and Development of various CRM & Web-based applications which includes experience as Salesforce.com consultant with proficiency as Developer & Administrator
* Worked with various CRM applications like Salesforce.com, Sales Cloud, Custom Cloud, Reporting and Analytics of Sales, Service and Custom Cloud, Application on Code backup.
* Worked on Salesforce Marketing Cloud Connector V5.
* Analyzed Business and Product owner requirements in order to identification and evaluation of business requirements pertaining to all functions of the CRM/CPQ (Configure, Price and Quote)
* Involved in replication of Salesforce CRM data to SharePoint.
* Possess comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Case Management, and Call Center.
* Good knowledge in all phases of SDLC including requirements gathering and analysis through project Design, Development, Testing, Implementation, Deployment and Maintenance.
* Experience in Administration, Configuration, Implementation, and Support of Salesforce CRM applications based on Apex Language and leveraging Force.com Platform application running in Cloud Computing **Environment**.
* Experience in modifying Visualforce pages to be supported in Lightning Experience and good understanding of lightning mode and its features.
* Good hands on practice with the new Lightning System Design which helps to quickly and easily create modern enterprise apps using Lightning App Builder and Lightning Components Performed
* Salesforce Lightning Experience - Used SLDS for developing Lightning Components, Actions, Event and Server-Side Controller.
* Worked extensively with lightning process builder flows, Connect API, Chatter and quick Action
* Configuring the UI (Screens, Views, and Applets) for DSA (Tour Request, Tour Administration etc.) (Call Center)
* Experience working on data migration projects, Extensive experience working in Agile, Scrum and Waterfall methodologies.
* Proficient in designing the components using Objects and Fields, Roles, Page layouts, Visualforce Pages, Apex Classes, Controllers & Triggers, Workflows for automating different business processes and various other components as per the client and application requirements.
* Experience in Force.com Web services API for implementing web services in the application to provide access to Salesforce data from external systems.
* Have specialized expertise in customization, configuration, deployment, and integration of Salesforce.com with Data Synchronization from SQL database in SAP using Biztalk and Dataloader.
* Experience working with Force.com IDE and salesforce.com Sandbox **Environment**s.
* Experience in working with Eclipse IDE with Force.com Plug-in **Environment** for writing Business logic in Apex Programming Language.
* Implemented Security setting across the organization using Roles, Sharing settings, Profiles and Permission sets.
* Preparing System test plans and System test design documents.
* Extracted the data from Salesforce.com application into the external databases for generating large data reports using the Informatica Cloud.
* A result-driven, analytical and coherent software developer with excellent skills in programming languages like Java, C#, C++, and web technologies like HTML.
* Good understanding of Software Development Life Cycle (SDLC), Agile and Scrum Methodologies.
* Experienced with Microsoft SQL Server, SQL & PL/SQL databases.

**Technical Skills**

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| SALESFORCE TECHNOLOGIES | Apex Language, Apex Classes/Controllers, Test Classes, Apex Triggers, VisualForce (Pages, Component & Controllers), Standard objects, Workflow & Approvals, Apex Data Loader, Appexchange, Web FServices, Reports, Dashboards, Force.com IDE, Eclipse, SOQL, SOSL, Custom objects, S-Controls, Analytic Snapshots |
| SALESFORCE TOOLS | Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Data Loader, Excel Connector, Force.com Platform (Sandbox and Production), Force.com migration tool.Lightning,Agile Development, Cloud computing Salesforce.com/CPQ/CLM/CRM |
| PROGRAMMING LANGUAGES | Java, Apex, C, C++ |
| WEB TECHNOLOGIES | HTML, CSS, AJAX, XML, JavaScript |
| OPERATING SYSTEMS | MS Windows, Linux |
| DATABASES | MS SQL Server, DB2 |
| METHODOLOGIES | Waterfall, Agile, Scrum v-model, SDLC, RUP |
| OTHER TOOLS | Toad, Informatica, Eclipse, SQL Enterprise Manager, SQL Query Analyzer, AQT, ER-Win, MS Visio, Power Designer, Putty and Edit Plus |

**EDUCATION**

Bachelor of Technology in Information Technology, JNTU, India in 2012.

**CERTIFICATIONS**

**Salesforce Certified Administrator - ADM 201.**

**PROFESSIONAL EXPERIENCE**

**Client: Citizen Bank - Providence, Rhode Island July 2018- Till date**

**Role: Salesforce Developer**

**Responsibilities**:

* Working as enhancement team member and performing the roles of Salesforce.com Developer and Administrator in the organization.
* Implemented data migration and integration between legacy system and Salesforce CRM using Informatica on Cloud.
* Configure Salesforce and marketing cloud integration user along with configuration in Salesforce.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Analyzed Visualforce pages and made changes to work efficiently in both classic and lightning mode.
* Implemented Lightning components
* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in SharePoint to Salesforce Automation Process (SAP) integration.
* Created Server APEX Controller for Salesforce Lightning Experience.
* Added Lightning Component to Lighting Pages and Record Pages.
* Developed UI/UX changes for better user interface using Salesforce Lightning Design system
* Followed Agile Scrum methodology that included iterative application development, weekly Sprints and stand up meetings.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Responsible for performing administrative functions in Salesforce CRM like creation and modification of pick lists and lookup fields.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit the needs of the application.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Implemented web based case management automation – Web-to-Case and Email-to-Case (on Case Object) to track and solve customer’s issues.
* Used SOQL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Involved in data mapping and migration of data from legacy systems to SalesForce.com Objects and fields.
* Developed custom UI using CSS, HTML, Visualforce components and used JQuery, Java Script for front-end validation.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract, and load data from comma separated values (CSV) files.

**Environment**: Eclipse IDE, Controllers, CSS, VisualForce Pages, Data Loader, Workflows, Triggers, Web Services API, SAP, Salesforce CPQ, Force.com Explorer, Lightning, Marketing cloud Admin, Marketing cloud Integration, Agile Development Methodology.



**Client: Land o’ Lakes, MN March 2017 – June 2018**

**Role: Salesforce Developer/Admin**

**Responsibilities**:

* Implemented SFDC CRM to deliver various reports in departments of Sales, Administration and Marketing etc.
* Experienced with Steel Brick CPQ for billing, invoicing, and subscription. And take control of sales process from Quote to Cash
* Worked in configured products, Catalog, Catalog Hierarchies, bundles with bundle, Price list across all products.
* Involved in end to end testing and configuration enhancements for the CPQ and CLM functionalities.
* Performed APP Exchange Integration of CPQ to configure and ensure accuracy related to pricing & quoting
* Maintained CPQ tool updated with latest functionality by Installing Apttus CPQ releases.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Optimized Sales Process by implementing Record Types and Sales Process stages
* Created and maintained the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Created custom Objects, Visualforce Pages, Triggers, Validation rules to help track internal help desk cases, customize campaign budgeting and lead qualification.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, and Campaigns and designed the solutions for business and technical requirements by customizing various standard and custom objects.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, Auto-Response Rules, Page layouts to suit the needs of the application.
* Migrated code from Sandbox to Production
* Worked on web UI Technologies AngularJS, JQuery, Java Script, HTML5, Ajax, and CSS.
* Implemented Security and Sharing Rules at Object, Fields, and Record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Customized Page Layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract, and load data from comma separated values (CSV) files.

**Environment**: Eclipse IDE, Force.com Sandbox, Controllers, VisualForce Pages, XML, Data Loader, Import Wizard, Sharing rules, VisualForce (Pages, Controllers, Components), Workflows, Triggers, Email Updates, SAP, Angular.js, Salesforce CPQ, Web Services API.



**Client: FIS Global, Milwaukee, WI. Feb 2016 –Feb 2017**

**Role: Salesforce Developer/Admin**

FIS (Fidelity National Information Services Inc.) is an international provider of financial services technology and outsourcing services.FIS has a large portfolio of products for the financial services sector, including both retail and investment banking.

**Responsibilities**:

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Collaborated and directed with BA, architects and other business stakeholders to ensure optimal delivery and utilization of Salesforce platforms.
* Created field mapping between Legacy CRM system and salesforce to migrate Account, Contact, Leads and Contact Address related data from Legacy CRM system to salesforce.
* Performed data migration from Microsoft CRM to Salesforce.com.
* Service Cloud enhancements - Portal entitlement wizard changes.
* Created user Roles and Profiles, security controls and shared settings.
* Implemented the Marketing process to remove dupe contacts, Leads. Auto Merge Leads, Contacts if already exists.
* Integration of Sales cloud with external information systems using SOAP API web services
* Created custom objects, Visualforce Pages, Triggers, Validation rules to help track internal help desk cases, customize campaign budgeting and lead qualification.
* Created the Workflows for automated Lead routing, Lead escalation
* Managed Users, hierarchical Roles, Profiles, Security controls
* Migrated Accounts, Leads, Contacts, Opportunities and Sales data from external systems into SFDC
* Worked on Approval process, Lightning Process builder and workflows to automate business processes without depending on custom code development.
* Designing, Implementing and deploying the Custom objects, Page layouts, Visualforce pages.
* Testing and migrating the code to the Deployment instance after testing.
* Created Workflow rules to automate the business process and to send automated Email alerts.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Developed dynamic Salesforce.com Visualforce pages using Apex page functions and actions, designing them using HTML, CSS, and JavaScript.
* Used Force.com Eclipse IDE plug-in to manage, author, debug and deploy Force.com applications in the Eclipse development **Environment**.
* Created custom buttons and links on Account and Relationship Group objects for generating auto Reports.

**Environment**: Eclipse IDE, Controllers, VisualForce Pages, Data Loader, Workflows, Triggers, Smart sheets,CSS,Web Services API, Dupe Blocker, CRMFusion, Force.com Explorer, Google docs, Gliffy tool (flow charts)

**Client: CMC Limited India Oct 2013 – Dec 2015**

**Role: Salesforce Consultant**

CMC Limited is a leading system engineering and integration company in India, offering application design, development, testing services and asset-based solutions in niche segments through turnkey projects for mission critical systems. CMC has also been expanding its service presence in international markets offering offshoring advantages and delivering value through service level-based and project scope-based deliveries.

**Responsibilities**:

* Interacted with various business team members to gather the requirements and documented the requirements.
* Involved in Salesforce.com Application Setup activities and customized apps to match functional needs.
* Performed Salesforce.com Developer and Administrator roles.
* Interacted with various business team members to gather and document requirements.
* Implemented requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, Implemented and deployed Custom objects, Page layouts, Custom tabs, Components, and S Control to suit application needs.
* Created Custom Objects and defined lookup and master-detail relationships on objects and created junction objects to establish many-to-many relationships among objects.
* Created various profiles and configured permissions based on organizational hierarchy requirements.
* Implemented Apex Classes & Triggers and linked them to manage workflows implemented in the system.
* Understanding of modern web UI design, including responsive web design
* Implemented various Custom Reports and deployed them for different business user levels.
* Provided training to internal business users to use applications and develop their own custom reports.
* Used sandbox for testing and migrated code to deployment instance after testing.
* Supported data migration activities for migrating data from various business centers and business center users with the support of Saleforce.com.

**Environment**: Salesforce.com, Force.com, Apex, Data Loader, CRM, Import Wizard, Eclipse IDE Controllers, Visualforce Pages, JQuery, XML and Triggers.