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**Summary**

* Around 8 years of overall IT experience including 5 plus years in SalesForce.com CRM Platform both as Administrator and Developer, Three years of experience in Java Development. Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement gathering, development, enhancements, testing, and maintenance of standalone object oriented enterprise applications.
* Use to Preparing Functional Design Documents, Use Case Document.
* Experience in automating complex business processes using features such as workflows, approval process, dynamic approval process, sharing rules, validation rules, Creating Roles, Profiles, Email Services, Page Layouts,and Approval Workflow.
* Have an experience on Agile development.
* Well versed in migration and integration of CRM applications for large enterprise customers.
* Experience in implementation & Integration experience on Salesforce.com using **Apex Language (Classes, Controllers & Triggers), Visualforce Pages, Custom Tabs, Custom Objects, Reports, Analytic Snapshots and Dashboards**
* Write and maintain test automation.
* Experience in a test-driven and formal QA development environment, including

development/staging/production (or similar) deployment cycles.

* Used the version control to deploy the changes the in the production.
* Worked On SIEBEL CRM
* Worked on SaleforceMobile1 Navigation Menu.
* Extensive experience in developing XML code to retrieve data from the website and to give it in a consolidated view for end users.
* Worked on Salesforce console for the Customer Relationship Unit project.
* Experience in Data Loading using both **Web based** and**Apex Data Loader**
* Knowledge on ETL tool (data stage) used to insert the batch of records in the Salesforce by Delta Run
* Experience on Sales cloud and Service Cloud Administration.
* Used Force.com Web services API for implementing web services to access to data from different users.
* aExtensive knowledge about Sales force setup menu, Configuration, Custom Application Development, Administration, Data Migration and Deployment of applications to Force.com platform.
* Good knowledge in Version control systems like SVN, Perforce.
* Expertise in querying salesforce database using SOQL & SOSL queries using Force.com Explorer.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
* Been analyst developer and customer support role for various customers and handled many issues for the product supported
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

**Education**

Bachelors of Technology in Electronics and Communication.

**Affiliattions**

Certified salesforce Developer (401)

Certified salesforce Administrator (201)

**Technical Skills**

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| --- | --- |
| Operating Systems | Windows( 7, XP, 2000), Linux |
| Methodologies | MS SQL Server DBA, MS SQL Server 2008, SDLC, OOAD |
| Languages | C, C++, Java, XML, HTML, JavaScript, JQuery |
| Tools | MS Server 2000/2005,2008 R2,  MS Office 2010, Eclipse 3.0, Netbeans, Win SCP, WinCVS, Bugzilla, Salesforce, Netsuite. |
| SalesForce Technologies | SFDC Certified Force.com Developer,Salesforce CRM, Salesforce SFA, Apex Language, Apex classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages / Components, S Controls, Apex Web Services, AJAX,  Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom  Objects |
| SalesForce Tools | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Force.com Platform (Sandbox and Production). |

**Professional Experience**

**Axa Equitable Life Insurance, New Jersey Jan 2015 to Present**

**Salesforce.com** /lead/Developer

**Description**: AXA Equitable Retail Distribution project involves migration from SIEBEL CRM to Salesforce.com CRM. Agents who were making use of their own CRM systems are on-boarded into Salesforce.com by effectively providing the functionalities which satisfies their business. Via Single sign on, it was made easy for users to launch different Apps from Salesforce.com by just a click.

**Responsibilities**

* Used force.com developer toolkit including visualforce pages, apex classes, apex controllers and apex triggers to develop custom business logic.
* Involved in salesforce.com setup activities and customized the apps to match the functional needs   of the organization.
* Worked on Selenium automation tool.
* Wrote the Test scripts and maintain the data properly
* Performed as Technical Lead, taking care of my team on solving various tasks.
* Worked on the point and click configuration like reports and dashboards, profiles,sharing and security controls.
* Gathering the requirements as stories like Agile development from the clients
* Well versed in migration and integration of CRM applications for large enterprise customers.
* Worked on Personalized email marketing at scale in Salesforce Marketing Cloud Email.
* Worked on Delivering engaging email campaigns with Ease.
* Worked on different version controls and used them to deploy the changes in the production.
* Develop the events which work based on the flows.
* Used to perform the multiple actions using process builder.
* Added, configured workflow rules, time triggered workflows, email templates resulting into effective web to lead communication with customers.
* Developed and customized User interface in salesforce.com using Visualforce, APEX controllers and Force.com IDE.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Write test methods for the Classes,and test cases for to execute of process.
* Worked on UnitTest Case for the application and test it.
* Worked on Supporting the Cases through Service Cloud administration.
* Track the defect count using reports through salesforce.
* Developed the custom objects in salesforce check there functionality through salesforce1.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Worked on Rest API web services for lead management.
* Worked on SOAP API web services with xml as intermediate platform.
* Developed Batch Apex jobs, Scheduler Apex Jobs. Scheduled the batch jobs for every 5 minutes using the

system log.

* Configured user Roles, Profiles, sharing settings, organization wide defaults based on updated hierarchical requirements.
* Created and used Email templates in HTML and Visualforce.
* Developed web services using Salesforce.com Web services API to provide data for third party clients.
* Created views and store procedures to extract data from Siebel standard procedures.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.
* Extracted the data from salesforce.com application into the external databases (Oracle 10g) for    generating large data reports using the Informatica.
* Experience in Data Mapping from Siebel Tables to Salesforce native table, Data Cleansing, SQL Scripts, IFB scripts, Performance Tuning .
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different  users.
* Migrate the data from one of CRM Siebel using ETL(data stage)
* Performed the roles of salesforce.com Analyst/Developer and Administrator in the organization.
* Demonstrated ability to effectively work in team environment with varying skill set levels.
* Ability to deploy code using Force.com IDE, Migration Tool and Change Sets.
* Provided support ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow, campaign management and triggers.

**Environment:** Saleforce.com platform, Apex Language, Service Cloud ,Seleium,Salesforce1,Visualforce (Pages, Component & Controllers), Web Services Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, **Microsoft Word, Excel, PowerPoint, SharePoint** Windows XP.

**Turner Broadcasting System, Atlanta, GA Apr 2014 – Dec 2014**

**Sr Sales Force Developer/lead**

**Description**: Turner is a global company that provides technology and business services for the telecommunications industry. The company’s solutions make it possible for disparate technologies and standards to interoperate, so operators in the mobile industry can provide their subscribers with access to voice calls, data and other services as users move across networks around the world. Turner’s core service areas include messaging, roaming, network and database, and business intelligence solutions

**Responsibilities**

* Created user Roles and Profiles, security controls and shared settings.
* Developed Custom Objects, Custom reports and configured Analytical Snapshots to dump the data into on a regular basis for sales performance and lead generation statics.
* Created replicas of sandboxes from production and migrate the data into it
* Worked as Sales cloud marketing developer.
* Create 1-to-1 experiences with dynamic content, JavaScript through salesforce cloud marketing.
* Worked on the Customization like classes,triggers,Rest,soap APi.
* Utilize mobile-optimized email templates
* Worked on SIEBEL CRM tool,to migrate the data from that tool to Salesforce.
* Worked on Automation Testing which help in growth of business
* Worked on Master data Management for migration on data.
* Worked on Custom Salesforce1 app pages.
* Application Support & Knowledge Transfer to **App support.**
* Use to track accounts and corresponding contact through sales cloud
* Store all your data in one place for a single view of the customer with the help of salesforce cloud marketing
* Worked on various Sales force standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Created Customized dashboards for the service representatives and case team members to keep track of

the cases assigned to them and to share insight across the company.

* Implemented field level security, profiles and system audit trail setup.
* Used eclipse Force.com toolkit for creating Apex Classes and Apex Triggers to develop custom logic and objects.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface. .
* Worked with SF Chatter which helps the users to communicate with the organization easily and quickly.
* Implemented field level security, profiles and system audit trail setup
* Developed complex workflows and approval processes for automating business logic .
* Configured the Case Management Process.
* Enabled and configured web to case and email to case features.
* Worked with Integration and web services. Integrated Sales force with legacy systems using Apex Web services and outbound messaging.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Reports, Case, Solutions and Opportunities.
* Implemented Apex Triggers with SOQL queries.
* Created workflows like email alerts and field updates.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Supported the data migration activities for migrating the data from various business sources with the support of Sales force CRM
* Developed and deployed workflows wherever necessary.
* Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from the home grown applications by using the home grown web services
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application
* Created email templates and inbound emails using Visualforce for the clients and customers.
* Developed Apex Test Classes with assurance of maximum code coverage.
* Created custom components to be used in visualforce pages and visualforce email templates
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards
* Worked extensively with the QA team for designing Test Plan and Test Cases for the User Acceptance testing (UAT).
* Used the sandbox for testing and migrated the code to the deployment instance after testing
* Provided ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow.

**Environment**: Saleforce.com platform, Apex Language,Sales cloud Administration,SIEBEL,MDMSaleforce1, Email marketing,Automation, Mobile templates ,VisualForce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Client: Wells Fargo Charlotte, NC Oct 2012- March 2014**

**Role: Salesforce.com Consultant**

**Description**: Wells Fargo is a diversified financial services company providing banking, insurance, investments, mortgage, and consumer and commercial finance. Project involved Commercial Customer Care agents to access the Customer Relationship Management application. This project facilitated the Care Agent to query real-time customer account information, track customer interactions and the actions employed to resolve the customer issues, and be able to report on the results of their efforts.

**Responsibilities**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Drive Business with Social advertising.
* Generate high quality leads by running marketing campaigns that keep pipeline with full stock of leads
* Send emails to the right persons through Email marketing.
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Develop the events which work based on the flows.
* Used to perform the multiple actions using process builder.
* Designed Custom objects, Custom tabs, validation rules, Workflow Rules, Page layouts, Components, Visual Force Pages and Approval Process to suit the needs of the application.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API, and Web Services.
* Defined lookup and master-detail relationships on the objects and created junction objects.
* Created test scenarios on Sandbox environment and used Force.com Component Deployment Wizard for migrating data between Force.com IDE and Sandbox environment.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.
* Designed, and developed Apex Classes and Apex Triggers for functional needs in the application.
* Developed many custom Reports using the Report Builder according to the need of the organization.
* Involved in querying Salesforce tables using SOQL & SOSL queries using Force.com Explorer.
* Implemented “Email to Case”, "web to lead" and "web to case" for Lead and Case automation.
* Maintained databases by utilizing data loader for Lead, Contact, Account Management and Opportunity Management.
* Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.
* Implemented Customer Portal for business requirements.
* Setup field level security for custom objects.
* Collaborated with the team to configure analytical snapshots for forecasting purposes.
* Worked with Visual force components to customize captions, headers and footers of a table and to embed a standard list view of an object
* Used Data Loader for insert, update, and import, export of data from Salesforce.com objects.
* Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.

**Environment:** Saleforce.com platform, Apex, Visual force,email marketing,Flows,Process builders,bsocial marketing Salesforce.com Data Loader, Workflows Approvals, Reports, Custom Objects, Custom Tabs, Email Services, HTML, Web Services, WSDL, Sandbox, Force.com Explorer, SOSL, SOQL.

**Hindustan Unilever, India Aug 2011 – Sep 2012**

**Salesforce.com Developer**

**Responsibilities**

* Ensured the quality and accuracy of customer information and activities. Regularly performance data de-duping and clean-up procedures.
* Logged and tracked down system problems and found resolutions.
* Created weekly reports and Dashboards.
* Coached others of how to use Salesforce.
* Involved in business requirement gathering, analyzing the requirement, documenting the requirements.
* Designed and developed Apex Classes, Controller Classes, Apex Triggers and Visualforce Pages for this application.
* Developed workflows and approval processes for various policy managements.
* Configure Role based Authorization on Object/Field Level.
* Coded APEX triggers and s-controls, created rule based automated workflows.
* Created email templates and inbound emails using Visualforce for the clients and customers.
* Integrated Application (OE modules) with Salesforce.com using SOAP Client.
* Development and integration for policy Report Customization.
* Provided ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflows and Triggers.

**Environment**: Saleforce.com platform, Apex Language, VisualForce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**HSBC Software Development, INDIA Aug 2010– July 2011**

**Java Developer**

**Responsibilities:**

* Involved in analysis and design of the several modules in the Project.
* Created use case diagrams, class diagrams, sequence diagrams, deployment diagrams.
* Designed and developed technical specifications using design patterns and OO methodology.
* Involved in the configuration, development, and deployment of EJBs, and JSPs & Servlets in Web logic Test Environment.
* Developed the java beans (POJO) to represent the model classes and mapped them to the tables using the Hibernate Mapping files.
* Implemented the Control Layer by using Struts Actions classes like Action, and mapping Dispatch Action classes.
* Designed and developed Session Beans for implementing Business logic.
* Involved in all phases (Unit/Integration/System) of testing.

**Environment:**Java Server Pages (JSP), Struts 2.0, JSF, JavaScript, Java 1.4, Struts 2.0, Hibernate 3.2/ 3.3, Spring 2.0/ 2.5, Web Services, EJB, Servlets, SOAP, XML, IBM ,Web Sphere 6.0 IRAD 6.0, CVS, ANT Build Scripts.

**Virtusa INC, Hyderabad, India May 2008 – Aug 2010**

**Sr. Java Developer**

**Project Description:**

The aim of project is to develop a web application based on Java where we have developed a system to extract patient’s clinical record information. This information may consist of medication given at Home, between Arrival and Admission, during stay, during discharge or none of the mentioned locations. Such information is presented in unstructured clinical notes. It is manually intensive process to read the clinical notes and extract such information. We have trained a Maximum Entropy Markov model to extract such information.

**Responsibilities**

* Analyzed the requirements based on business data and user requirements.
* Worked on developing a web application based on Java.
* Worked on different design patterns.
* Responsible for requirement gathering along with business analyst.
* Responsible for creating and updating applications related understanding documents
* Actively involved in writing Test scripts and doing System testing for JRE and IE8 browser compatibility for my applications.
* Actively participated in weekly and monthly status& business user meetings.
* Involved in conducting meetings with Pfizer business users for understanding gaps in the CTO applications.
* Creating programs to use JMS and message queuing to process requests.
* Involved in the Development and Deployment of Stateless Session beans.
* Generated deployment descriptors for EJBs using XML.
* Developed GUI related changes using JSP, HTML and client validations using Java script.
* Used JDBC to communicate with database.
* Involved in writing Managed Beans/Controller logic for assigned modules.
* Responsible for developing the functionalities as per use case documents.
* Responsible for writing navigation-rules and configuring managed beans in Faces-config.xml file.
* Implemented Java documentation for complete application
* Deployed the application on Tomcat server at client locations.
* Design testing and also worked on refactoring the code

**Environment**: Java 1.4, JSP, HTML, Java Script, Struts, Springs, Apache Tomcat, Eclipse, MySQL