**HARINATH**

**PROFESSIONAL SUMMARY**

* Over 7+ years of IT experience in application design, customization, development, support on SalesForce.com Platform, and in JAVA development.
* Salesforce.com professional with 5+ years experience specializing in project management, deployment, customization, and administration.
* Worked on the various Application modules such as Call center, Sales, Customer Service and Customer Support, Business Processes and recommended solutions to improve their processes using **SFDC**.
* Strong knowledge of **SDLC** and experience with multiple implementations across various projects.
* Experience in **developing** customized applications on **force.com** platform using **Apex classes and Triggers, Visual Force, Web Services API, Force.com IDE, SOQL, SOSL, SOAP based Web Services.**
* Administered the SFDC application including system **Configuration**, **Automation**, **Data setup** and **ongoing maintenance**.
* Experienced in building reports and dashboards using Wave Analytics and QlikView.
* Experience of Web-to-lead, Web-to-case, Email-to-case functionality.
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities like **custom objects creating** the **relationships/junction objects like Master-Child, lookups, Entity Relationship data model, Pages, Classes, Interfaces, Workflows & Workflow rules, triggers, Email alerts** and **business logic.**
* Strong working experience on **Sales Force Automation, APEX Controllers, Visual force**, **Batch jobs**, **Bulk triggers, Future methods**, and **Test** **Classes**.
* **Designed and deployed Custom tabs, validation rules, Approval Processes** and **Auto-Response Rules** for automating business logic.
* Strong experience with Salesforce.com CRM full implementation, migration of Sales, Marketing, Service clouds, Communities and Force.com platform.
* Expertise in **developing, deploying and integrating** Salesforce.com CRM solutions.
* Experienced in **Service Cloud Console** with a good understanding of **Case Management, Entitlements**, **Groups** and **Queues**.
* Experienced working with **salesforce.com sandbox** and **production environments,** also with **Eclipse IDE Force.com Plug-in environments.**
* Experienced in Version Controlled Environments: **Sub-Version** and **GIT.**
* Documented and customized Case Management with **Escalation Rules, Workflow**, **Approval Process**, **Validation Rules, Reports** and **Dashboards.**
* Business processes mapping on SFDC platform and processes streamlining and re-engineering.
* Proficiency in **HTML/XHTML, XML, CSS, JavaScript, AJAX, SQL, Java, PHP, SOAP-based web services.**
* Experienced with Agile Development methodology.
* Technology savvy with aptitude and experience in adopting modern methodologies and innovative techniques to boost work efficiency.
* Able to lead, Multi-task, adapt to changes, and manage complex projects. Possess excellent communication.

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce Technologies** | Sales Force CRM, Apex Language, SOQL, SOSL, Visual Force Pages, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, |
| **Sales Force Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com Apex Data Loader, Force.com Excel Connector, Force.com. |
| **Web Technologies:** | UML, HTML, XML, XHTML, DHTML, SQL environments |
| **Languages:** | Apex, C, C++, Java, Java Script, JQuery. |
| **DBMS:** | Force.com Explorer, MySQL, Oracle 7.x/8.0. |

**CERTIFICATIONS & EDUCATION**

* Salesforce Developer certification DEV401.
* Salesforce Administrator certification 201.
* Bachelor of Technology from JNTU, Hyderabad, India.

**PROFESSIONAL EXPERIENCE**

**Verizon, Tampa, FL Mar 2016 – Till Date**

**Sr. Salesforce Developer/Administrator**

**Responsibilities:**

* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used Force.com developer toolkit including **Apex Classes, Apex Triggers** and Visualforce pages to develop custom business logic.
* Customized application to extend Salesforce functionality and wrote **Apex Classes** to provide functionality to the **Visualforce pages.**
* Implemented/Implementing Security Settings and configured profiles and permission sets.
* Experience working in **service cloud**, supporting cases, developed workflows and triggers for automated case resolutions.
* Worked on Setting up the business user’s access so they can login to Salesforce using **SSO (Single Sign On), Siteminder.**
* Worked on new release of **lightning components**.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Deployed Apex using **Force.com IDE**, Force.com Migration Tool and Web Services API.
* Implemented **Apex Data loader** “Command Line Interface (CLI)” to automate the data loading process for the sand box refresh activity.
* Designed various WebPages in **Visualforce** for customers to select a variety of services offered by the org and integrate them with the pricing team.
* Working on latest **Lightning Component, Wave Analytics**, Salesforce Debugger, Einstein and other new features.
* Created Reports and Dashboards with the help of **Salesforce Wave Analytics** to track Opportunity pipeline/Stages for Management visibility.
* Involved in UI and DB Design for Mobile application.
* Created and used **Email templates** in HTML and **Visualforce**.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Worked on the security level setting in the company for all the levels.
* Designed, and developed **Apex Classes**, Controller Classes, extensions and **Apex Triggers** for various functional needs in the application.
* Designed custom Visualforce pages and overrode default pages with our custom pages in   
  communities.
* Involved in deployment of communities every week with changes being made and   
  accepted by the end users.
* Worked on **multiple Communities** within our organization for different purposes.
* Worked as enhancement developer and team member, performed the roles of **Salesforce.com Developer and Administrator** in the organization.
* Responsible for setting up **web service** integrations.
* Implemented Inside sales telephonic plug-in application implementation.
* Worked closely with sales team and business analysts and performed detailed analysis of business and user requirements, designed the solution by customizing various standard objects of Salesforce.com (SFDC).

**Environment:** Saleforce.com platform, Force.com IDE, Apex, Visualforce, Data Loader, Workflow & Approvals, Reports, Custom Objects,Lightning, Custom Tabs, SOQL, SOSL, Email Services, Sales cloud, Service cloud, Security Controls, Visualforce Controllers, Sandbox data loading, Data Loader, SQL.

**Mastronardi Produce Ltd. /Sunset Grown, Livonia, MI Sep 2014 – Feb 2016**

**Salesforce Consultant**

**Responsibilities:**

* Performed the roles of Salesforce.com Developer and Administrator.
* Managed and participated in all phases of the project, including Project Plans, Documentation, and Configuration.
* **Administering** users in salesforce.com with focus on **setup profiles, roles and user management, Console Apps.**
* Involved in **Salesforce.com Application Setup activities** and customized the apps to match the functional needs.
* Validating workflows for **Service Now** for various customer interactions.
* Real-time integration with cloud based systems like Quick base and **Service-now.**
* Implemented case management automation to track and solve customer’s issues. Implemented **Email-to-Case entry, web to case** and **manual case entry** for entering customer’s cases in Cases Tab.
* Created **Visualforce pages** and embedded in standard layout, overrode case page.
* Used JavaScript, jQuery, Ajax toolkit for accomplishing various complex business requirements.
* Migration of User Data into Salesforce from Peoplesoft using SAP PI .
* Implemented **Apex Classes, batch classes, test classes and Apex Triggers** for various functional needs in the application
* **Refactored apex code** to improve the performance and followed **best practices** using maps, taking out **SOQL** and DML in loops to avoid hitting **governor limits**.
* Performed the role of **support engineer** for the internal users and helped them in getting used to the application, **generating Reports** and saved them for further access to the users.
* Used the **sandbox** for testing and migrated the code to the deployment instance after testing.

**Environment:** Force.com IDE, Custom objects, Triggers, Batch Jobs, Validation Rules, Formula Fields, Data Loader, Reports and Dashboards, SQL Server 2008, Workflow & Approvals, Apex Classes, Conga App Extremes and Visual force Pages.

**Thrivent Financial, Appleton, WI Apr 2013 – Jul 2014**

**Salesforce Developer/Administrator**

**Responsibilities**

* Involved and interacted with various business user groups for gathering the requirements for CRM implementation.
* Administered, configured, and maintained Salesforce.com application user profiles, roles, assigning permission, generating security tokens, validation Rule, upgrade installation.
* Designed, developed and deployed the **Custom objects, Components,** **Visual Force Pages** to suit to the needs of the application.
* Designed, developed, test and deployed custom Salesforce applications software using **APEX Classes, Controller Classes, Batch APEX and** **APEX Triggers** for various functional needs in the application.
* Worked on ETL tools to migrate the information from other database. Built APIs with Salesforce.com Apex SOAP/REST Services.
* Imported data from Seibel CRM into Salesforce using Informatica Power Center as part of **Data Migration.**
* Integrated Salesforce with external systems using **SOAP** and **REST Web services**.
* Worked on **Validation Rules, Workflows,** and approval processes.
* Responsible for helping to capture business requirements, identifying appropriate data sources, Data quality issues, Business transformation rules, mapping source to target.
* Performed Optimization at both the Mapping Level and Session Level.
* Developed Test cases for Unit Testing of the Mappings, and also was involved in the Integration Testing.
* Involved in fallout analysis and fixing the issues.
* Worked with **Data loader** for migrating different records, updating them.
* Successfully moved the Sessions and Batches from the development to production environment.

**Environment:** Salesforce Platform, Custom objects, Custom tabs Permission sets, Validation rules, Visual Force, Workflow and approval process, data loader, APEX classes, Batch classes, triggers, Email services.

**AT&T, Middletown, NJ Jan 2011 – Mar 2013**

**Salesforce Administrator**

**Responsibilities:**

* Involved in User Management – **Creating users, Roles, Profiles**.
* Involved in SFDC application support for end users.
* Designed System Configuration Enhancements **(Dashboards, Reporting, Page Layouts, Sharing Rules, Role Hierarchy, etc.)**
* Develop and Deploy **Apex classes** and **Apex Triggers** from test environment to production using eclipse migration tool.
* Customized tabs for among different business users group and Business centers.
* Develop and Deploy SFDC Integrations with SAP and other applications using .Net/Biztalk environment and Force API.
* Created **Sharing rules, Assignment Rules** and Escalation Rules for Cases.
* Involved in reports development.
* Customize Work.com **page layouts, fields.**
* Develop **Validation rules** and workflows.

**Environment:** SalesForce.com CRM Application Platform, Apex Language, Visual Force, S-Controls, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, Reports, Eclipse.

**Genpact, Hyderabad, India Sep 2009 – Dec 2010**

**Java Developer**

**Responsibilities:**

* Gathered the business requirements from Clients.
* Design and develop the application using **UML and Visio.**
* Used AJAX and JavaScript for validations and integrating business server side components on the client side with in the browser.
* Developed the application using Struts Framework that leverages classical Model View Layer (MVC) architecture.
* Configured connection caches for JDBC connections.
* Used extensive JavaScript for creating the Global templates that can be used across the JSP Pages.
* Implemented **MVC design pattern using Struts framework**.
* Developed **Servlets, JSP's, Java Beans.**
* Wrote Stored Procedures using **PL/SQL.**
* Involved in building and parsing **XML** documents using **SAX** parser.
* Created user and database objects such as tables, views, and indexes.
* Used **CVS** repositories for version controlling.

**Environment:**Java, J2EE, JSP, Servlet, Struts, PL/SQL Developer, Oracle, WebSphere Application Server, Ant, Eclipse, XML, CVS, MS Windows, UNIX.