Name: Ramya Reddy

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**Professional Summary:**

* Over **9** **years** of IT experience in various stages of Software Development which includes **5+ years** of experience **as Salesforce CRM Developer** including analysis, modeling, design, coding, testing, maintenance of CRM systems.
* Acquainted and well versed with CRM processes like Sales, Marketing, Customer Service and Customer Support, Business Processes and recommended solutions to improve their processes using **SFDC**.
* Created many **Lightning Components and server-side** controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to **lightning** experience.
* Upgraded some Apps from Salesforce Classic to **Lightning** experience to develop rich user **interface and better interaction** of pages.
* Good experience with **Configuration, Customization, Development and support** experience on Salesforce.com Platform.
* Expertise with salesforce.com administrative activities: Creating Profiles, Roles, User, Permission Sets, Record Types, Page Layout assignment, Search Layouts, Field-Level Security, Custom Tabs, Validation rules, Formula Fields, Email Services, Reports and Dashboards.
* Skilled in customizing Salesforce standard objects like Accounts, Leads, Opportunities, Cases and Campaigns along with good expertise in Data Validation, Sales, Marketing, Customer Service and Support Administration
* Good experience in setting up **Organization Role Hierarchy, provisioning data visibility** rules by configuring **OWD, Criteria/Owner based and Apex** managed sharing rules.
* Strong **Implementation and Integration** experience using Custom objects, Triggers, workflows/ workflow rules, Approval Process, Visual Force Pages, and Apex classes.
* Expert in Salesforce Sales cloud, Marketing cloud and Service cloud implementation.
* Good Knowledge on creating **Lightning components and Lightning Applications.**
* Proficient in using meta-data migration tools like **Eclipse IDE** and Salesforce Apex Data Loader.
* Proficient in Data Migration from Traditional Applications to Sales Force using Data Loader Utility.
* Experienced in integration of Salesforce.com with external applications by using **Web Services API, Metadata API and SOAP.**
* Experience in working with **OOTB (Out-of-Box)** features for creating custom layouts, business processes and email alerts.
* Extensive working experience on different work environments including **Development, Test, UAT and Production**.
* Experience in working with **Marketing Tools Apttus, DocuSign and Draw loop.**
* Participated in all stages of **Software Development Life Cycle (SDLC)** System Analysis, Design, Development and Testing.
* Experience with working in **Waterfall** and **Agile** methodologies.
* Good experience in deploying applications from Sandbox to Production instance.
* Expertise in Force.com technology stack **APEX, SOQL and SOSL**.
* Ability to meet deadlines and coordinating multiple tasks in a work/project environment.

**Technical Skills:**

|  |  |
| --- | --- |
| Languages | Java, C, SQL |
| Salesforce.com Technologies | Custom Objects, Roles and Profiles, Workflows, Assignments, Approvals, Triggers, Record Types, Dashboards, Security, Field updates, reports, SOQL, Visual Force Pages, Apex Classes, Apex Trigger, Visual force. |
| Force.Tools | Force.com Eclipse IDE, Apex Data Loader, Jitterbit, Workbench, Force.com Apex Explorer, Single Sign-On (SSO), Force.com Migration Tool, SOQL, SOSL, Service Cloud, Marketing cloud, Sales Cloud, Salesforce APIs, Force.com Excel Connector |
| Web Technologies/Tools | HTML5, CSS3, XML, REST, SOAP, JavaScript. |
| Scripting Languages | Apex, Java, Sql, JQuery, AJAX, PL/SQL. |
| Databases | MySQL, Oracle 9i, MS SQL Server 2000/7.0/6.5, MS Access 7.0 |
| Version Control Tools | VSS, CVS, GIT, Jive |
| IDE and Editors | Eclipse, My Eclipse and Force.com Eclipse IDE, CRM Fusion tools. |
| Office Tools | Microsoft Project, MS Visual Source, Apttus, MS Visio, MS Office |
| Operating Systems | Windows, Unix, Linux. |

**WORK EXPERIENCE:**

**Client: Boeing Co, Renton, WA**

**Jun’18– Sep 2018**

**Role: Salesforce Developer/Admin**

**Description:** The goal is a transformative global Salesforce implementation, CRM modernization, customer experience enhancement, contact center optimization, CPQ augmentation, service improvement, Lightning migration or integrating Wave analytics, social customer service, AI, mobile and other technologies, it has the experience and deep industry knowledge needed for any project.

**Responsibilities:**

* Worked on various Salesforce standard objects like Accounts, Contacts, Leads, Opportunities, Quotes, and Quote Line Items.
* Created Users, Roles, Profiles, Public Groups and implemented Role Hierarchies, Sharing Rules and record level permissions to manage sharing access among different users.
* Used Tab permissions, Object Level Permissions, Field Level Security, and Organization Wide Default to implement Component-based security. Provided the security and visibility of data through roles and profiles and gave premier support to the different Salesforce users upon request
* Developed Apex Triggers, Apex Classes and Test Methods and worked with GitHub.
* Worked on building standard/custom report types, Reports, Dashboards and across various objects for different business groups.
* Experience in implementing the Many-to-many, Look-up and Master-Detail relationship.
* Defined, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, mini page layouts, search layouts, custom Components.
* Automating the business Processes using Approval Process, Process Builder, Escalation Rules and Auto-Response Rules.
* Manage all CM tools (JIRA, Jenkins, ANT, GitHub, and Visual Studio) and their usage/process ensuring traceability, repeatability, quality, and support.
* Created Processes to automate different tasks using Salesforce lightning process builder.
* Maintained Sandbox Environments and deployed components across different sandbox to production instances using ANT, Change Sets and Force.com Migration tool
* Experience in Writing SOQL and SOSL queries
* Developed Lightning Page on various Objects using Lightning App builder.
* Experience working on leads, case management, web-to-lead, Web-to case, Email-to-case
* Worked on Apex Triggers, Apex Class for automation of the business process on Account, Contact, Opportunity and Custom Objects
* Written SOQL, SOSL queries in apex triggers and controllers and followed best Salesforce practices for querying large data sets and to have results within the Governor Limits.
* Implemented Test Classes to cover positive and negative use cases for Classes and Triggers and achieved close to 100% coverage.
* Created trigger on case and solution object to perform some business requirements on **Service cloud**.
* Inserting bulk data in to marketing cloud objects like Campaign and leads.
* Have strong Implementation and Integration experience with **Source control systems**.
* Performing **Risk Analysis** and **Cost Assessment** for Project implementation.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the **Workflow & Approvals** in Salesforce automation.
* Implemented relationship fields for proper **data loading**. Have strong understanding of technology change management specifically on Waterfall to Agile.
* Implemented and configured Salesforce Lightning UI.
* **Environment**: Salesforce.com platform, Apex, Visual Force (Pages, Component & Controllers), Salesforce.com Data Loader, Reports, GitHub, Workflow & Approvals, Sandbox, Eclipse IDE,  Apex Triggers, Visual Force pages.

**Client: Cisco Systems Inc, Austin, TX**

**Nov’16 – June2018**

**Role: Salesforce Developer/Admin**

**Description:** Salesforce has long been the solution for many industries due to the embedded features that aid advancement. Since there are high rates of users adopting the CRM platform, Salesforce continues to grow to create distinct characteristics that differentiate the companies that use Salesforce from those who have not yet done so.

**Responsibilities:**

* Analyzed complex user requirements, procedures, and problems to improve existing System design.
* Designed and developed customer solutions in **VisualForce, Apex, Lightning, D/HTML, CSS, JavaScript,** and other technologies.
* Configured the GitHub to maintain the different versions in common development environment.
* Developed end to end application components involving business layer, persistence layer, and database and web services layer.
* Created many app pages, home pages integrating the custom components for salesforce lightning and salesforce1 mobile app. Developed Salesforce.com custom application using **Apex, Visual force and AppExchange.**
* Created many **Lightning** Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to **lightning experience**.
* Upgraded some Apps from Salesforce Classic to Lightning experience to develop rich user interface and better interaction of pages.
* Develop, maintain, and execute automation scripts using **Selenium** web driver 2.0
* Good Knowledge on Salesforce **packages and Lightning experience.**
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed solution by customizing various standard objects of SalesForce.com **(SFDC).**
* Used Git as code repository for day to day code modifications.
* Have good knowledge on ETL tool **Informatica** power center development.
* Involvement in Integration with external legacy System using Boomi Atmosphere and Aria.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on need in organization.
* Created **Wave** Analytics dashboard that aids in ability to evaluate sales territory capacity.
* Worked on synchronizing CRM systems, migrating from legacy CRM, and broadcast ERP data into our CRM systems in **Mulesoft** API.
* Created policies, realms, rules and responses to protect applications and configure them to work under SSO environment.
* Experience developing custom applications like writing **Apex Classes**& **Triggers** and linked them to manage workflows developed in system. Supporting and customizing Veeva CRM for better adoption of field reps.
* Have Project management experience as a Scrum Master and Lead project using **SCRUM**.
* Worked on Account, Opportunity and other **Sales cloud** objects in Solution design.
* Have good knowledge on **CTI** Integration.
* Worked on **Wave Analytics** platform in many instances.
* Implemented **Wave** Analytics to measure KPIs.
* Worked on **Informatica** Schedulers to schedule workflows.

**Environment**: Saleforce.com platform, Veeva CRM, iRep, Vault, Force.com API, Selenium tool, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web services, Visual Force, SalesForce.com Data Loader, Security Controls, HTML, XML, CSS, Java Script, Sandbox, Eclipse IDE Plug-in, Dashboards, Analytical Snapshot and Data Migration, Github, Wave Analytics, Test methods.

**Client: Health Plan Services, Tampa, FL**

**Nov’14 – Sep’ 16**

**Role: Salesforce Developer/Admin**

**Description:** The Department of Health Plans Services is in partnership with agencies across creates jobs for American workers health care plan by opening markets and eliminating trade barriers overseas and by attracting foreign direct investment to the United States. It also develops a consumer data model that reflects the business meaning of data terminology, entities and attributes along with relationships among them.

**Responsibilities:**

* Experience with Salesforce Admin functionalities which involves in administering, configuring, maintaining Salesforce.com application user profiles, roles, Permissions, generating security tokens, validation Rule, upgrade installation.
* Applied **Quote to cash** techniques for our customer.
* Customized **Dashboards** to track usage for productivity and performance of **business centers and their sales teams.**
* Good experience in Integrating Salesforce.com with other internal/external applications using **SOAP** and **REST** based web services.
* Prioritize and manage projects and initiatives in accordance with requirements of business needs.
* Customized tabs for among different business user’s groups and business centers.
* We have provided solutions and support for **Single sign on SSO,** ensuring compliance with international security standards like **SAML 2.0**.
* Create various profiles and configured permissions based on organizational hierarchy requirements.
* Created workflows for automated lead routing, lead escalation, alerts and custom coaching plans.
* UI Development within Salesforce which was implemented in Visual Force pages.
* Profound experience in customizing **Reports** and **Dashboards**, setting up **Analytical snapshot**, to dump data on regular basis.
* Experienced in Products standard **object and Product Development** by using **Apex triggers** and batch classes.
* Developed S-controls to manage sales plan call sheets within Salesforce, capturing prep data and call activity.
* Developed various **Custom Reports** and deployed them for different business user levels.
* **Deployed** applications from **sandbox to sandbox/production** using **ANT migration tool, Eclipse** and **Change set**.
* Administrated and monitored company’s Salesforce **CRM** application.

**Environment**: Apex, Visualforce, Dynamic Visualforce pages, validation-rules, Workflow-rules, Trigger, SOSL, SOQL, Custom Metadata Types, JavaScript, Data Loader, Force.com IDE, HTML, Eclipse IDE Report, Dashboard, process builder, Git, Change sets, Apttus CPQ.

**Client: PNC Bank, Pittsburg, PA**

**Sep’12 – Oct’ 14**

**Role: Salesforce Developer**

**Description:**

The PNC Bank stores sell a variety of building supplies, home enhancement and lawn and garden products, and offer many services. It depends on Sales Associates to give fast, pleasant service by energetically seeking out customers to respond to their inquiry and assist them with their home enhancement plans. They have an emphasis on department and product knowledge, giving information on product specification and knowing related items to sell the entire project.

**Responsibilities:**

* Worked with various Salesforce.com objects **like**[**Accounts**](http://www.indeed.com/r/Santosh-Babu/1973b2f2adacbd00)**, Contacts, Leads, Opportunities, Reports, and created custom objects based on Business needs**.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Developed **APEX Classes, Visualforce pages and APEX Triggers** to develop the custom functionality as per the requirements.
* Developed Test classes and maintained minimum of 85% code coverage
* Created Apex schedule jobs to perform the same operations in a scheduled time.
* Developed **Reports and Dashboards** as per the business requirements.
* Used Salesforce Enterprise **API to Integrate** with existed Java web application.
* Implemented the Apex Unit Tests and Deploy code from Sandbox to Production using Eclipse /Force.com IDE Implemented Single Sign-On to maintain the same login credentials for Salesforce and other applications Maintained the functional areas of Data management, Sales forecasting, Contacts, Leads, Campaigns, Opportunities, Quotes, Price book, Dashboards and Reports.
* 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 to the needs of the application
* Analyzed and converted business workflows to Salesforce workflows and assigned workflow alerts.

**Environment:**

Salesforce, Visualforce, Apex, Force.com IDE, Apex Data Loader, Microsoft Excel, MS Project, Oracle 10g, Quality Center.

**Client: GE Capital, Houston, TX**

**May’11 – August’12**

**Role: Java Developer**

**Description:**

GE Capital was a multinational provider of information technology (IT), and networking technology solutions. It is a specialist in digital transformation, consulting and business re-engineering solutions.

**Responsibilities:**

* Involved in all the phases of **SDLC** including Requirements collection, Design and Analysis of the **customer specifications, Development and Customization of the application.**
* Created use case diagrams, class diagrams, sequence diagrams, deployment diagrams.
* Involved in the configuration, development, and deployment of **EJBs, JSPs, and Servlets**.
* The application is based on **MVC-II** Architecture using Apache Struts framework. Worked with 3-Tier Architecture which includes the presentation layer, Business logic layer and the database.
* Developed database access using **JDBC**.
* Wrote a data access component to perform **DML** operations using **JDBC.**
* Developed Java Beans (POJO) to represent the model classes and mapped them to the tables.
* Designed Session Beans for implementing business logic.
* Participated in Form validation using the Struts validation framework.
* Involved in all phases **- Unit, Integration, and System** - of testing.

**Environment:**

Java/J2EE, Java Beans (POJO), Servlet, JDBC, HTML, JavaScript, XML, Web Services, JUnit, Oracle9i, UML, Eclipse, Windows XP.

**Client: Western Digital Corporation, SanJose, CA**

**July’09 – April’ 11**

**Role: Java Developer**

**Description**:

Western Digital Corporation is a wholly owned subsidiary of intelligence which mainly focuses on new dimension technologies such as advanced java, machine learning, big data and artificial intelligence. It Performs the overall day-to-day management of multiple projects to ensure that project objectives are achieved within time/cost/quality constraints.

**Responsibilities:**

* Developed the GUI of the system using **HTML, JSP** and client-side validations was done using JavaScript. Built and accessed the database using **JDBC for ORACLE.**
* Struts Framework in conjunction with **JSP and Tag Libraries** used in developing user Interface for administrative screens and user interaction screens.
* Developed Session Beans for necessary transactions like fetching the data required, updating the customer information
* Worked on coding of Servlets and **EJB** communication
* Worked on Maven for getting latest jar files including common-collection.jar, common-logging.jar etc. from Apache.
* Developed Servlets to process the requests, transfer the control according to the request to Corresponding Session Beans, JSP pages.
* Developed WebLogic container security components for adding vendor specific Security Realm to application using **JMX.**
* Java Servlets and JSP pages were deployed on the WebLogic Application Server for retrieving user information and posting related data.
* Worked on database interaction layer for insertions, updating and retrieval operations of data from oracle DB by writing stored procedures.
* Create and organize test cases/plans for testing the assigned project features.
* Developing Database Objects like Stored Procedures, **Views, Triggers, PL/SQL functions, Packages and Cursors for populating data in History tables.**

**Environment:**

Java/J2EE, Struts, EJB, WebLogic Server, Oracle, Linux, XML, HTML, JavaScript, Ant, PL/SQL, JSF, JUnit.

**EDUCATIONAL DETAILS:**

* B. Tech in Computer science at JNTUH, Hyderabad, India.

**Certifications:**

* Salesforce Administrator
* Platform Developer 1