**ReemaNaidu.Nagam**

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**SUMMARY**

* Around 9 years of professional IT experience in Salesforce.com CRM platform as Administrator/Developer.
* Proficiency in administrative tasks like Creating Roles, Profiles, Permission sets, Users, Email Services, Page Layouts, Workflow alerts, Actions, Reports and Approval Processes.
* Experience on working with Custom objects, custom fields, Pick-list, Validation Rules, custom tabs, Security administration, Maintenance and user &Security Management.
* Experience in working with automating complex business processes using workflows, approval process, process builder and visual cloud flows.
* Good at developing and configuring various dashboards, custom reports, analytical snapshots and report folders for different user profiles based on the need in the organization.
* Experience in analyzing business requirements and Entity relationship diagram and implementing them with Salesforce Junction objects, master-detail relationships and lookup relationships.
* Skilled in Sales cloud, Service cloud, chatter and App Exchange applications.
* Good Experience in data migration and integration using Data Loader, Import Wizard.
* Good knowledge on working with salesforce.com sandbox and production environments and managing full sandbox, developer sandbox, partial copy sandbox.
* Experience in Object Oriented Analysis/Design/Development/Testing and Implementation, Client/Server Architecture.
* Developed visual force pages and custom objects using apex programming on Force.com platform and good knowledge on Apex development in creating objects, Triggers, Apex Classes, Standard Controllers, Custom Controllers and Controller Extensions.
* Understanding the implementation of Visualforce, SOSL, SOQL, WSDL, Partner WSDL & Enterprise WSDL, Visualforce (Page, Component & Controllers) and custom user interfaces using HTML.
* Experience in working with REST and SOAP API’s.
* Strong Understanding of fundamental business processes, excellent written and verbal communication skills, energetic team player, motivated with multi-tasking capabilities, motivation to learn new skills, excellent analytical/problem solving skills, hardworking and highly committed.

**Certifications**

**Salesforce.com certified administrator 201**

**Salesforce.com certified Platform Developer 401**

**Education**

Bachelor of Technology, Electronics and Communication Engineering, KLUniversity, India**.**

**Technical Skills:**

**Salesforce.com Technologies:**Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components, Apex Web Services, Workflow& Approvals, Dashboards, Analytic Snapshots, CustomObjects, Rest based API, Soap API.

**Salesforce.com Tools:** Workbench, Eclipse, Apex Data Loader.

**Tools/Technologies:** HTML, CSS, JavaScript, Agile, SCRUM.

**Databases:** SQL server, MySQL.

**Languages:** Apex, C, C++, Java, C#.

**Work Experience**

**PayPal- Austin, TX**

**April 2015-present.**

**Sr. Salesforce Developer**

**Responsibilities:**

* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Developed Custom Objects, Custom Reports and configured analytical snapshots to dump the data on a regular basis for sales performance and lead generation statics.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Customized Dashboards to track usage for productivity and performance of business centers and their sales teams.
* Worked extensively on Accounts, Contacts, Leads, Opportunities, Activities and Customized Objects for layouts, record types and validation rules.
* Used Data Loader for Insert, Update, and Bulk Import or Export of Data from Salesforce.com S-Objects. Used it to read, extract, and load data from Comma Separated Values(CSV) files
* Developed Visualforce pages to meet the organization requirement for the new look and feel.
* Developed Custom Controllers and used controller extensions to show data in the visual force pages.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
* Used SOQL&SOSL for data manipulation needs of the application by preprocessing records and generating Sets to avoid hitting the Governor limits.
* Implemented Service Cloud for customer service, including configuration of email to case, case assignment rules, managed migration and release of Service Cloud.
* Worked on integration of two instances using APEX REST API callouts.
* Developed Apex triggers for avoiding duplication of leads from various resources.

**Environment:** SFDC, Force.com, Custom Objects, Custom Tabs, Validation Rules, Sharing Rules, Web Services, REST API, Triggers, Controllers, Workflows.

**IDAMTA, Alpharetta, GA**

**February 2014 to March 2015**

**Salesforce Developer**

**Responsibilities:**

* Interact with Business users to understand customer requirements and translate them into a technical reality that is extendable and maintainable.
* Leveraging Sales Cloud functionality, including Account Planning, Sales Forecasting, Opportunity Management and Lead Management.
* Design, develop and deploy Apex classes, controller classes and Apex triggers for various needs of the application.
* Implemented custom Account Merge by creating complex visual force pages to allow business users to enter accounts and choose related object records to merge.
* Developed batch classes to accomplish complex business requirement and mass update contact data.
* Wrote future methods to make web service call outs to external and legacy applications.
* Implemented Customization of Salesforce partner and community portal development.
* Created test scenarios on Sandbox environment and use Force.com component deployment wizard to migrate data between Force.com IDE and sandbox environment.
* Work with end users on workflow, and help answer questions involving process, new account creation, cases and reporting.
* Set up approval process for Opportunity and design communication templates to direct the response to appropriate users.
* Implemented pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Created New Reports, New Dashboards, and worked on Data Loader by uploading about close to a million record and experienced in cleansing and De-Duplicating bulk loads.
* Created page layouts and search layouts to organize fields, custom links, related lists and other components.
* Creating and tracking user licenses for app exchange packages.
* Used XML based web services using SOAP/WSDL for common interface across all internal and external applications and users.
* Work with business users during user acceptance testing and training.

**Environment:** Salesforce.com platform, Apex Language, Data Loader, Workflow & Approvals, Reports, Dashboards, Sandbox, SOAP API, Web services.

**Caterpillar-Peoria, IL**

**January 2013 to February2014**

**Salesforce.com Consultant**

**Responsibilities:**

* Gathered requirements for the salesforce.com as per project requirement using different methodologies and tools.
* Developed the business and functional requirement specification describing and prioritizing of the requirement.
* Designed Organizational Hierarchy and roles as per company need and set all the profiles permission and privileges, organized sharing group for data access single-sign-on and security.
* Implemented Knowledge articles and installed public knowledge base.
* Designed VF pages and hosted them on Force.com sites.
* Worked with workflow rules, validation rules, formula and complex validation over multiple objects.
* Involved in setting up standard Object-Accounts, Contacts, Opportunity, Report& Dashboard, Lead and Campaign.
* Using the web service API to retrieve, deploy, create, update and delete customization information such as custom object definitions and page layouts, for your organization.
* Customize Salesforce.com with custom fields, links, objects, page layouts, buttons and record type, to meet specific business requirements.
* Designed process flow for dynamic Custom and Visual force pages for APEX triggers, Classes, Test methods & to implement the custom functionality.
* Used data Loader to transfer the data to production and Full sandboxes, used Eclipse IDE for complete Apex Programming.

**Environment:** Salesforce.com, Data Loader, Eclipse, Sales Cloud, Workflows, Approvals, Apex triggers, Visual force, Web Services.

**Heartbeat software, New York,NY**

**December 2010- November2012**

**Salesforce Consultant**

**Responsibilities:**

* Customized tabs and worked with various standard objects including Accounts, Contacts, Leads, Campaigns and Cases.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Implemented SOAP and REST API.
* Created page layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions and Apex triggers for various functional needs in the application using the Eclipse IDE.
* Used Force.com web service API for implementing WSDL in the application for access to data from external systems and websites.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Gathered user and functional system requirements via workshops, workflow storyboards and working with stakeholders and project teams to prioritize collected requirements.
* Took part in Job Application Design sessions involving Business Users and Sponsor groups to analyze and understand the business requirements.

Environment: Salesforce, Eclipse, Custom Objects, Page layouts, Custom Tabs, Apex Classes, Triggers, Controller Classes, Extensions.

**Atrenta, India Pvt Ltd-**

**February 2008 to November 2010**

**Salesforce.com Admin/Developer**

**Responsibilities:**

* Created and managed users, roles, public groups and implemented additional role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Implemented minor enhancements on standard objects like Campaigns, Leads, Accounts, Contacts,

Opportunities, Quotes, Activities, Dashboards and Reports.

* Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Created and deployed several reports for different user profiles based on the need in the organization.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response rules for automating business logic.
* Configured profile-based IP address restrictions, Organization-wide IP address restrictions and profile based login hour restrictions.
* Designed various HTML Email templates.
* Developed and deployed Apex Classes and Apex Triggers in the Force.com IDE to accomplish different business needs.
* Provided user support and bug fixing activities as per SLA.

Environment: Salesforce Platform, Sharing Rules, Permission sets, Page layouts, Reports, Apex Classes, Apex Triggers.

**References**

Sindhuja.Bharthepudi, [sindhuja.bharthepudi@idamta,com](mailto:sindhuja.bharthepudi@idamta,com), IDAMTA, Alpharetta, GA.

Ravi Teja.Yakkala, [rayakkala@paypal.com](mailto:rayakkala@paypal.com), PayPal, Austin, TX.