 **Anusha Kunda** 

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**PROFILE SUMMARY:**

* 6 years of experience in which 4 years as a Business analyst and 2 years as a Salesforce.comAdministrator / Business Analyst Role.
* Experienced in Creating **Roles**, **Profiles**, **Email Services**, **Page Layouts**, **Workflow Alerts and Actions**,and **Approval Workflow.**
* Extensive experience in developing **ApexClasses**, **Triggers**, **Visualforcepages**, writing Workflows, Force.com API.
* Experienced in analyzing business requirements and implementing them to Salesforce custom objects, **master-detail relationships, lookup relationships**.
* Hands-on on all **SDLC's** phases like Requirements study, Design, Development and Implementation and Maintenance stages of various projects.
* Worked extensively on various salesforce.com standard objects like **Accounts**, **Contacts**, **opportunities**, Products, Price books, **Cases**, **Leads**, **Campaigns**, **Reports** and **Dashboards**.
* Handled Migration Projects and Possessing sound knowledge in **database management** and backend programs (stored procedures, triggers, functions etc.)
* Designed **junction objects** and implemented various advanced fields like Pick list, **Custom Formula Fields**, **Field Dependencies**, **Validation Rulesand Workflows**, **sharingrules** and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.
* Strong Knowledge in **Salesforce.com Customization**, Workflow Approvals, Data Validation, Sales, Marketing, **Customer Service** and **Support Administration**.
* Good knowledge of **OOPs** (Abstraction, Encapsulation, Inheritance and Polymorphism) and design concepts
* Worked on Customer Support Ticketing Systems.
* Administered Salesforce.com setup, which involves modifying roles and profiles, creating/modifying dashboards/reports and managing users.
* Working knowledge of design patterns with the ability to code to architectural documentation.
* Translation of business requirements into systems design.
* Good experience with **SQL**, **HTML**, **XML**, **CSS** and **JavaScript**.
* Strong Knowledge in **Salesforce.com Customization**, Workflow Approvals, Data Validation, Sales, Marketing, **Customer Service** and **Support Administration**.
* Experience of integrating applications with other existing applications.
* Good experience in working on **Eclipse IDE** for writing business logic in **Apex programming language**.
* Good knowledge on **SOQL** and **SOSL** queries in Apex.
* Ability to independently perform implementation, documentation, testing and updating as it relates to the SalesForce.com business requirements.
* Ability to effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally.

**EDUCATION QUALIFICATION**

Bachelor in Computer Science from JNTU in 2010, India.

**CERTIFICATIONS**

SALESFORCE.COM CERTIFIED ADMINISTRATOR (201)

SALESFORCE.COM CERTIFIED PLATFORM DEVELOPER I (401)

**PROFESSIONAL EXPERIENCE:**

**Client: Health Care Service Corporation**

**Location: Chicago, IL**

**Role: Salesforce Business Analyst April 2015 – Till date**

HCSC provides products and **services** for end stage renal disease. It sells products and **services** for both Haemo dialysis and Peritoneal dialysis. HCSC had implemented Salesforce to help reach out to wider providers and patients. Was involved in customization of both **Sales cloud** and **Marketing cloud** to help serve the needs of the organization.

**Responsibilities:**

• Interacted with various business team members to gather the requirements and documented the requirements.   
• Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.   
• Configured Profiled-based IP address restrictions, Organization-wide IP address restrictions and Profile-based login hour restrictions.

Provided analysis, understanding and business perspectives on financial and operational issues.

Gathered Business Requirements, analyzed data/workflows. Progressed from Problem Statement towell-documented Designs. Reviewed and analyzed the Use cases, Created business process workflowdiagrams.

• As the Salesforce.com Administrator and Business Analyst in the organization

• Used detailed knowledge of application features and functions to assess the scope and impact of

business needs throughout analysis and completion of all enhancement specifications for each business

partner and cross impacted groups

* 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**lightningexperience.**
* Managed tasks like unlocking/resetting passwords, modifying data and created ad hoc reports.
* Maintained language settings and advanced currency management.
* Worked on **Wave Analytics** to connect to different systems and pull the data.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Implemented pick lists, dependent pick lists, custom buttons and links, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used field level security along with page layouts to manage access to certain fields.
* Integrated Microsoft Outlook with **Salesforce** CRM which syncs email, calendar, tasks and reminders.
* Developed a web-to-lead functionality to Companies website which directs leads to **Salesforce** CRM.
* 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 for different user profiles based on the needs of the organization.
* Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people.

**Environment:**

**Salesforce.com** Platform, Custom/Standard Objects, Custom Tabs, Page Layouts, Workflow & Approvals, Reports and dashboards,**Wave Analytics**, email services, Security controls

**Client: Wells Fargo Jan 2014 – March 2015**

**Location: SFO, CA**

**Role: Salesforce Business Analyst**

Wells Fargo bank is one of the leading banks in US. Wells Fargo used salesforce.com as a platform to build custom workflow solutions that can automate critical internal business processes. They are in process of establishing Force.com center of excellence within the enterprise and implemented projects like Credit Review and Art Tracke

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**Client:** **Walgreens**

**Location:** **Lincolnshire, IL Jan 2013 – Dec 2013**

**Role: Salesforce.com Developer/Administrator**

Walgreens is one of the largest drugstore Chains in U.S. that offers mail service, home care and specialty pharmacy services through its Walgreens Health Services division. Salesforce.com CRM is used to manage leads, opportunities and administrative tasks, helping them provide satisfactory services to the clients improving the overall productivity.

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed solutions by customizing various standard objects of **SalesForce.com (SFDC**).
* Developed Apex Classes, Test Classes, Controller Classes and Apex Triggers for various functional needs of the application.
* Good experience in development and maintenance of **Sales & Service clouds**.
* Implemented the requirements on Salesforce.com platform and **Force.com** IDE Plug-in using **Eclipse**.
* Implemented **DML operations** of Inserting and Updating records.
* Worked on **SOQL** and **SOSL** queries.
* Closely worked with **Salesforce.com** consultants for implementing the business solutions for their client requirements.
* Communicating with executive management on project status and overall project progress against target.
* Involved in **Salesforce.com** Application Setup activities and customized the objects to match the functional needs of the organization.
* Worked on various salesforce.com **standard objects** like **Accounts**, Contacts, Leads, Campaigns, and Reports and developed the Custom objects, Page layouts, Custom tabs, Components and user Dashboards.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Created **Custom Objects** and defined lookup and master-detail relationships on the objects and created **junction objects** to establish connectivity among objects.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail page and edit pages.
* Created **workflow rules** and defined related actions, **time triggered tasks**, email alert, field updates to implement business logic.
* 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 the need in the organization.

**Environment:** Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Tabs, Email Services, Apex Language, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader.

**Client: L&T Infotech**

**Location: Mumbai, India Jan 2011 – Sept 2012**

**Role: Java Developer**

**Responsibilities:**

* Worked on implementation of **GUI module** with Struts Framework and used CVS for version control.
* Used Java Database Connectivity (JDBC) to connect from the Java application to the Database.
* Designed and developed front end using HTML, CSS, JSP’s, Struts (tiles and tag libraries) and user validations.
* Developed the code using Agile methodology with daily meetings to keep track of the progress and issues pertaining to the project.
* Involved in implementing persistent data management using **JDBC.**
* Implemented the required **Java** Beans used by the **JSP** components.
* Involved in implementing front-end validations using **JavaScript.**
* Played an active role in testing the application by writing test cases for different.
* Involved in testing using Junit.

**Environment:** Java, J2EE, Struts, Servlets, JSP, JDBC, HTML, JavaScript, Eclipse, Microsoft Visio and Windows XP.