A blue button with white text

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Description automatically generated**Gayathri Gutha**

**Certified Sr. Salesforce Administrator/Consultant**

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**Seattle WA**

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**PROFESSIONAL SUMMARY**

*Total* ***11+*** *years of experience in IT Industry and* ***8+*** *years of experience on the Salesforce.com Customer Relationship Management (CRM) platform. Extensive experience in designing validation rules, custom objects, custom fields, role-based page layouts, workflow alerts & actions, pick lists, approval processes, record types, dashboards, custom tabs, custom reports, report folders, report extractions to various formats, and Email generation according to application requirements. Extensive Experience with APEX and Visual Force. Hands on implementation and troubleshooting Extensive experience in designing validation rules, custom objects, custom fields, role-based page layouts, workflow alerts & actions, pick lists, approval processes, record types, dashboards, custom tabs, custom reports, report folders, report extractions to various formats, and email generation according to application requirements. Strong understanding of Business Requirement Gathering, Business Process Flows, Business Process Modelling, Case Tools, and Business Analysis. Worked with project teams and information architects to develop business process models. Experienced in Scoping Phase, Gap Analysis, Testing and implementation Phase. Working with business partners to determine business, data, and functional requirements, translate business and data requirements into Salesforce design.*

**Languages:** Apex, Visualforce Pages, SQL, HTML, JavaScript, Java, C

**Databases:** SQL, Oracle

**SFDC Technologies** Standard objects, Workflow & Approvals, Apex Classes/Controllers, Apex Triggers, Visualforce Pages, Data Loader, Reports, Dashboards, Force.com IDE, VF Remoting, Import Wizard, Relationships, Validations Rules, Profiles, Roles, Security and Process Builder, Lightning Components, Pardot, Engagement Studio, Marketing cloud Social Studio, Email Studio, Journey Builder, Automation Studio, Content Builder, Marketing Cloud Connect, Pardot Connector

**Methodologies** Scrum, Agile, Waterfall

**Tools** Apex Data Loader, Force.com Platform (Sandbox and Production), JIRA, Copado

**PROFESSIONAL EXPERIENCE**

**Principal Financial Group – Remote Dec ‘21– Till date**

**Sr. Salesforce Administrator/Consultant**

**Description:** Principal Financial Group is a global financial investment management and insurance company. Four segments comprise the company: Retirement and Income Solutions, Principal Global Investors, Principal International, and U.S. Insurance Solutions. Working on Retirement & Investor Services (RIS) as well as with Sales & Marketing team for development of various applications in improving customer experience and support, provide the ability to improve upon existing products and services.

* Worked on Pardot end to end implementations as an Admin.
* Acted as Pardot systems administrator by maintaining data within Pardot, including but not limited to assigning user permissions, User management, role creation, and group configuration for Pardot business users.
* Worked on Pardot application designing, enhancements, building, validations, and deployments.
* Very good experience in working with business & Stakeholders directly, gathering requirements, creating user stories, designing solutions, implementing solutions, testing, leading, and conducting UAT sessions with business. Created documentation, training materials and training users.
* Experienced with Pardot B2B Marketing tool, extensively worked on creation of Campaigns, Prospects, Lists, Dynamic lists, Dynamic Content, Email Templates, Layout Templates, Forms, Form Handlers, Landing pages, HTML, CSS, Lead Scoring, Grading, Lead Nurturing, Engagement Studio, Automation rules, Configured Custom Fields, Analytics, Reporting, and scheduling List emails as per business need.
* Worked on integrating Pardot with Salesforce and configuring other connectors with Pardot both native and external.
* Worked on setting up multiple Business Units and B2BMA Marketing data sharing rules for each Business Unit.
* Worked on configuring Email sending Domains and Tracker domains.
* Worked on setting up Pardot sandbox environments for testing the configurations.
* Worked on trouble shooting the sync errors with Pardot and salesforce.
* Involved in setting up field level access for each custom object created based on the user’s role within the organization.
* Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components.
* Involved in the Data Transformation and Data Cleaning activities while transferring the data to the external system using Informatics on Demand.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Worked with scrum team to identify requirements in the backlog that need to be reprioritized and included in a future sprint.
* Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Defined lookup and master-detail relationships on the objects and created junction objects to
* establish connectivity among objects.
* Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
* Involved in customizing custom objects, tabs, fields, page layout as per the business need.
* Created automations using flow for complex business process, Record triggered flow, scheduled triggered flow, platform – event triggered flow, auto launched flow and screen flow.
* Configured email alerts and template in flow.
* Integrated Email with Salesforce.com for mass E-mail management, email alerts and designed various custom E-mail templates.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.
* Build the organization’s role hierarchy by adding the Roles as per the organization structure and creating custom profiles to satisfy the organization’s hierarchy.
* Created Workflows, Escalation Rules, Approval Processes, Flows.
* Working on supporting users, managing data by using Reports, pardot, maintaining security standards, and documenting the business processes and SOPs.
* Implemented COPADO to improve the efficiency of salesforce release management and version control.
* Working on Agile methodology using Jira and using Quip document to store the data for future purposes.

**Technical Environment:**  Saleforce.com platform, APEX, HTML, VisualForce pages, Force.Com IDE, SOQL, SOSL, AJAX, Agile/Scrum, Salesforce.com Security and Data Sharing.

**Avalara Tax Compliance – Seattle, WA Dec’19– Feb’20**

**Sr. Salesforce Administrator/Consultant**

**Description:** Businesses of all sizes face the burden of accurately calculating, collecting, and remitting transactional taxes. ... Avalara changed all that by pioneering a cloud-based software platform that provides an end-to-end suite of sales and other transactional tax compliance solutions.

* Facilitates and supports all scrum events: Sprint Planning, Product Backlog Refinement, Daily Scrum, Sprint Review, and Sprint Retrospective Works with Scrum Team, as well as internal and external stakeholders, to influence and drive decision-making and support the organizational project or product teams.
* Guides and coaches the Scrum Team on how to use Agile practices and principles to deliver high quality products and services to our customers.
* Performed gathering the business requirements on salesforce.com platform by designing custom objects, creating the relationships/ junction objects, Master-Child, lookups, Entity Relationship data model.
* Led system designs, object model, including security model (sharing rules/permission sets, roles/profiles.
* Manages procurement and installation/implementation of 3rd party tools (App-exchange)
* working in teams implementing Agile Methodologies.
* Worked on **Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.**
* Experience in Pardot application designing, enhancements, building, validations, and deployments.
* Acted as Pardot systems administrator by maintaining data within Pardot, including but not limited to assigning user permissions, User management, role creation, and group configuration for Pardot business users.
* Configured Automation Rules and Segmentation lists based on prospect categorizations and to be used in various marketing communications.
* Worked with campaign managers to develop automated email campaigns and developed emails that could utilize Pardot's dynamic content system.
* Worked on Email module with email template creation, content configuration, personalization, sender profile setup and test send validations.
* Configured landing Pages with personalization and dynamic content to be used for various marketing purposes.
* Form building activities to configure and setup enriched forms to capture lead data used during B2B communications.
* Implementing Custom redirects required for various business needs. Prospect management, Prospect field configurations and visitor data management.
* Created Pardot complex journeys through various Engagement Programs.
* Managed Salesforce engagement studio for users and created email templates as per the requirement.
* Utilize Pardot for daily production and deployment of mass marketing emails, ensuring that these emails also report metrics back to Salesforce, and if necessary, build campaigns within Salesforce.
* Experienced in **Scoping Phase, Gap Analysis, Testing,** and Implementation Phase.
* Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS).
* Experience creating custom objects and integrating existing desktop and web apps with legacy mainframe systems.

**Technical Environment:** Saleforce.com platform, APEX, HTML, VisualForce pages,Pardot, Force.Com IDE, SOQL, SOSL, AJAX, Agile/Scrum, Salesforce.com Security and Data Sharing.

**Salesforce.com – Hillsboro, OR Dec’18– Nov’19**

**Salesforce Administrator**

**Description:** Salesforce.com is an American Cloud-based Software company headquartered in [San Francisco](https://en.wikipedia.org/wiki/San_Francisco), [California](https://en.wikipedia.org/wiki/California). Salesforce sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics and application development.

* Working on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts**, **Opportunity, Forecast, Cases, Reports, Dashboards** and also Custom Objects
* As a Salesforce admin working on **Service Cloud and Sales Cloud** to create **new** cases, **Assign** the Cases, Prepare the solution for the case, Submit for approval if Case needs.
* Working in a **Core Service** team to Create **Permission sets**, giving access to other users, Create a new users as **New hire.**
* As an Admin worked on **Sales** and **Service cloud** to Implemented public access settings for sites, restricted login hours, and restricted login IP ranges on **profiles**.
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce Objects. Used it to read, extract, and load data from comma separated values (**CSV**) files.
* Created **Workflows, Escalation Rules** and **Approval processes, Email Templates** and developed **validation rules** and using the **Einstein Wave analytics** to explore data quickly and easily.
* Technical Knowledge about Salesforce **lightning schema builder**, **process builder**, **app builder**, **components** and **lightning connect.**
* Having Technical knowledge on creating **Lightning Web Components.**

**Technical Environment:** Saleforce.com platform, APEX, HTML, VisualForce pages, Force.Com IDE, SOQL, SOSL, AJAX, Agile/Scrum, Salesforce.com Security and Data Sharing.

**MCG Health, LLC – Seattle, WA Sep’18– Nov’18**

**Salesforce Service cloud Administrator**

**Description:** MCG helps healthcare companies implement informed care strategies that proactively and efficiently move patients toward health by ensuring that patients get the right level of care and the right care activities for the right amount of time.

* Worked on various salesforce.com standard objects like **Campaigns, Leads, Accounts, Contacts**, **Opportunity, Forecast, Cases, Reports and Dashboards**.
* As a Salesforce admin worked on **Service Cloud and Sales Cloud** to create **new** cases, **Assign** the Cases, Prepare the solution for the case, **post to chatter** and **close** the case.
* **Triage** the day to day cases and create and maintain the new cases in the **LIFO** and **FIFO** reports based on the **Case Priority** from different teams.
* Created **Workflows, Escalation Rules** and **Approval processes, Email Templates**, **Relationships** and developed **validation rules** and configured **Web-To-Lead**, **Email-To-Case**, **Assignment** and **Auto-response** rules.
* Interacted with business users for requirements, analysis, design and development.
* Involved in code deployment process and performed pre-deployment tasks by manually configuring and used **change sets**, **eclipse** to migrate components from sandbox to production environments. Using **Quip** to update the everyday status and create the templates.
* Conducted training on all salesforce related systems to sales and marketing teams.
* Developed, launched and managed in-depth **dashboards and reports** for all team functions on both management and individual levels.
* Worked on creating **Workflow rules**, **Approval Process** and **Process builder** to automate business processes.

**Technical Environment:** Saleforce.com platform, APEX, HTML, VisualForce pages, Force.Com IDE, SOQL, SOSL, AJAX, Agile/Scrum.

**Rackspace – San Antonio, TX Dec’15– Aug’18**

**Salesforce Developer**

**Description:** Rackspace Inc. is a managed cloud computing company based in San Antonio Texas and has over 5,900 Rackers on four continents. Rackspace has two primary lines of business; Cloud Servers and Dedicated Servers.

* The overall development was built in a **SCRUM** based methodology, which is a part of **Agile software development framework**, Gathering the requirement, analyzing the requirement and attending the day-to-day business meetings.
* Designed and developed the **Custom objects, Validation rules, Page layouts, Custom tabs, Components, Visual force Pages** to suit to the needs of the application.
* Build the organization’s role hierarchy by adding the Roles as per the organization structure and created custom profiles to satisfy the organization’s hierarchy.
* As an Admin worked on **Sales** and **Service cloud** to Implemented public access settings for sites, restricted login hours, and restricted login IP ranges on **profiles**.
* Built and implemented various **Triggers**, **Apex classes, Batch and Schedulable classes** for updating data in Bulk and to support the daily business. Used **change** **sets** for deployment.
* Writing the **Test Classes**, **Helper Classes** for Triggers and Apex Classes, creating the Custom Controllers for **VF pages** as per business requirements.
* Worked on REST and SOAP API’s to integrate data from External systems to Salesforce using Oracle as a Fusion Middleware. Wrote SOSL and SOQL queries with consideration to Governor Limits to export bulk data and data modifications.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.

**Technical Environment:** Saleforce.com platform, APEX, HTML, JavaScript, VF pages, Force.Com IDE

**Aisin World Corp of America – Plymouth, Michigan Mar’13 – Sep’15**

**Java Developer**

**Description**: **Aisin World Corp. of America**, as an automotive parts distributor, sells a wide range of products worldwide including Brake & Chassis, Drivetrain, Engine, Body, life & Amenity related and energy system products.

* As a member of team involved in designing and developing a framework.
* Involved in development of mockup screens and web portals.
* JSP Pages are written using Custom Tag Library which create standard tag used in the application.
* Involved in integration testing of modules in various testing environments

**Technical Environment:** Java, J2EE, XML, HTML, LDAP, EJB, JSP, JDBC, Servlet, SOAP, Struts, JNDI

**Virtusa Corporation – Bangalore, India Aug ‘08 – Sep’10**

**Java Developer**

**Description:** Virtusa Corporation is a global information technology services company providing IT consulting, technology, and outsourcing services.

* Worked with team members to setup development environment using CVS, PVCS, weblogic 5.1,6.1 and 7.1 and Oracle8i. Used Junit to do unit testing of different modules.
* Involved in data integration for the new tracking system and other production subsystems using TIBCO 3.5. Involved in validating and reviewing team members modules.
* Involved in integration testing of modules in various testing environments.

**Technical Environment:** Java, J2EE, XML, HTML, LDAP, EJB, JSP, JDBC, Servlet, SOAP, Struts, JNDI

**EDUCATION AND TRAINING**

**Education:** Master of Computer Science from S.V. University, Tirupati in 2008

Bachelors in Computer Science from S.V. University, Tirupati in 2005