**Name**: Sharanya Reddy

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**PROFESSIONAL SUMMARY:**

About 10 years of experience as an IT professional, strong at Object Oriented Analysis, Designing and Programming. Extensive expertise in Development and Administration. Experience in Implementation, Support and Configuration of Salesforce CRM based on Apex Language and Force.com Platform.

* Worked on high level and low-level system design, planning, estimation, and implementation. Involved in analysis and testing phases of **Software Development Life Cycle (SDLC)** and used **Agile methodologies (SCRUM)** for developing applications.
* Worked on various SFDC implementations covering **Sales Cloud, Service Cloud, Communities & Marketing cloud.**
* Experience in SFDC Development in implementing **Apex classes, Triggers, Visual Force, Force.com IDE, SOQL, SOSL**
* Developed Apex Classes, Controller Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services **API** and **Apex Triggers** for various functional needs in the application.
* Proficient Knowledge in **Salesforce Lightning UI, Lightning programming, Aura framework programming.**
* Experience in Salesforce **Lightning Components and Lightning Pages and Lightning Design Systems.** Actively participated in multiple phases of **SDLC- Feasibility**, Implementation, Production and Development, **Delivery of projects in SFDC.**
* Involved working in the integration’s components by consuming **Restful** **APIs**.
* Knowledge of WSDL, **web services SOAP API, BULK API, REST API, force.com** callouts, Batch and Schedule Apex Programs.
* Designed and developed various **Custom Objects, Custom Apps, Custom Fields, Validations, Role Based page layouts, Custom Tabs, Custom Reports as per the requirements**.
* Excellent work experience in designing of custom objects, custom fields, page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, **design of Visualforce Pages, Dashboards, Apex Classes, Controllers & Triggers, batches both synchronous and asynchronous.**
* Involved in developing **Salesforce Lightning Apps, Components.**
* Experience at designing in **Salesforce.com** platform, tallying the business requirements by designing the required User Interface entities like Custom Objects, creating the relationships/ Junction objects like **Master-Child, lookups, Entity Relationship data model** and business logics.
* Experience in development of **Salesfore.com Applications**, designed **Custom Formula Fields**, **Field Dependencies**, **Validation Rules**, **Workflows** and **Approval Processes** for Automated alerts, Field updates and Email generation according to application requirements.
* Proficiency in SFDC administrative tasks like creating **Profiles, Permission Sets, Roles, Sharing Rules, Users, Page Layouts, Search layouts, Email Services, Approval process, Workflows rules, Workflow Actions, Validation rules,** Reports and Dashboards.
* Knowledge of Salesforce setup menu, Configuration, Custom Application Development, Administration, Deployment of applications to Force.com platform.
* Good Knowledge about **Salesforce lightning schema builder**, **process builder**, **lightning app** builder, Components and **Lightning connect.**
* Experience working with deployments through **changesets, Copado and WebLogic Application Server.**
* Good analytical and communication skills and ability to work independently with minimal supervision and perform as part of a team.

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies:** | Visual Force (Pages, Component & Controllers), Triggers, Apex Classes and Test Classes, Validation Rules, Workflows, Approval process, Dashboards, Reports, Custom Report Types, Batch and Scheduled Apex, Custom Settings, Anonymous Apex, Change Sets deployment |
| **Salesforce Tools:** | Apex Explorer, App Exchange Data Loader, Data Loader, REST, SOAP API |
| **Web Development:** | XML, HTML, CSS, JavaScript |
| **Languages:** | Java, C#, Asp.Net, C, C++, SQL/PLSQL |
| **GUI and Tools:** | Eclipse, Visual Studio, Force.com IDE, Apex Data Loader, workbench |
| **Operating Systems:** | Windows/XP/Vista/7, UNIX, Red Hat Linux |

**Client: Frontier Communications Norwalk ,CT**

**Role: Salesforce Administrator/ Developer July 2021 - Till Date**

**Description:** Frontier communications is an American telecommunications company. Frontier offers broadband Internet, digital television service, and computer technical support to residential and business customers in 29 states in the United States.

This solution is built on the Salesforce platform, Involved in understanding integration requirement between salesforce and Cvent. When an event is created or updated in another legacy system integration syncs up between legacy system and salesforce to insert those events as campaigns in salesforce and this integration between salesforce and Cvent is both Post and Get rest web service callouts, where in it involves updates from salesforce to Cvent and vice versa.

**Responsibilities:**

* Implemented **Sales cloud** like setting up, Web-to-Lead, Assignment rules and Auto-Response rules.
* Implemented Salesforce **Service cloud** like creating Queues, assigning Cases to Queues or Users, and creating Case Escalation rules, territory management and writing Workflow rules for business support and technical support for its channel customers.
* Worked on Salesforce.com customizations using **Apex** (**Classes, Triggers and Web Services**) and **Visual force** that consists of several new data integrations and customizations to be done as per business requirements.
* Converted some existing Visual Force pages to **lightning web components** as part of our organization Migration to **Lightning**.
* Worked on **Lightning development** applications like **components** and **web components** from scratch**.**
* Built dynamic Visual Force Pages using advanced UI languages like **CSS and JavaScript** and used **Static Resources** when required.
* Created custom related lists and list views as per client requirement.
* Involved in Salesforce.com application declarative activities like creating **Users, Roles, Profiles, Public groups, Permission sets, Sharing rules, Field-level security, and Page Layouts.**
* Developed field & page layout customization for the standard objects like Account, contact, Leads.
* Created various Custom Objects, Custom Settings, Validation rules, Record types, Custom Tabs, Approval process and Workflow rules including Field updates and email alerts.
* Converting existing **lightning components** to **lightning web components.**
* Experience in integrating salesforce with various third-party systems and creating webservices.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com using REST API (Continuation class).
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects.
* Performed Data Analysis and migrated data from SQL Server database to sales force.
* Written apex **test classes** for unit testing and achieved at least 95% code coverage for migration.
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from Comma Separated Values (CSV) files.
* Deployed application components across various sandboxes and production orgs using **Salesforce CLI, Change Sets and ANT Migration.**
* Worked on **Rally** for ticket management system using agile methodology on sprint basis and user stories.

**Client:Paypal Philadelphia,PA**

**Role: Salesforce Administrator/ Developer Sep 2020 - April 2021**

**Description:** PayPal Holdings, Inc. is an American multinational financial technology company operating an online payments system in most countries that support online money transfers and serves as an electronic alternative to traditional paper methods such as checks and money orders.

Developed with React integrating salesforce to store the data of the customer request using salesforce lightning communities.

**Responsibilities:**

* Created and deployed **Service Cloud** console to manage the support process.
* Worked on various SFDC implementations covering **Sales Cloud**, **Service Cloud, Chatter** and **AppExchange** applications.
* Developed various **Batch Apex classes** and scheduled those using **Apex** Schedulable classes on hourly basis.
* Worked on **Apex, Batch, Lightning Components, LWC.**
* Worked on translating several **visual force pages** to **lightning framework.**
* Developed new apps with the **Lightning App Builder** and **Lightning Components** for sales reps to help them sell faster and smarter (sales cloud).
* Worked on translating several **visual force pages** to **lightning framework.**
* Developed new apps with the **Lightning App Builder** and **Lightning Components** for sales reps to help them sell faster and smarter (sales cloud).
* Worked on integration of two instances using **APEX REST API** callouts. Configured connected App to integrate Salesforce.com with two external JAVA applications to capture **Accounts,** **Contacts**, and Leads (Web-to-Lead implementation) using **REST API.**
* Used different data tools like **Apex data loader, Excel connector, Import Wizard, SFDC Data Export, Mass Delete** etc.
* Defining/designing **SOAP** web services to interact with **CSP, CTP** and Work Bench.
* Good experience with **administration, configuration, customization, development,** and **support** experience on **salesforce.com** platform.
* Involved in various stages of **software development life cycle** (SDLC)including analysis, **requirement engineering**, **architecture design**, **development**, **enhancements, testing.**
* Involved in understanding the ongoing issues and provide fixes for the same.
* Gathered requirements on we can build custom history records for specific custom objects.
* Used **SOQL&SOSL** for data manipulation needs of the application using platform database objects.
* Developed test strategy, test design, to execute test cases.
* Involved in creating various reports for monitoring purposes.
* Developed **Conga** Composer **Reports, Queries, Templates** and more.
* Developed **Reports**, **Dashboards** and **Processes** to continuously monitor data quality and integrity.
* **Involved in support of deployment process of the application on WebLogic Application Server.**
* Worked in **Agile** environment and provided status updates in daily stand-up calls.
* Followed **Agile Methodology** to analyze and design business needs in an iterative manner and used **Rally**.

**Client:Toyota Financial Services Plano,TX**

**Role: Salesforce Administrator/ Developer March 2018 – Aug 2020**

**Description:** The customer is Manufacturing company. Main agenda of this Project is to take existing business case functionality and automate the use cases using Automation tool so that we find we are informed of any defects that occur beforehand and solve them accordingly before the end users are affected.

Customer Engagement Platform is an application that is integrated with other teams in providing the customer information according to the criteria. Customer accounts are stored and accordingly financing information is given to the users. Customer Engagement Platform allows a single point of entry for each customer to ensure a consistent customer experience in keeping with Option One collections objectives and standards

**Responsibilities:**

* Performed the role of **Salesforce Admin**/**Developer** in the organization.
* Implemented **Sales cloud** using Salesforce standard Salesforce objects Leads, Accounts, Contacts, Opportunities, Products, Quotes, Work Orders for sales cloud implementation.
* Developed various **Apex Classes,** **Triggers**, **Controller classes** and methods for functional needs in the application compatible with **lightning**.
* Design **UI screens** using **JSP,** **CSS,** **Java Script**, and **HTML.**
* Expertise in writing the **Batch process** using **batch apex process**.
* Involved in **UNIT testing** and **Integration testing.**
* Developing **Lightning Component** Framework and **List views.**
* Experience in building **SOQL** and **SOSL queries.**
* Worked on **RESTful application** from **salesforce** to client applications.
* Involved in **validations**, **Flows** and **Process Modular design** using **Appian.**
* Experience in handling administration, customization, configuration, mapping, data migration and integration of **Salesforce.com** applications.
* Creating a Sync of **contacts**, **Email alerts**, **Events**, and tasks between **Salesforce** to **Outlook** and Outlook to Salesforce successfully.
* Created custom email templates to client requirements with web forms built from sites for non-licensed users.
* Worked closely with sales team and business analysts and performed detailed analysis of business and technical.
* Worked on building assignment rules, validations rules and triggers on case object.
* Creating **custom fields**, **record types**, **page layouts**, **list views** on **standard** and **custom objects**. Worked on planning for **Tracking** the field history and activity history on case object.
* Writing **Apex Test classes** to **Unit Test Apex classes** before moving to **Production.**
* Experienced in **Test Driven Development** for maximum code coverage and better code quality.
* Imported data from excel connector sheets into **Leads**, **Accounts**, Contacts and Opportunities using **Data Loader** and **Import Wizard.**
* Performed **data migration** into **salesforce application** using **apex data loader** through **CSV files.**
* Using **Auto Rabbit** for deployment.
* Worked in **Agile methodology** to achieve high performance.

**Client: American Tower Corporation Boston,MA**

**Role: Salesforce Administrator/ Developer June 2015 – Feb 2018**

**Description:** American Tower Corporation, one of the largest global Real Estate Investment Trusts, is a leading independent owner, operator, and developer of wireless and broadcast communications real estate. In addition to leasing space on wireless and broadcast towers, American Tower provide customized solutions through in-building systems, outdoor distributed antenna systems and other right-of-way options, managed rooftops and services that speed network deployment.

The solution is to update existing legal agreement lease form user friendly using Lightning Components, LWC, update the existing data to new format using apex jobs and sync the data as expected at integration level.

**Responsibilities:**

* Worked with various **Sales** **Cloud** modules in salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, and Campaigns etc.
* Worked on Sales Cloud and Service Cloud to process business logic in the organization.
* Worked with various **Sales** **Cloud** modules in salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, and Campaigns etc.
* Worked on the **Service Cloud** especially on Email to Case, Case Management, Knowledge Articles, Queues, Escalation rules, Case teams, developed complex **mappings** and **mapplets** in Informatica to load the data using different transformations.
* Developed Apex Classes, Controller Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services **API** and **Apex Triggers** for various functional needs in the application.
* Created **Apex methods** for the lightning controller and helper methods to perform **DML** operations on the case records. various customers in industries.
* Experience in creating **Lightning Components** and used Salesforce Lightning Design System (**SLDS**) to convert existing Visualforce pages to **lightning components.**
* Developed Salesforce **Lightning applications using Lightning components**, controllers, and events and used custom CSS in the components.
* Worked extensively on **SOAP** and **REST API** web service calls.
* **Created RESTful Web Services for populating and saving data from/to database.**
* Worked with **Data Loader** for loading the attachments into Salesforce.com, related to objects like Accounts, Contacts, Opportunities, and Activities.
* Developed Workflow Rules, Time-Dependent Workflow Actions, Email Alerts and Field Updates.
* Created profiles, roles and sharing rules, page layouts, Email services, Custom objects, Relationships.
* Implemented **Email-to-Case**, **Web-to-Case** entry for entering customer’s cases in cases tab.
* Created the **configuration workbook** and **development checklist** and updated the same based on subsequent releases based on the organizational needs.
* Created **custom Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people.
* Written apex **test classes** for unit testing and achieved at least 95% code coverage for migration.
* Imported data from excel sheets into Sales Cloud like Leads, Accounts, Contacts and Opportunities using Data Loader and Import Wizard.
* **Involved in support of deployment process of the application on WebLogic Application Server.**
* Followed **Agile Methodology** to analyze and design business needs in an iterative manner.

**Client:Analytix Ds Hyderabad,India**

**Role: Salesforce Administrator/ Developer May 2013 - June 2015**

**Description**: Project involved working in various interfaces which involved mainly working within developing and designing web applications and supporting existing platforms. Role within web application was mainly working on front end part of the application.

**RESPONSIBILITIES:**

* Performed the roles of Salesforce.com Developer and Administrator in the organization. Worked on various SFDC implementations covering **Sales Cloud and Service Cloud**.
* Worked on various **SFDC** implementations covering **Sales Cloud** and **Service Cloud**.
* Built custom user interfaces using **Lightning** **components**.
* Strong knowledge of Force.com platform technologies including **Apex, Triggers, Visualforce, Workflows** and Approvals, Integrations with end-to-end product development experience.
* Developed various customized solutions like retail portal, Customer Portal, Inventory Management System, Customized Order Management, Order Processing and Billing applications using **FORCE.COM**, **Visualforce** and **Apex**.
* Developed **Visualforce Pages**, **created Reports, Dashboards** and **Apex Classes**.
* Built custom user interfaces using **Lightning** **components**.
* Strong understanding and experience with enterprise **MuleSoft** integration patterns.
* Developed the integration workflows.
* Written test classes for deployment purpose to higher environments.
* Used changeset for deployment.
* Worked on **waterfall fall** methodology.