Venu
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Summary:

- 8 years of working experience with Five years of Salesforce Development and Two years of Java/J2EE technologies as Developer in Designing, Developing and Rollout of applications.
- Five years of Salesforce CRM experience with Sales, Service, Marketing, Community clouds and building custom applications on Force.com Platform.
- Worked on **salesforce1** and **Lightning framework** to develop apps for the internal users using Components, Controllers and Handlers.
- Proficient in coding using salesforce **Apex Language**, **Visualforce pages** and AJAX Toolkit; developed Controller, Extension Controllers to implement custom business logic for the Visualforce pages by overriding salesforce native page layouts.
- Strong experience in writing **Apex Triggers** by following salesforce best practices and considering salesforce governor limitations.
- Developed **Apex SOAP and REST** web service classes for integration of salesforce with external java application; worked with salesforce Enterprise and Partner WSDL for external patterns to consumer salesforce.
- Proficiency with administrative tasks - Creating **Roles**, **Profiles, Permission Set**, **Users**, Groups, Queues, Email Templates, **Sharing rules** (Criteria & Owner based), Single Sign-On, Record Type, Page Layouts, Validation rules, Workflows - Email Alert, Field Update, Outbound Message, **Process Builder** and **Approval Processes**.
- Strong experience in customization of salesforce Sales, Service and Marketing cloud objects - Accounts, Contacts, Opportunity, Products, Pricebooks, OpportunityLineItems, **Activities (Task & Event)Lead**, **Campaign**, **Case**, Knowledge and Articles.
- Experience in implementing **Web-to-Lead**, **Assignment rules**, Email-to-Case, Escalation rules configuration on Lead and Case object.
- Created various **Reports (Tabular, Summary and Matrix)**, custom Report Types, **Dashboards** for different business users and Report Folders and their visibility across the organization.
- Good experience in **data migration/integration** using **Data Loader**, Workbench, Demand Tools, **Informatica** and **Mulesoft**.
- Experience in implementing **Communities** for Customers and internal users.
- Strong experience with Change Sets, Force.com Migration tool and **Eclipse** for deploying components across various sandbox and production instances.
- Worked with version control tools like Git, Github, SVN, CVS and maintained code in the repository.
- Good understanding of **Governor limits** and optimized code not to reach Governor Limits.
- Good experience with database technologies - Oracle, SQL Server, **My SQL** and writing **SQL, PL/SQL queries**, Stored Procedures, Triggers and Functions.
- Experience in web technologies like **HTML5/4, CSS3/2, Java Script and jQuery**.
- Excellent written and verbal communication skills to keep executive staff and team members apprised of goals, project status, and resolving issues and conflicts.

Education:

- **Bachelor of Technology** from **Jawaharlal Nehru Technological University**, Hyderabad.

Technical Skills:

Salesforce   : Salesforce CRM, Apex Custom Controllers, Apex Classes, Apex triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, AJAX Toolkit for S-Control, Workflow & Approvals, Reports, Dashboards and Custom Objects.

Salesforce Tools	: Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Data Loader, Force.com, Excel Connector, Force.com Platform (Sandbox and Production)
Integrating Tool	: Apex Data Loader and Informatica On-Demand, Jitterbit, Dell Boomi.
Programming	: Apex, C, C++, Java
Web Technologies	: HTML, XHTML, XML, CSS3, AJAX, XRX, Java Script
Programming Lang	: C, Java, J2EE, Servlets, JSP and Struts.
Web Technologies	: ASP.Net, Web Services, XML, HTML, DHTML.
Scripting Languages	: VBScript, JavaScript, jQuery.
Web Servers	: IIS, Tomcat
Database	: Oracle 8i/9i/10g, Ms SQL Server 2008/2012
IDE	: Eclipse 3.4.1, My Eclipse 7.0, MS Visual Studio 6.0
Other tools	: Visio, Clear Quest, Clear case and Ms Project, Eclipse
Databases	: MySQL, SQL Server, MS Access 2003, Oracle 10g/9i
Testing Tools	: JUnit, Element Tool, Selenium
Operating systems	: Microsoft Windows (2000/XP/Vista/10), Linux Ubuntu 11.10, Mac

Work Experience:

Dept of For-Hire Vehicles-Washington, DC   **Nov 2016 - Till Date**
Role: Senior SFDC Developer

Responsibilities:
- ➢ Interacted with Business users for analyzing user stories and provided design solutions and created development tasks for each user story.
- ➢ Written Controllers - Custom, Extension, **Triggers** on various objects to meet business requirements.
- ➢ Written **SOQL, SOSL queries** in Apex classes & Triggers with optimization and to avoid Governor Limitations while large data processing.
- ➢ Developed Lightning components using **Lightning app builder** by incorporating Lightning Design system styles in the components for salesforce1 and lightning.
- ➢ Embedded custom external Java Script, jQuery resource in the **Visualforce pages** and used Java Script functions across multiple Visualforce pages.
- ➢ Implemented custom CSS having rich UI aligned with company web site branding and styles in Visualforce pages.
- ➢ Developed custom Visualforce pages, using native components - PageBlock, CommandButtons, OutputPanel, InputField and AJAX components ActionSupport, ActionFunction, JavaScript Remoting.
- ➢ Worked on integration by writing **REST** web service classes for inbound calls to salesforce using @RestResource, @Httppost, @Httpget and @Httpdelete.
- ➢ Made outbound calls to external application by generating **Apex classes** from WSDL and added WSSecurity headers for callouts.
- ➢ Written **Apex Unit Test classes** for unit testing and increase code coverage for all Apex classes, triggers, Batch and Web Services classes and used new annotations like @testSetup to setup test data for each test class.
- ➢ Configured and customized sales cloud, service cloud, Standard objects like Accounts, Contacts, Opportunities, Products, OpportunityLineItems, Leads, Campaign, Events, Tasks, Cases, Entitlements.
- ➢ Created and configured multiple Profiles, Roles, Page Layouts, RecordTypes, Permission sets, Public groups, Queues in the Organization.
- ➢ Implemented **Sales cloud** and configured Account Teams, Opportunity Sales Process, Web-to-Lead and Assignment rules; Email-to-Case, Web-to-Case, Auto-response and Escalation rules on Cases.

- ➢ Used Process builder to convert existing workflow rules into **Process Builder** and one Process flow each object.
- ➢ Developed several Custom **Reports & Dashboards** which are used by Business user and Management for reporting and setup analytic snapshot to dump data on regular basis.
- ➢ Developed Email templates in Text, HTML and Visualforce for setting up **Email Alerts** for auto response and data updates.
- ➢ Created and maintained the documentation for Design, Migration and Integration.
- ➢ Deployed applications from sandbox to sandbox/production using ant migration tool, Eclipse and Change Set.

Environment: Salesforce CRM, Apex Language, Visualforce pages, Triggers, Batch, Schedule, Controllers, Web Services, Lightning Components, Salesforce1, Process Builder, Workflows, Approval Process, Sharing Rules, Reports, Dashboards, SSO, HTML, CSS, JavaScript, jQuery, Eclipse IDE, Data Loader, Force.com Ant Migration tool, Change Sets, Git.

East West Bank-Pasadena, CA   **Arp 2015 – Oct 2016**
Role: Senior SFDC Developer

Responsibilities:
- ➢ Participated in business meetings with business users/analysts for requirements, analysis, design and provided solutions for the user stories.
- ➢ Developed Apex Custom, Extension, **List controller classes** and Triggers on various custom/standard objects to meet various user stories.
- ➢ Developed Apex Triggers on various objects and implemented best practices to avoid **Governor limits** and code maintainability.
- ➢ Developed cuss CSS in Visualforce pages for good look and feel and performed client-side validation using **Javascript, jQuery**.
- ➢ Developed Apex REST web service classes for external applications to access Salesforce data from various objects.
- ➢ Worked on configuring communities to internal employees, external customers and developed Visualforce pages with organization css.
- ➢ Written Apex unit test classes for code coverage of Apex classes and triggers to promote code to production and implemented salesforce Apex **annotations** like isTest, seeAllData.
- ➢ Customized various Salesforce Standard Objects Leads, Account, Contact, Opportunity, Activities and **custom objects Relationships**, Associations etc.
- ➢ Good in created custom relationships between various objects using Master-Detail, Lookup and Junction objects.
- ➢ Performed admin activities like creating Users, Profiles, Roles, Field-level security and sharing rules.
- ➢ Created Visualforce tabs for custom reports, developed Workflow rules, Approval Processes and developed related actions like Tasks, **Email alerts** and Field updates.
- ➢ Worked on Lightning Process Builder and new actions declaratively by avoid code and converted existing workflows into Process Builder.
- ➢ Created email templates and customized inbound emails using email-to-case.
- ➢ Used **Data Loader**, Command Line Interface, **ETL Informatica tools** for loaded data into salesforce.
- ➢ Developed **complex Reports, Dashboards** against Opportunity, History objects and other custom objects.
- ➢ Worked on service cloud implementation using Cases, and implemented Email-to-Case, Escalation and assignment rules.
- ➢ Created service console and enabled for user with chatter and answers in the service cloud.
- ➢ Deployed salesforce components from sandbox to production using Force.com ant migration tool, ChangeSet and Eclipse.

Environment: Saleforce.com CRM, Apex, Visualforce, Sales, Service Cloud, Service Console, Component & Controllers, Custom Objects, Custom Tabs, EmailHandler Services, Workflow & Approvals, Reports, Security Controls, Eclipse IDE Plug-in, CSS, jQuery, WSDL, SOAP, REST, Test Classes, Windows7.

Athena Health-Watertown, MA   **Dec 2013 – Mar 2015**
Role: Senior SFDC Developer

Responsibilities:
- ➢ Worked closely with Business Users and Business analysts for requirements analysis, design and performed configuration and customization development activities.
- ➢ Written Apex Classes, **Controller**, and **Extension Controllers** to handle business logic for the actions in the Visualforce pages for various user stories.
- ➢ Written **SOQL, SOSL**, Aggregate and Dynamic queries in Apex Controllers, Triggers, Batch and Schedule classes.
- ➢ Designed and developed Visualforce pages, Components and **Dynamic Visualforce pages** for user stories and developed complex pages to add multiple records dynamically and searching for data across various sObjects.
- ➢ Used Java Script, jQuery and Data-table plug-ins for client-side validations and designed UI using CSS and Bootstrap.
- ➢ Used Wsdl2Apex and generating the Apex stubs from the WSDL files and invoked external application from salesforce.
- ➢ Written Apex Test Classes and targeted around 90% of code coverage and unit tested before migrating from Sandbox to Production environment.
- ➢ Worked on administration tasks as needed - Configured/Created Profiles, **Organization Role hierarchy** and setting up **Field-level, Object-level security**, Page layout Assignment, Record types, Managing custom fields.
- ➢ Worked with declarative programming for data validation using Validation rules, Formula fields and business automations using Workflow rules, Approval process and associated actions.
- ➢ Designed and developed Data model and relationships using Lookup, Master-Detail & Junction objects, Custom Objects, Page/Search/Compact Layouts, Field Sets, Validation rules, Triggers, Custom Tabs.
- ➢ Worked on Lead Management, Account Management, Opportunity Management and Case Management.
- ➢ Implemented Web-to-Lead and custom Lead conversion by writing Apex Classes and Visualforce Pages.
- ➢ Configured Email-to-Case, Assignment, Escalation and **Auto-response rules** on the Case object and configured CTI and entitlements on cases.
- ➢ Developed Custom report types, Reports and Dashboards for various users and enabled permissions to various Profiles to the Reports and Dashboard folders.
- ➢ Used Data Loader to migrate data from external data source in to salesforce and used Oracle and ETL tools to tranform data as per source system data model.
- ➢ Deployed salesforce components to other sandbox and production instances using Force.com Ant Migration tool, Change Sets and Eclipse.
- ➢ Good experience in implementing best practices and coding techniques.

Environment: Windows XP, Salesforce CRM, Forec.com IDE, Force.com Explorer, Demand tool, Data Loader, Visualforce, Apex, Workflows, Validation Rules, Page Layouts, Web services, JavaScript, HTML, AJAX, Java.

AbbVie-Chicago, IL   **Nov 2012 – Nov 2013**
Role: SFDC Developer

Responsibilities:

- Wrote SOSL, Aggregate queries on various objects in Apex triggers and controllers to access data from salesforce.
- Written Apex custom, extension controllers for handling custom logic for various Visualforce pages.
- Developed **Apex Batch classes** to process large data updates and scheduled those batches to run from Schedule class.
- Consumed XML response as payload from external systems and processed in salesforce to access that data.
- Wrote Apex test classes for unit testing of Apex controllers, triggers and batch classes.
- Worked on admin tasks of Field level security, managing users, profiles, permissions.
- Worked on **Sales Cloud** and customized objects Accounts, Contacts, Opportunities, Products, Price Books and custom objects, implemented Web-to-Lead and custom Lead conversion.
- Developed Workflow rules, Approval Process and actions Email Alerts, Field updates, Create Task and Outbound messaging.
- Implemented sharing rules for various objects and set up **OWD**, criteria, Owner based and Apex managed sharing rules using configuration and coding.
- Worked on Service Cloud and involved in configuring and integration of CTI for Inbound and Outbound calls.
- Created Reports, Report types, Dashboards for generating reports for various business groups and configured Dynamic Dashboards.
- Used Data loader to load data into salesforce and performed bulk loads.

Environment: Saleforce.com CRM, Apex, Visualforce, Email Handler Services, WSDL, SOAP, REST, Sales, Service Cloud, Service Console, Component & Controllers, Custom Objects, Tabs, Data loader Workflow & Approvals, Reports, Eclipse IDE Plug-in, CSS, JQuery, Test Classes.

Kean India Ltd-Hyderabad, India   Dec 2009 – Oct 2012
Role: Java/J2EE Developer

Responsibilities:
- Developed front-end UI (User-Interface) with JSP, HTML, CSS, and DHTML.
- Implement Struts Action , Action Form, Field Validation with Validation.xml and validation-rules.xml
- Applied **Model-View-Controller (MVC)** design pattern and Single Tone class design pattern for designing the application.
- Using EJB Session Bean (Stateless and Stateful) and Entity Bean (CMP & BMP) for business logic and data persistence.
- Developing **JSP pages** with Struts and EJB for implementing different search pages for transaction of each module.
- Developed the Web Interface using Struts, Java Script, HTML and CSS.
- Extensively used the Struts controller component classes for developing the applications.
- Extensively used the struts application resources properties file for error codes, views labels and for Product Internationalization.
- Deployed application on WebLogic Application server.
- Implemented encryption/decryption algorithm in Java.
- Writing SQL queries, testing and using the same into JSP pages.

Environment: Java, JSP, JDBC, Struts, POJO, Hibernate, WebLogic, EJB, Oracle, HTML, JavaScript, CSS, SVN, Unix, Windows.