



ANAND REDDY (Certified SFDC Lightning Developer)

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Professional Summary:

- Over 9 **years** of IT experience in various stages of Software Development which includes **5+ years** of experience as **Salesforce CRM Developer** which involves **Administrator, Development, Integration, communities and lightning like classic to lightning migration and lightning component development**. 4 Years of experience on Java
- Certified Salesforce Administrator and Platform Developer.
- Experienced in all phases of **Software Development Life Cycle (SDLC)** and project life cycle processes. Highly skilled in Salesforce.com (SFDC) development and implementation.
- Experienced customizing standard objects **Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards**.
- Extensive experience in designing of Custom Objects, custom fields, Pick-list, role-based page layouts, Workflow Alerts and Actions, and **Approval Workflow, Validation Rules, Approval Processes, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages**, Snapshots, Dashboards, and Email generation according to application requirements.
- Have expertise in Administration and Configuration of Salesforce.com CRM.
- Proficient in security and sharing rules at object, field, and record level for different users at different levels of organization.
- Good development experience with Apex Language, **Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Services** using with Partner WSDL & Enterprise WSDL, Visual Force (Page, Component & Controllers) and S-Control.
- Experienced in cloud technology and on-premise infrastructure integration for Salesforce.com using Informatica.
- Experience with data loading and extraction using **Data Loader, Salesforce.com Import Wizard**, Informatica Cloud and Workbench.
- Experience in working with Marketing Tools Apttus, DocuSign and Draw loop.
- Have performed **page layout customization, page layout assignment** based on profiles and created custom links based on user requirement.
- Ability to write complex **SOQL, SOSL queries** across multiple objects within the SFDC database.
- Experience in force.com Web services API for implementing web services in the application for access to data from different users.
- Involved in Custom Integration of Outbound Messages, Workflow & Approvals, Reports, Custom Objects and Tabs, Email Services, Security Controls, AppExchange Package & Custom Application, Sandbox data loading.
- Experience on **Bulk Data Migration** from Traditional Applications to Sales Force using **Apex Data Loader**.
- Have experience is Sales Cloud and Service Cloud implementations.
- Extensive experience in developing enterprise applications using **Java** and **frond end** technologies such as **JavaScript, jQuery and CSS**.
- Experience in working with **Agile/Scrum environment, Iterative, Waterfall software development methodologies**.
- Strong communication, organizational and interpersonal competencies along with detail oriented and problem-solving skills in the technology arena.
- Excellent team player, self-motivated, quick learner with good communication skills and trouble-shooting capabilities

Education:

- Bachelors from Jawaharlal Nehru Technological University, India (2005-2009)

Certifications:

- Certified Salesforce Platform App Builder.
- Certified Salesforce Administrator.

Technical Skills:

Salesforce.com Technologies	Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components & Controllers, S-Controls, Apex Web Services, Apex Data Loader, Force.com Apex Explorer, AJAX, Dashboards, Reports, Analytic Snapshots, Custom Objects, Force.com Eclipse IDE Plug-in, Jitterbit, Workflow rule, Approvals, Case Management Automation.
Force.com Configuration	SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management.
Programming Languages	Java, C#, Apex, SQL Server 2005.
Scripting Languages	HTML, XML, Java script, CSS, jQuery.
Web Services	SOAP/REST API
Databases	Microsoft Access, SQL Server 2005/2008
Packages	MS Word, MS PowerPoint, Eclipse IDE
ETL/Integration Tools	Apex Data Loader, Jitterbit, Cast Iron, Force.com workbench.

Professional Experience:

Client: Direct energy, Houston, TX

Jun 2017 to Present

Role: Salesforce Developer/ Lightning Developer

Description:

Direct Energy is a large company with a history of impressive growth. Acquired by Centrica, plc in 2000, Direct Energy has steadily grown to approximately 6,200 employees and nearly 5 million customers in North America. Direct Energy is one of the largest residential energy retailers in North America based on customer numbers. It provides residential natural gas and electricity products in 13 U.S. states, as well as Alberta, British Columbia, and Ontario. It provides the insights our customers need to make smarter decisions, be more efficient, reduce their energy use, and potentially save money.

Responsibilities:

- Involved in project **technical design** plan, conversions, **Mapping, configuration** of portions of the SFDC application.
- Implemented **SFDC CRM** to deliver various reports in departments of Sales, Administration and Marketing.
- Worked with **Apex Scheduler** to invoke Apex classes at regular intervals.
- Worked with **Dynamic Apex** to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
- Experience in building new Applications with the **Lightning** App Builder and Lightning components.
- Used Salesforce **Lightning** Inspector to debug the lightning components during the development process.

- Used Salesforce1 simulator during the development to test if the **lightning** components works properly on the mobile device.
- Created Apex methods for the **lightning** controller and helper methods to perform DML operations on the case records.
- Responsible for Data load operations using Force.com **Apex Data Loader**.
- Developed **Batch Apex classes** and scheduled those using **Apex Schedulable classes** on hourly basis.
- Worked with **SOQL&SOSL** queries with Governor Limitations to store and download the data from Salesforce.com platform database.
- Worked on **Apttus CPQ** configuration and integration.
- Good experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in **Apex programming language**.
- I also worked on Apttus Advanced Workflow approvals, Apttus order management, created agreement wizards, validation rules, contract templates
- Provide training and coaching in the use of CPQ CRM systems. Identify training and development gaps and create plans to address
- Integrate of Application with Salesforce.com with using **SOAP** and **REST** web services API.
- Customized Salesforce.com fields, page layouts, record types, list views and queues.
- Worked closely with Sales Operations team and Business Analysts in building **Reports** and **Dashboards**.
- Setting up Service Cloud Console, Cases (Web to case, email to case), Solutions, Case Assignment, and CTI Interfaces.
- Managed and implemented customization requests including creating workflow triggers, workflow alerts, automated email responses.
- Extensive experience in using **Roles, Profiles, Email Services, Page Layouts, Workflow Alerts and Actions, and Approval Process, Process Builder** in Salesforce.com
- Chat servers created with node.js using redis for message routing, but never deployed to production.
- Experience evaluating and integrating Salesforce. AppExchange solutions within overall implementation.
- SFDC integration using web service and apex programming, service entitlements Salesforce.com service cloud functionalities.
- Developed Apex Classes, **Controller Classes** and Apex **Triggers** for various functional needs in the application.
- Experienced with creating **Workflow rules, validation rules**, formula fields, auto assignment rules in the Licensing project.
- Created various **Batch jobs** and time-based workflows to update the data regularly.
- Supported the data migration activities for migration of the data from various business sources with the support of Salesforce CRM.
- Good knowledge in developing the documents for data model design in sales force CRM.
- Created various Profiles, Roles, and Page Layouts and configured the permissions based on the organization hierarchy requirements.
- Documented and shared the requirements with Salesforce.com consultants for further implementation.
- Successfully implemented Web to Lead and Web to Case in the organization.
- Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API
- Actively involved in most critical phase of the project, in the development and support areas.
- Instrumental in performance tuning of programs during the post Deployment and Deployment period.
- Worked with Business Analysts in solving various cases related to configuration issues and user login issues.

Environment: Salesforce.com platform, Apex Language, Lightning, Apttus CPQ, Visualforce Pages, Data Loader, Workflow & Approvals, Email Services, Rest API, Soap API, Reports, Dashboards, Custom Objects, Custom Tabs, Security Controls, Eclipse IDE Plug-in, Salesforce Sandbox, Controllers, REST API, HTML, Java Script.

Client: PG&E (Pacific gas and Electric), San Ramon, CA
Role: Senior Salesforce.com Developer/Administrator

Aug 2016 to May 2017

Description:

Pacific Gas and Electric Company, incorporated in California in 1905, is one of the largest combination natural gas and electric utilities in the United States. Based in San Francisco, the company is a subsidiary of PG&E Corporation. There are approximately 20,000 employees who carry out Pacific Gas and Electric Company's primary business—the transmission and delivery of energy. The company provides natural gas and electric service to approximately 15 million people throughout a 70,000-square-mile service area in northern and central California.

Responsibilities:

- Configured and maintained Salesforce.com based on business requirements.
- Performed detail analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and using other Platform based technologies like **VisualForce and Force.com API**
- Used service cloud on the case management standard objects (**accounts, contacts, opportunities, campaigns and leads**) and customized standard object Opportunities with **VisualForce** pages and this is the crucial object for the entire FTI Consulting.
- Designed and developed data models, implemented it on SFDC by creating custom objects.
- Created **Custom Objects** like Conflict check submission, EMF Configuration, Employee etc.
- Defined lookup and **Master-detail relationships** on the objects.
- Created and managed complex **Workflow Rules**, data validations, and object customizations
- Designed and customized page layouts for the custom objects and assigned them to the different record types.
- Developed **Approval process** for the application by implementing custom formulas in different stages of approval.
- Used Sales Cloud in Preparing and getting approval of design, functional and technical specifications from business.
- Developed **Apex classes, VisualForce Controllers and Extensions** based on requirements
- Worked with **SOQL, SOSL** queries to interact with the database in **Apex transactions**.
- Worked with management and other developers to translate marketing needs into design requirements.
- Extensively used **Force.com IDE** and **Developer console** to create new **VisualForce** pages and Apex code.
- As a Salesforce.com/Systems Integration Consultant, been working on integrating various legacy systems with salesforce.com using Jitterbit Harmony and customizing force.com org.
- Collaborated with product marketers to develop the right campaign messaging offers and go-to-market programs.
- Managed end-to-end Data.com lead management process in conjunction with corporate marketing and sales.
- Worked on data migration from databases to SFDC using Data Loader.
- Designed and developed new custom applications for sales and marketing teams in sandbox servers
- Developed **Workflow rules** for various tasks and **Email alerts** as per the requirement.
- Created user **Roles** and **Profiles** and implemented custom **Sharing Rules** for Force.com applications.
- Migrated large volumes of external data on to Salesforce.com using Jitterbit and Apex Data Loader as part of data management functions.
- Developing various operations, transformations in Jitterbit and custom logic using native scripts of the platform.
- Developed various Report Types, Custom Reports and deployed them for different business user level.
- Used the sandbox for testing and migrated the code to the deployment instance after testing.

Environment: Salesforce.com, Force.com IDE, Developer Console, Zuora, SOQL, Apex, Visual Force, Force.com Data Loader, Jitter bit, HTML, Dashboards, Custom Objects, Custom Tabs, Security Controls, Eclipse IDE Plug-in, Salesforce Sandbox, Controllers, REST API, HTML, Java Script.

Client: Regions Bank - Oak Ridge, TN

Sep 2015 to July 2016

Role: Senior Salesforce.com Developer

Description:

Regions Financial Corporation is a bank and financial services company. The company provides retail and commercial banking, trust, securities brokerage, mortgage and insurance products and services. Its banking subsidiary, Regions Bank, operates 1,906 automated teller machines and 1,527 branches in 15 states in the Southern United States and Midwestern United States.

Responsibilities:

- **Analyzed business** needs, distinguish between needs and wants, identify gaps between **business needs and standard application functionality**.
- **Conducted sessions** with the management, different 3rd party vendors, users, commercial and other stakeholders for open and pending issues to develop specifications.
- Built relationships across **multiple technology, operations, services, sales, program and product teams** to accomplish end goal.
- Worked extensively in customization of sales Cloud by embedding Visualforce pages in **custom console components, highlight panel and interaction log**.
- Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Campaigns, Reports and Opportunities**.
- Designed, Implemented and deployed the **Custom objects, Page layouts, Custom tabs, and Components** to suit to the needs of the application.
- Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse and ensured apex code worked seamlessly within **governor limits**.
- Involved in **Salesforce.com application setup activities** and customized the apps to match the functional needs of the organization.
- Defined **lookup and master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
- Involved in **field & page layout customization** for the standard objects like Account, Contact, and Leads.
- Involved in **creating and customizing Email template** and configuring them to the email alert within the workflow rule for a standard/custom object.
- Created workflows for automated lead routing, lead escalation and email alert. Created sharing settings and gave field accessibility.
- Developed various **Custom objects, Tabs, Entity-Relationship data model, validation rules, Components**.
- Integrated the **Web Services** for extracting the **data from external systems**.
- Provided ongoing Salesforce.com **maintenance and administration services including periodic cleansing, custom objects and workflows**.
- Implemented Security access to the user profiles by creating **Object level security, field level security and record level security**.
- 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.

Environment: Salesforce.com platform, Apex Language, Visual Force Pages, Data Loader, S-Controls, Workflow & Approvals, Jitter bit, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows

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Client: Humana Healthcare - Louisville, KY

Oct 2013 to Aug 2015

Role: Salesforce Admin

Description:

Humana Inc. is a for-profit American health insurance company based in Louisville, Kentucky. As of 2014 Humana has had over 13 million customers in the U.S. In 2013, the company ranked 73 on the Fortune 500 list, which made it the highest ranked (by revenues) company based in Kentucky. It has been the third largest health insurance in the nation.

Responsibilities:

- Performed roles of **Salesforce** Configuration and Administrator.
- Created relationships using Lookup and Master-detail among custom and standard objects and created junction objects to establish **many-to-many** relationships among objects.
- Created various Formula, **Rollup Summary** Fields, Record types, Page Layouts, Search Layouts, Related lists, List views, Custom tabs, apps, Custom Links, **Custom Buttons** and Actions on a record detail and edit pages.
- Customized various **Salesforce.com** objects like Accounts, Contacts, Leads, Opportunities, Products, Price books, Campaigns, Campaign Members, Cases, and Solutions.
- Customized Leads by creating a **Lead process** for various groups, assignment rules, web-to-lead and custom lead conversion.
- Implemented Case Management Automation to track and solve customer issues by creating support process, record types, assignment and escalation rules.
- Configured Partner and Customer portal for the users in the organization for Partner selling.
- Administered, configured and managed Salesforce application user Profiles, Roles, Permission Sets, generating Security tokens, upgrade to managed app exchange packages.
- Created Workflow rules, Approval process on various objects to automate actions Email Alert, Field Update, Creating task, outbound messaging and time-dependent actions.
- Created custom pipeline report and other reports for different business users using tabular, summary and matrix reports and dashboards.
- Written SOQL, SOSL queries in **Apex triggers and controllers**, used Salesforce workbench to generate queries.
- Developed apex custom and extension controller classes for actions defined in Visual force pages.
- Designed and developed Custom objects, **Components**, Visual force Pages to suit the needs of the application.
- Deployed components across organizations (Production and Sandboxes) using Eclipse, Force.com Migration Tool, and Change Set.
- Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.
- Responsible for driving end-user adoption by assisting in day-to-day Salesforce **CRM** support, including the managing releases and change control processes.

Environment: Apex Language, Visual Force Pages, Data Loader, S-Controls, Salesforce.com platform, Workflow & Approvals, Jitter bit, Reports, Custom Objects, Custom Tabs, Email Services, Windows 7, Security Controls, Sandbox data loading, Eclipse IDE Plug-in,

HSBC - Hyderabad, Telangana

July 2009– Sep 2013

Role: Sr. Java Developer

Description:

HSBC is a multinational banking and financial services holding company, tracing its origin to a hong in Hong Kong. It is the world's seventh largest bank by total assets and the largest in Europe. It was established in its present form in London in 1991 by The Hongkong and Shanghai Banking Corporation to act as a new group holding company. The Bank offers a wide range of services and products to resident as well as non-resident Indian customers based in various countries across the globe.

Responsibilities:

- Duties included design, development, integration and administration of salesforce.com applications.
- Gathered user requirements and involved in application design discussions and documentation.
- Developed **custom objects**, profiles, sharing rules, roles and **integration** using web services, as needed by the business.
- Developed **Apex Classes**, Controller Classes and Apex Triggers for various functional needs in the application.
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- Implemented workflow rules and defined related tasks, triggers, email alerts, filed updates to implement business logic.

- Developed Dynamic approval processes (with necessary templates, page layouts and defined approval actions on them) for automation.
- Used **SOQL & SOSL** to cater to the data manipulation needs of the application.
- Responsible for designing system/Unit/UAT test cases.
- Involved in creating macros to meet the requirements, data dictionaries and maintained metadata for each model
- With help of Informatica integrated Salesforce with **MS SQL** Database (In house BI Data warehouse) developed and implemented scheduled jobs for both batch and real-time Salesforce integration scenarios.
- Used Apex Data Loader for migrating records to Salesforce as a backend process.
- Involved in data migration to Sand-box and production.
- Used sandbox mode for testing and migrated the code to the production instance in iterations.
- Involved in administrative activities like periodic data cleansing, security setup and workflow update.
- Worked in Agile project model and involved in documenting IT Stories and scoping sprints.

Environment: Salesforce.com platform, Database.com, Apex Scripts, Visual Force Pages, Controllers, CSS, Workflow & Approvals, List Views, Email Templates, Custom Objects, Custom Tabs, Page Layouts, Email Services, HTML, Java Scripts, Reports, Dashboards and Informatica.