**Charan Kumar Bestha Adeppa**

(Certified Salesforce Developer)

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I have 8.5 years of experience in the IT industry. My work involves analysing requirements, solutioning, designing, developing, and implementing business requirements in Salesforce. This includes working with customization, configuration, integration, deployment, and supporting Go Live and Post Go live activities in Salesforce.

**Professional Summary:**

* Expertise in Salesforce Customization and Configuration and User Interface.
* Expert in Service Cloud, Sales Cloud, and Experience/Community Cloud.
* Worked on migration projects migrating from Salesforce Classic to Salesforce Lightning.
* Worked on Process Builder, Trigger migrations, Workflows to Flows (Record Triggered Flows, Auto Launched Flows, After and Before Save flows).
* Worked on implementing Salesforce lightning communities from scratch. Implemented Service-based applications for Customers and Partners.
* Worked on Applications that have large requirements of Privacy and Security.
* Worked on migrating existing Visualforce pages to Aura and Lightning Web Components (LWC).
* Created many Lightning Components and Server-side Controllers to meet the business requirements.
* Created Lighting Components on Open Source Aura Framework worked on Salesforce based development enhancements and implemented lightning applications from scratch.
* Utilized Salesforce Aura Lightning Experience Process Flows to automate Business processes.
* Worked with CI/CD process-oriented business processes.
* Skilled at using DevOps applications like Copado, GearSet, BitBucket, GitHub, Workbench, ANT, etc for performing all kinds of code deployments.
* Interface with staff developing strategy as technical advisor for new functionality from Salesforce.com app exchange applications, releases, and upgrades.
* Worked with Production support teams to debug the production issues and help in resolving them.
* Worked with other developers and technical team in performing code reviews and design and solution reviews.
* Provided direct support to Salesforce users during post-implementation issues and migrated metadata from sandbox to production.
* Worked on Lighting Components in UI framework in web apps for mobile and desktop devices.
* Used JIRA and Confluence to store all the requirements and work as per the Acceptance Criteria of the Story or Bug.
* Worked with the Integration team to support integration activities and setup integrations with Salesforce and third-party applications.
* Experience in developing, maintaining, and performing processes to continuously monitor data quality and integrity in platform applications.
* Worked on Approval processes, Queues, Public Groups, PermissionSets, Permission Set Groups, Profiles, and Sharing Settings that support Data Privacy and Security.
* Used different data tools – Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete etc.
* Worked on Salesforce Duplicate rules, Lead to Account conversion mappings, Person Account, Household account setups, etc.
* Proficient in traditional salesforce development like Apex Classes, Test Classes, Apex Controllers, Apex Triggers, Apex Web Services and Apex Pages.
* Experience in managing sandboxes and performing new sandbox setup activities to have the latest changes working and ready for the new development cycle.
* Strong knowledge in Data cleaning and deduplication of records not only through app exchange applications but through traditional methods like using excel as well.
* Committed to excellence, self-motivator, quick-learner, diligent, team-player, and a prudent developer with strong problem-solving skills and communication skills.

**Professional Certifications:**

* Salesforce Certified Platform Developer
* Salesforce JavaScript Developer I
* Copado Fundamentals I

**Educational Background:**

* Masters in computer information systems and information Technology.
* Bachelor’s in computer science engineering.

**Tools and Applications:**

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| --- | --- |
| Salesforce | Dynamic Pages, Flows, LWC, Aura, Apex, Apex Triggers, Workflows, Approval processes, Email Templates, AppExchange tools like DocuSign, Conga Composer |
| Skills | HTML, JS, CSS, SOQL, SOSL, Java, XML |
| CI CD Tools | Copado, Gearset, BitBucket, Gitlab, Jenkins, Azure |
| Salesforce Clouds | Sales Cloud, Service Cloud, Experience Cloud, CPQ, Marketing Cloud for Emails. |

**Professional Experience**

**Mary Kay, Addison, TX Jan 2023 to present**

**Role: Salesforce Developer**

**Description:**

Mary Kay is a globally recognized beauty brand that has empowered individuals for decades through its innovative cosmetics and skincare products. Established in 1963 by Mary Kay Ash in Dallas, Texas, the company has grown into one of the largest and most successful direct selling enterprises in the world. With its headquarters situated in Addison, Texas, Mary Kay continues to uphold its founder's vision of enriching lives and providing opportunities for personal and financial success.

**Roles & Responsibilities:**

* Participated in requirements gathering from clients, estimating the number of hours required for the development work.
* Design LWC and Aura components, Apex Classes, Controller Classes, Extensions and Apex Triggers for various functional needs in the application using the VSCode.
* Worked on Apex API Web services, Custom Metadata, Custom Setting, MuleSoft and connected with non salesforce applications.
* Worked on migration of existing Process Builder to new Salesforce lightning Flows like Record triggered flow, Screen flows, Auto Launched flows.
* Worked on Salesforce Lightning Components for building custom components replacing the existing ones.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Worked on Copado to deploy changes from Sandbox to other Sandboxes and work with the DevOps team to help in deploying to Production.
* Worked on VS Code to create and change custom code and deploy the changes to create and modify the feature branches and merge the changes.
* Experience in modifying Visualforce pages to be supported in Lightning Experience and good understanding of lightning mode and its features.
* Responsible for setting up web service integrations.
* Triggered interface events by user interactions, which includes Lightning Component framework and involved in building Lightning Components using the aura framework.
* Implementation of Batch Classes, Scheduled Classes, Schedule Jobs as part of the Business Requirement.
* Created Impressive designs with Custom styling, Static Resource, Style Sheets to bring dynamic versions of the components when setting up in lightning App builder.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Worked with Multi-Currency, Multi-Language, Product & Price book set-ups.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other Components on a record detail and edit pages.
* Worked on Salesforce standard objects like Accounts, Contacts, Opportunities, Products, Price Books (CPQ Cloud), and Opportunity etc.
* Created Custom profiles, Custom Permission Sets, Custom Groups, Role hierarchy, Groups and assigned to the users based on their roles in the organisation.
* Involved in code reviews with client development teams and training them to utilize the functionality developed for them.

**AssureCare, Cincinnati, Ohio Aug 2020 to Nov 2022**

**Role: Salesforce Developer - Community/Experience Cloud**

**Description:**

AssureCare is a leading healthcare technology company headquartered in Cincinnati, Ohio, at the forefront of revolutionizing the healthcare experience through innovative software solutions. Founded with a mission to empower healthcare organizations and improve patient outcomes, AssureCare combines cutting-edge technology with deep industry expertise to deliver comprehensive, person-centered care management solutions.

**Roles & Responsibilities:**

* Worked majorly on implementing Salesforce Experience cloud for the Partners and Customers.
* Worked with HIPAA sensitive data and constructed the object model in Salesforce as per the Safety and security of the application and not to breach the Patient Data.
* Worked on Implementing a Salesforce Customer Service Experience cloud.
* Worked on Copado and Gearset to deploy and merge changes to target sandboxes.
* Created custom lightning components for the Experience cloud.
* Built Custom lightning pages with the help of LWC components and worked on Custom styling and branding as per the business needs.
* Worked on creating screen flows and implemented those flows in the experience cloud.
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Developed Apex Classes, Visualforce pages and Apex Triggers to develop the custom functionality as per the requirements.
* Implemented the requirements on Salesforce.com platform and worked on Visual Studio Code to build LWC components.
* Created page layouts, search layouts to organise fields, custom links, related lists and other components on a record detail and edit pages.
* Worked on LWC, Aura Components, Apex classes, controllers, triggers, web services, etc.
* Designed various HTML Email templates for Auto-Response to customers.
* Wrote SOQL, SOSL considering the governor limits. .
* Conducted interviews with stakeholders to gathering requirements and analyzed their data.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Worked on the designing of security model for business processes.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on a regular basis for the sales performance and lead generation statistics.
* Used Conga Composer to generate dynamic reports. Created Conga Templates, custom buttons to generate conga documents and files.
* Worked in Data Migration from Traditional Applications to Salesforce Using Data Loader.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Worked with Security Controls like sharing settings, field accessibility and data accessibility to restrict data access

**BCBS of Idaho, Boise, ID Jan 2018 to June 2020**

**Role: Salesforce Developer**

**Description:**

Blue Cross of Idaho (BCBS) stands as a cornerstone of the healthcare landscape in Idaho, providing comprehensive health insurance coverage and innovative healthcare solutions to individuals and organizations across the state. Established with a commitment to enhancing the health and well-being of Idahoans, BCBS has been a trusted partner in healthcare for decades, offering a range of insurance products and services tailored to meet the diverse needs of its members.

**Roles & Responsibilities:**

* Developed various Aura Components, Apex Classes, Controllers, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Created Custom Objects and fields for transactional and contractual information.
* Designed and deployed Custom application, Custom Tabs, Validation Rules, Approval Processes and Auto-Response Rules for automating business logic.
* Pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to custom objects.
* Created page layouts, search layouts to organise fields, custom links, related lists and other components on a record detail and edit pages. Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Worked on Opportunity and Case approval processes to design the Approval and Rejection process of an Opportunity or a Case.
* Worked on Case Management process and Case assignment rules.
* 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.
* Used field level security along with Page Layouts to manage access to certain fields..
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Marketing Cloud, Call Centre, Chatter & App-exchange applications.
* Made new feature enhancements on Service cloud console view and developed some Visualforce components.
* Involved in migrating the data from Oracle database to Salesforce application using Apex Data Loader.
* Involved in Data Migration from Traditional Apps to Salesforce Using Data Loader Utility.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Experienced in Unit Testing for the customizations and developments done during the project.
* Extracted the data from the Salesforce.com application into the external databases for generating large data reports using the Informatica on Demand.

**Integrity Spirit, India June 2016 to Dec 2017**

**Role: Salesforce Administrator**

**Description:**

WhiteScion Technologies Private Limited stands as a dynamic force in India's vibrant technology landscape, pioneering innovative solutions and digital transformations for businesses worldwide. Headquartered in India, WhiteScion Technologies has emerged as a leading provider of cutting-edge IT services, software development, and digital consultancy, catering to a diverse clientele across industries and geographies.

**Roles & Responsibilities:**

* Participated in requirements grooming sessions with business users, developers and created technical design documents with coding standards and pseudo code.
* Designed and developed Visualforce Pages to meet various functional needs.
* Created the company profile, set up new users, defined roles and set up public groups, involved in setting up field level access for each custom object created based on the users role within the Organization.
* Worked with Approval processes that used Email Approvals and Parallel Approval steps.
* Created Dashboards and Dashboard Components and implemented multiple levels of Dashboards and scheduled Dashboard refreshes.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quantity and data consistency.
* Worked on building Custom Configurations and built Salesforce Process Builders.
* Worked as administrator to maintain Application-Level Security and involved in discussions to implement System Level Security configured Single Sign-on.
* Created Custom objects, fields according to the requirements of business which are useful in the validation of entitlements.
* Worked on Data migration and helped in bulk data updates using Data Loader.
* Worked on building Salesforce Reports and Dashboards and helped business teams to create and share reports accordingly.
* Worked on creating and modifying custom labels.
* Help Developers and team to setup new Sandboxes and work on post data migration process.
* Work on deploying Salesforce changes using Changesets, ANT and Workbench.
* Work on maintaining a code repository to track all the changes and merges to the target branch.