**Sr. Salesforce Developer**

Name:Lakshmi panga

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**Professional Summary:**

* Having **10+ years** of IT experience in various stages of Software Development Life Cycle **(SDLC)** which includes experience as Salesforce.com CRMS/CRM and Force.com platform as both Administrator and Developer.
* Working exposure with business partners to realize the full capabilities of Salesforce.com **CRMS** to meet the business requirements and implement efficient workflows.
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities like custom objects, creating the relationships/ junction objects like Master-Child, Lookups, Pages, Classes, and Interfaces.
* I have provided Salesforce solutions to clients nationwide, Ranging from Salesforce Commerce Cloud, Sales Cloud, Service Cloud, Marketing Cloud Desk.com, Salesforce1 Mobile, Salesforce Lightning Components and Lightning Apps
* Worked on **Salesforce CPQ** configuration, pricing, discounting, document generation and integration.
* Actively participate in understanding and completing various Compliance, Security and Audit Related certifications.
* Customized various Report types and Dashboards to track usage for productivity and performance of business centers and their sales teams.
* In-depth understanding of Cloud computing services **SAAS**, **PAAS**, **IAAS** applications including CRM business process like SFA (Salesforce Automation)
* Experienced with Commerce Cloud where the customer has both B2B and B2C initiatives.
* Well versed with Salesforce Commerce Cloud order management.
* Hands on experience with Salesforce **Lightning** Component Design System **(LWC)** using Standard web-based technologies.
* Experience with Salesforce Marketing Cloud - Email Studio, Journey Builder, Automation and Contact Builder.
* Significant knowledge and experience with AMP Script and Exact Target API.
* Hands on experience in Vlocity CMT package such as Omni script, integration procedure, Vlocity Template, Vlocity Cards, etc
* Experience in working in integration of Salesforce portal with Cloud craze (Commerce Cloud)
* Implemented Salesforce Development Cycle including Agile covering Sales Cloud, Service Cloud, Marketing clouds.
* I have experience in web technologies like Java, Oracle, SQL Server, HTML, CSS, JavaScript, jQuery, and Ajax.
* Experience with integrating with the Salesforce platform (inbound/outbound) using the REST/SOAP API’s, MuleSoft, or Data loader.
* Used inbuilt Salesforce connectors for bulk Salesforce data load and other inbuilt data transformation components.
* Experienced in Integrating the Lightning Web Services for extracting the data from external systems to display in the pages of Salesforce.com.
* Experience on Automation Tools like QTP, **Selenium**, Test Complete. Cucumber, QC (ALM).
* Responsible for creating the functional testing framework using **Selenium Web Drivers to** automate the **UI** components.
* Experience in the implementation using Apex Language, Visual force pages, Classes, Forrce.com IDE, LWC, Triggers, Controllers, Web Services, Tabs, Components, Custom Objects, S-Controls, Reports, Dashboards and Analytical Snapshots
* Proficient in writing Query language, Relationship queries and customized queries to avoid governor limits.
* Effective employment of Apex Data Loader Utility, Import Wizard and Data Manipulation Language for Data Migration and Management in bulk.
* Good hands-on experience in Agile methodology Test Plans, Cases, Processes Functional Requirements Scripting, Documentation Data Interface, Migration Testing, Deployments in PROD orgs.
* Excellent team player with effective verbal and written communication skills. Proven skills to communicate across all levels of hierarchy in the organization.
* Good to collaborate and work well across any technology groups.
* Expertise in Data Synchronization, Data Modelling, Data Extraction, Transformation, Data Loading, Scheduling, and Monitoring using ETL tools like Apex Data Loader.

**Technical Skills:**

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| **Salesforce Technologies** | Sales Force CRMS, CRM, Case Management Custom Objects, Reports, Workflow, Approval, Data Validation, Report, SOAP based Web Services, Force.com API, SOQL, SOSL, Security configurations. Commerce Cloud. |
| **Custom Integration** | Field updates reports, Custom objects, Custom settings, Custom labels, Tabs, Account management, Contact management, Email services, Security controls, Data loader, Role Hierarchy, Dashboards, Salesforce.  |
| **Integration and Force.com Tools** | Force.com Explorer, Jenkins, MuleSoft, Force.com Data Loader, Data Loader, Excel Connector, Force.com Platform (Sandbox, and Production) |
| **Database** | Database SQL command, MySQL.  |
| **Web Technologies**  | Java, HTML, CSS, AJAX, XML, JavaScript, Backbone Js, Handler Js |

**Professional Experience:**

**Client: Techmer PM, Clinton, TN Sep 2021 to Present**

**Role: Sr Salesforce Developer**

**Responsibilities:**

* Developed Cisco Sales Applications using Salesforce Developer toolkits including Triggers, Visual force Pages, Apex Classes, Batch Apex, Scheduling Apex, Controllers, Force.com IDE, Copado, and Migration tools.
* Developed custom Components using Salesforce Lightning Web Components (LWC)using Aura Framework. Built Lightning component Tab for Salesforce Navigation and Custom Lighting Experience.
* Developed and executed B2B marketing strategies to drive brand awareness, engage consumers, and increase sales.
* Integrated with various B2B systems, such as ERP (Enterprise Resource Planning) systems, CRM (Customer Relationship Management) platforms, or payment gateways, leveraging RESTful APIs to facilitate seamless data exchange and business processes.
* Hands on experience in salesforce community, vlocity CMT package such as Omni script, integration procedure, vlocity Template, Vlocity Cards, etc
* Involve in developing Vlocity Omni script, Lightning component, Vlocity template, triggers and apex classes based on the requirements.
* Gathered data from API/web services via AJAX-JSON calls and updating the DOM within the result sets.
* Hands on building Omni Scripts, Data Raptors, Vlocity actions, Vlocity cards and Flex cards.
* Experience in building Lightning Apps using Lightning App Builder, Lightning Component features, Aura Attributes.
* Develop, maintain, create, and improve validation rules, custom workflows, Visualforce pages, Apex customizations, custom objects, fields, and formulas, Flows.
* Working with different platform Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS)
* Digital and Marketing Managers and deploying their strategy with the help of email studio, Contact builder, Automation studio & Journey Builder.
* Used Jitterbit scripting language for data transformation, custom filtering condition.
* Assisted SFDC Implementations in Sales and Service Clouds in developing Project Scope, Business Requirements and Functional Requirements with internal team and clients.
* Worked on Multilanguage features of Salesforce Commerce cloud.
* MVC Web app migration from server to client (JavaScript, Backbone.js, Handler.js)
* Integrating the Salesforce.com with the MuleSoft for connecting applications, Data sources and API’s, In the cloud.
* Hands-on experience in Force.com IDE, Apex Classes, Triggers, Validation rules end to end functionalities related to Sales, Service clouds, HTTP Callouts, Dynamic apex, single e-mail methods, mass e-email methods, test classes, wrapper classes, web-to-cases, Email-to-cases.
* Involved in the enhancement and development of different LWC components.
* Worked on the approval process, lightning process builder and workflows to automate the business process without depending on custom code development.
* Developed multiple LWC components.
* Setup the Automation framework using Selenium WebDriver to run test cases in multiple browsers and platforms.
* Created Automated test scripts in Selenium.
* Extensively worked on Demandware and Commerce cloud, Lead case management (Web-to-Lead. Email to Case)
* Built Custom Lightning App Home Pages, App Pages, and Record Pages.
* Leveraged clients existing IT framework/CRM system for better data visibility and system integration. Implemented functionalities like web-to-lead, web-to-case, report generation, and design a solution using web services API and visual force.
* Experience in SOQL and SOSL queries using Force.com Worked on Various Standard Objects like Accounts, Contacts, Cases, Opportunities, Product, Opportunity Line Items, Profiles, Roles, Users, Page Layouts, Email Services, Approval Processes, Workflows, Tasks, Events, Leads, Campaigns, Reports and Dashboards.
* Used salesforce WSDL to integrate with other applications and use Rest API to make inbound and outbound calls.
* Migrated existing data from legacy systems, in and outbound using data loader and web services.
* Hands on Experience with Tools like Data Loader, Eclipse IDE, Workbench.
* Strong knowledge and experience in Copado, Release Management and Production Support, including deployment and migration activities from Development through to Production.
* Provide technical assistance and end user troubleshooting for bug fixes, enhancements from Business and UAT Team.
* Work directly with Business POC's and independently perform development, testing, implementation, and documentation related to the SalesForce.com development.
* Experience is working with JIRA tool.

**Client: Amazon, CA Jan 2018 to Aug 2021**

**Role: Sr Salesforce Developer**

**Responsibilities:**

* Having experience in configuration, Implementation, and Support of Salesforce CRM applications based on Apex.
* Salesforce.com administrative tasks like creating Profiles, Roles, Users, Email services, Approval process, Workflows, Reports, Dashboards, Developed Formula fields, Workflow Rules, Validation rules.
* Extensive business knowledge and customization experience on various salesforce.com standard objects in Sales and Service cloud features. Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Optimize and improve the overall runtime of Omni scripts, Data Raptors and Vlocity Integration Procedures using best practices.
* Worked on Contact Builder, Automation studio and Email Studio
* Designed and implemented a Project management app "SAAS PMO" on salesforce.com to create new business requests, enquiries, log defects, resource vacation, release calendars and project status reporting
* Experience in Web to Case, Email to Case, Omni Channels, Pre-Chat forms.
* Strong experience in designing Custom Objects, Custom Fields, Role Based Page Layouts, Custom Tabs, Custom Reports, Report Folders, Report Extractions to various formats
* Demonstrated expertise in implementing and configuring B2B order management platforms, such as Salesforce Order Management, to meet specific business requirements and integrate seamlessly with other systems.
* Worked with business owners to understand their requirements for Salesforce Marketing Cloud Application.
* Experience in Salesforce B2B Commerce Cloud's integration capabilities, including API integration, data synchronization, and seamless connectivity with ERP systems, payment gateways, and other business-critical tools.
* Implemented Web service (WSDL) in Salesforce for Outbound messages as part of Integration.
* Maintenance of Managed Packages for Lightning services and Responsible for developing and customizing Salesforce applications using Apex, Visualforce, LWC, JavaScript, SOQL, SOAP and REST Web Services.
* Enhancing the Selenium Test cases for Cross browser testing.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud.
* Experience in Automating Web Application Testing using Selenium.
* Developed Lightning Component Design System and built Lightning Components using Aura attributes and frameworks.
* Experienced in Salesforce.com Automation, Force.com Apex Classes, Apex Triggers, Batch Classes, Schedule Classes and Test Classes, Integration, Visualforce, Force.com API, SOQL, SOSL.
* Integrating the Salesforce.com with the MuleSoft for connecting applications,
* Executing Selenium Test Cases and Reporting defects.
* Worked on various CSC on Commerce Cloud.
* Worked on Multi Language features of Salesforce Commerce Cloud.
* Expertise in implementation of Automation framework using Selenium.
* Strong experience in designing Visual Force Pages, Approval Process, Sharing Rules, Dashboards, Apex Classes, Controllers & Triggers, and various other components as per the client and application requirements.
* Used Email to case, Web to case Features and created community where Users can create, manage and update their cases.
* Worked on Customer Services center on Commerce Cloud.
* Migrating Components to different environments using ANT Eclipse and Change Sets.
* Experience in setting up Service cloud Consoles, Cases, Case Assignments and CTI Integrations.
* Experience with User Acceptance Testing (UAT) and Accessibility Testing.
* Data tools – Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete etc.
* Experienced with Visual Force Pages using Standard Controller, Custom Controller and Extension Controllers.
* Experience in web technologies like HTML, XML, JSON, CSS, JSP, JavaScript, WSDL, jQuery, Bootstrap and SOAP.
* BULK API & Metadata API, Force.com IDE, Change Sets, Force.com ANT Migration, Workbench.
* Having strong experience on Integration with external systems like SAP and Oracle using SOAP API and REST API. Worked on SOQL and SOSL Queries for data manipulation.

**Client: AT&T – Middletown, NJ. Sep 2015 to Dec 2017**

**Role: Sr Salesforce Developer**

**Responsibilities:**

* Developed Apex Classes, Controller classes and Triggers for functional needs in the application.
* Used field level security along with page layouts to manage access to certain fields.
* Involved in design, development, planning, testing and integration of Salesforce community cloud services.
* Configured and maintained Salesforce.com quote to cash functionality such as Opportunities, Product Configuration, Product rules, Price rules, Quotes, Orders, Contracts, Lead-to-cash business Processes.
* Built marketing camping reports in Salesforce and utilized it as a main source of data to integrate with Marketing Cloud.
* Built and maintained dashboards focused on Pipeline, Books, Risks, Performance Metrix, and Sales Maintenance.
* Worked on salesforce CPQ advanced approval rules and designing the feasible solution for consolidating all the rules based on the region and sub region metadata types.
* Built custom user interfaces using Lightning components.
* 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 Visual Force and Force.com API.
* Omni Scripts include usage analytics that enable you to capture granular details of actions that users perform (e.g., the time it takes to complete the steps in an Omni Script, or even how often an individual picklist item is selected). You can use this data to improve your forms’ usability and completion rates.
* Worked on agile scrum environment and world's first commercial Software as a Service (SAAS) application running in marketing Cloud Computing Environment.
* Coordinated with IT development teams to build user stories, business requirements and monitor data quality for data feed processes and working with marketing managers and converting their strategy into implementation using Marketing cloud Exact target.
* Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
* Working on translating several Visual Force pages to lightning using LWC framework.
* Used service cloud on the case management standard objects (accounts, contacts, opportunities, campaigns and leads) and customized standard object Opportunities with Visual Force pages and this is the crucial object for the entire FTI Consulting.
* Working with Advance SAQL in Creating Lens. And working with dataset and Dashboards Json.
* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* I have expertise in Product catalog, Pricing Configuration, and new product introduction CPQ set up.
* Thorough understanding of Salesforce system limits building at scale.
* Strong understanding of Release Management process and CI/CD.
* Used Sales Cloud in Preparing and getting approval of design, functional and technical specifications from business.
* Used Platform based technologies like Visual force to provide UI to the custom objects.
* Used HTML tags, Frames and CSS (Cascading Style Sheets) to maintain uniformity in the Web page with respect to Communities.
* Developed Apex Controllers, Triggers, Visual force pages, Lightning Design Techniques. Extensive experience in writing custom Controllers and Custom Buttons for VF Pages.
* Scheduled Apex Batch Jobs for larger data Loads.
* Actively involved in deployments during Release Managements.

**Environment**: Salesforce.com, Force.com IDE, Lightning Components, Apttus CPQ, Salesforce CPQ, SOQL, Apex classes, Controllers, Triggers, Visual Force, Force.com Data Loader, HTML5, CSS, JavaScript, SOAP, Web services, Dashboards, Workflow, Custom Objects, Custom Tabs, Security Controls, Eclipse IDE Plug-in, Salesforce Sandbox, REST API.

**Client: GE Capital – CT, USA Sep 2013– Aug 2015**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Drafted Test Plan which included testing objectives, testing phases, scenarios, and test environment after a thorough analysis of the business rules.
* Deployed, configured, and supported the prototype application for its demo /UAT for various line of business from various cities, prepared deck for UAT & gathered feedback and followed up with further updates on the prototype and related documents.
* Primarily involved in developing use case document for the application, system requirement specification (SRS) and presentations for proposed solutions
* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign and Reports.
* Analyzed and Created Custom Profiles as required for the business needs and implemented Object level, Field level and Record level security.
* Extensively worked on SOQL and Apex Triggers to implement business logic. Worked in SAAS platform like Amazon, Google to integrate with salesforce to achieve new capabilities.
* Implementation of components and wireframes using cross-browser compatible JavaScript, jQuery and AJAX.
* Customized Page Layouts for Salesforce.com Standard and Custom objects.
* Used Force.com platform for developing feature rich and user-friendly Visual force pages for enhancing Salesforce UI.
* Worked on Work.com to create Performance summary and badges for internal use.
* Experience handling large databases with activities like Data Integration and Data Cleansing using Salesforce Data Loader, Data.com clean.
* Used SOQL, SOSL to select the data from Salesforce.com platform database.
* Written test methods and Test cases with code coverage of more than 80%.
* Developed Apex classes, Controller, Custom Controllers and Triggers for various functional needs in the application.
* Designed the Workflows to ensure unresolved cases are escalated based on company priorities.
* Designed and Developed Dashboard to monitor case activities.

**Environment:** Salesforce.com platform, HTML, JavaScript, Apex Classes, Salesforce Data Loader, Data.com Clean, SOQL, SOSL, Triggers, Security Controls

**Educational Qualifications:**

**Bachelors in computer science from - ANU, Guntur, 2002**