**SHRAVANTHI REDDY RAMANA**

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***Professional Summary***

Experienced Salesforce Architect with over 15 years of expertise in designing and implementing scalable Salesforce solutions. Skilled in application implementation, solutioning, prototype development, data migration, integration, customization, administration, and deployment. Proven ability to analyze business requirements, translate them into technical specifications, and lead development teams through complex projects. Strong track record in optimizing performance, enhancing user experience, and driving business growth across diverse industries.

Skills Profile

Technical Capabilities

* Proficient in Sales Cloud, Service Cloud, Marketing Cloud, and Community Cloud.
* Designing and implementing complex solutions across industries.
* Ensuring code quality and best practices in Salesforce development.
* Designing technical solutions for ERP, CRM, and Salesforce Cloud integrations.
* Experience in integrating Salesforce Clouds with other systems.
* Diagnosing and resolving technical issues in projects and implementations.
* Crafting end-to-end specifications based on client requirements.
* Practicing Agile methodologies with expertise in tools like JIRA, GIT, CI/CD.
* Conducting design and code reviews to ensure high-quality deliverables.

Core Capabilities

* Leading and mentoring development teams.
* Providing technical guidance and troubleshooting.
* Effective communication with stakeholders, including executive management.
* Strategic input in project discovery and workshops.
* Assessing feasibility and guiding development practices.
* Adapting quickly to organizational, process, or technological changes.
* Strong communication skills tailored to various organizational levels.
* Articulating business requirements and technical solutions effectively.
* Swiftly adapting to changes and focusing on achieving results post-change.
* Adapting to organizational, process, or technological shifts.

Certifications

* Salesforce Certified Application Architect
* Salesforce Certified Data Architect
* Salesforce Certified Sharing and Visibility Architect
* Salesforce Certified Platform Developer I
* Salesforce Certified Platform App Builder
* Salesforce Certified Administrator
* Salesforce Certified Field Service Consultant
* Salesforce Certified Service Cloud Consultant
* Salesforce Consumer Goods Cloud Accredited Professional
* SAFe for teams 5.0

Professional Experience (In Reverse Chronological Sequence)

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| **Client Name** | **British Petroleum (Offshore)** |
| **Project Name** | **BP Pulse** |
| **Project Duration (From & To in Month/Year Format)** | **July 2022 – Current** |
| **Role/Title** | **Senior Technical Architect** |
| **Work Location** | **Chicago, IL** |
| **Project Description** | **BP Pulse specializes in electric vehicle (EV) charging solutions. It provides EV charging infrastructure and services across the UK and Europe, offering both home and public charging solutions. BP Pulse aims to support the growing adoption of electric vehicles by providing reliable and accessible charging options for individuals, businesses, and fleets.** |
| **Responsibilities** | * Led the end-to-end design and implementation of Salesforce solutions for BP Pulse, ensuring alignment with business objectives and technical requirements.
* Prepared Key Design Documents and presented them to the Design Authority team for approval, ensuring solutions met architectural standards and best practices.
* Designed and Implemented:

**Sales Cloud:** Configured to manage leads, opportunities, and accounts. Implemented CPQ for quote and order management and integrated DocuSign for document generation and maintenance.**Service Cloud:** Established to streamline customer service operations and optimize case management processes.**Marketing Cloud and Pardot:** Integrated to execute targeted marketing campaigns and lead nurturing programs, enhancing customer engagement and conversion rates.**Referral Portal:** Developed a user-friendly portal to improve engagement with dealers and lessees, resulting in increased lead generation and sales conversions.* Orchestrated integrations between Salesforce and BP’s other applications, ensuring seamless data flow and system interoperability.
* Collaborated in workshops with Product Owners and Business users for requirement gathering, prioritization, demos, and training sessions.
* Developed Data Migration strategies to migrate data from existing applications to Salesforce, ensuring data integrity and consistency.
* Devised strategies to address complex technical risks and challenges, ensuring successful project outcomes.
* Provided coaching and mentoring to development team members, fostering a culture of continuous learning and professional growth.
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| **Client Name** | **Signify** |
| **Project Name** | **SF Consumer goods** |
| **Project Duration (From & To in Month/Year Format)** | **August 2021 – July 2022** |
| **Role/Title** | **Technical Architect** |
| **Work Location** | **Hyderabad** |
| **Project Description** | **Signify is a leading multinational lightning corporation leading across electric lights and light fixtures for consumers, connected lightning solutions, dynamic architectural lightning systems and smart home lighting.** |
| **Responsibilities** | * Participated in requirement gathering workshops and developed the application architecture using Consumer Goods cloud.
* Effectively prepared Business user journey documnets, Process Flow Analysis documents, Requirement definitions, technical design documents.
* Integrated SAP CPI with Salesforce to sync Accounts. Contacts and Product from SAP to Salesforce.
* Collaborated with Business users for requirement workshops, demos, trainings.
* Developed re-usable code for business to automate their manual tasks and repitative task.
* Reviewed team members deliveries ensuring that meet all the Quality standards.
* Identified project risks and communicatied them to respective teams while providing on time solutions.
* Mentored team in Salesforce.com.
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| **Client Name** | **Farmers** |
| **Project Name** | **SRM Wranglers** |
| **Project Duration (From & To in Month/Year Format)** | **April 2020 – Till date** |
| **Role/Title** | **Offshore Lead** |
| **Work Location** | **Hyderabad** |
| **Project Description** | **Farmers Insurance Company has 4 major departments. Marketing, Sales, Claims, Service (Service Resource Management).****The intent and scope of the SRM Wranglers is to work on new enhancements for SRM project and to work on new enablers/POCs.** |
| **Responsibilities** | * Performed the detailed analysis of functional and technical requirements for User Stories .
* Worked on new and existing Aura and LWC components.
* Enhanced existing triggers and assignment rules.
* Worked on enhancing Knowledge modules.
* Developed new features for omni channel modules.
* Provided support to existing integrations.
* Conducted daily status calls with onshore counterpart for understanding the requirements.
* Reviewed team members deliveries ensuring that meet all the Quality standards.
* Identified project risks and communicatied them to respective teams while providing on time solutions.
* Mentored team in Salesforce.com.
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| **Organization Name** | **Capgemini** |
| **Client Name** | **American Automobile Association** |
| **Project Name** | **AAA ULRA** |
| **Project Duration (From & To in Month/Year Format)** | **Oct 2019 – March 2020** |
| **Role/Title** | **Offshore Lead** |
| **Work Location** | **Hyderabad** |
| **Project Description** | **AAA is embarking on a strategic program of modernizing the Emergency Roadside Service (ERS) experience, to further their Undisputed Leader in Roadside Assistance (ULRA) strategic vision, enabled through the Smart Fleet and Tech Hero initiatives.****The intent and scope of the ULRA pilot is to rapidly enable key interaction capabilities of the future and validate the technology framework to support the full functionality in subsequent phases.**  |
| **Responsibilities** | * Configured FSL package and managing the package objects to work as a dispatcher.
* Configured FSL and Glympse Mobile apps to work like technician to navigate the routes working on service appointment.
* Salesforce **Integration** with D3 system and Glympse application
* Maintaining test class coverage.
* Packaged and Deployed customizations from Sandbox to other environments.
* Was responsible for drafting Impact Model for every new Change Order, providing monthly forecast, reviewing invoices.
* Resource management - Monthly assessment, Annual rating and career enhancing guidance.
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| **Client Name** | **AAA – The Auto Club Group** |
| **Project Name** | **Digital Transformation** |
| **Project Duration (From & To in Month/Year Format)** | **Oct 2017 – Sept 2019** |
| **Role/Title** | **SFDC Lead** |
| **Work Location** | **Hyderabad** |
| **Project Description** | **AAA is embarking on a strategic program of digitalizing the Auto/Home policy generation.** **The intent and scope of the Digital Transformation is to enable Self Service Quotes generation through Digital Channels. Enable True Omni Channel.** |
| **Responsibilities** | * Implemented framework that supports REST based integration between SFDC - Mule Soft – Guidewire.
* Identified all the services that were required to be built and identified Requests and Responses for each service.
* Coordinating between angular, mule soft and Guidewire teams for the end –to- end integration.
* Developed few of the services and worked on test coverage.
* Conducting daily scrum calls with onshore counterpart and onshore BA for understanding the requirements.
* Provided on call support during production deployment.
* Reviewed team members deliveries ensuring that meet all the Quality standards.
* Identifying project risks through and communicating them to respective teams while providing on time solutions.
* Ensuring on overall engagement commitments along with accepted quality standards.
* Mentored trainees in Salesforce.com.
* Resource management - Monthly assessment, Annual rating and career enhancing guidance.
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| **Client Name** | **Internal Project** |
| **Project Name** | **Content Management** |
| **Project Duration (From & To in Month/Year Format)** | **Aug 2017 – Oct 2017** |
| **Role/Title** | **Senior Developer** |
| **Work Location** | **Hyderabad** |
| **Project Description** | ***Migrating Content Management from Share Point to Salesforce.*** |
| **Responsibilities** | * Coordinating between angular, mule soft and Guidewire teams for the end –to- end integration.
* Enabled and Configured Self Service Portal.
* Conducting daily scrum calls with onshore counterpart understanding the requirements.
* Configured and customized Knowledge Management.
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| **Client Name** | **Internal Project** |
| **Project Name** | **CPQ** |
| **Project Duration (From & To in Month/Year Format)** | **Aug 2015 – Apr 2017** |
| **Role/Title** | **Senior Developer** |
| **Work Location** | **Ahmedabad** |
| **Project Description** | **Migrated CPQ implementation from Big Machines to Salesforce for Sophos which is a security software and hardware company.** |
| **Responsibilities** | * Redesigned the old salesforce architecture to new design based on best practices.
* Involved in developing visualforce pages, triggers and apex classes based on the requirements.
* Proficient in creating record-types, page-layouts and profiles to hide/show visibility to various fields.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation rules and formula fields to the custom objects
* Used SOSL and SOQL queries during the custom development.
* Administered Salesforce.com setup functions for new users, roles, profiles, permission sets, custom permissions, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce.com configurations.
* Implemented the workflows and approvals for various functional requirements.
* Used Atlasian products for development, deployment and version control.
* Reviewed team members deliveries ensuring that meet all the Quality standards.
* Weekly conducted demos to show prototypes developed by the team.
* Identifying project risks through and communicating them to respective teams while providing on time solutions.
* Ensuring on overall engagement commitments along with accepted quality standards.
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| **Client Name** | **JP Morgan** |
| **Project Name** | **Investment Banking** |
| **Project Duration (From & To in Month/Year Format)** | **Aug 2009 – Aug 2015** |
| **Role/Title** | **Senior Developer** |
| **Work Location** | **Pune** |
| **Project Description** | **Migrated CPQ implementation from Big Machines to Salesforce for Sophos which is a security software and hardware company.** |
| **Responsibilities** | * Performed the detailed analysis of functional and technical requirements, designed and deployed the custom objects, identified the lookup and master-detail relationships, and created the junction objects.
* Created APEX triggers, classes, test methods and visual force pages to implement custom functionality.
* Used SOSL and SOQL queries during the data migration and custom development.
* Administered Salesforce.com setup functions for new users, roles, profiles, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce.com configurations.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to better utilize Salesforce.com as a sales tool and configured various Reports for different user profiles.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Implemented pick lists, dependent pick lists, validation and formula fields to the custom objects.
* Implemented the validation rules on the objects and tabs, Page layouts, Custom tabs, and Components to suit to the needs of the application.
* Implemented the workflows and approvals for various functional requirements.
* Used Eclipse IDE for development and deployment.
* Used Change set for deployment.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for integrity of the data.
* Implemented break fixes, business enhancements support, feasibility requests and administrative needs to Salesforce.com application users.
* Tracked and maintained the requirements to functionality traceability and use case traceability.
* Maintained constant communication with on-shore and off-shore teams and relayed project updates to Project Manager.
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Education

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| ***Educational Record (In Reverse Chorological Order Starting Highest Degree)*** |
| ***Course of Study*** | ***Specialization*** | ***Name of University*** | ***Address of University*** | ***Year of Completion***  |
| Bachelor Of Engineering | Information Technology | Sardar Patel University | Vallabh Vidyanagar, Anand, Gujarat 388120 | 2008 |

Professional Organizations

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| ***Organization’s Name*** | ***Designation*** | ***Dates of Employment*** | ***Location (City & State)*** |
| ***From*** | ***To*** |
| ***(DD-MON-YYYY)*** | ***(DD-MON-YYYY)*** |
| Accenture | Associate Manager | 15-Jul-21 | 29-Mar-24 | Hyderabad, Telangana |
| Capgemini | Senior Consultant | 20-Oct-17 | 05-Jul-21 | Hyderabad, Telangana |
| Tek Systems | Senior Software Engineer | 09-Aug-17 | 17-Oct-17 | Hyderabad, Telangana |
| Sophos | Programmer/Analyst 2  | 24-Aug-15 | 01-Apr-17 | Ahmedabad, Gujarat |
| Accenture |  Software Engineering Sr. Analyst | 31-Aug-09 | 17-Aug-15 | Pune, Maharastra |