**Kranthi Vemulapalli**

**Salesforce Lightning Developer/Admin Yeshwanth**

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**PROFESSIONAL SUMMARY**

To obtain challenging and rewarding Salesforce position with growth and learning opportunities in supportive, challenging work environment that would take advantage of my job experience. Always seeking opportunity that will allow me to prove myself in various aspects of critical conditions and adding values to the prosperity and development of the company.

* Over 11+ years of total IT experience with Salesforce.com CRM and Force.com platform as developer and administrator.
* Good Understanding of salesforce.com, Sales Cloud, Service Cloud, AppExchange, Marketing Cloud and Salesforce Communities.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.
* Responsible for Customization of the Salesforce Sales Module for capturing the Lead Generation, Accounts, Opportunities.
* Knowledge on the Field Service Lightning mobile app how it works and aids on - site job management to a mobile workforce.
* Customized existing Visual force to align with Salesforce new Lightning UI experience.
* Good knowledge on Set up field service features according to client unique business needs. This includes installing the Field Service Lightning managed package and Field Service Lightning mobile app.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Creating Lightning Components and used Salesforce SLDS to convert existing Visualforce pages to lightning components.
* Sound knowledge on Visual Force Pages, Apex Triggers, Apex Classes, Batch Apex, and HTML, SOQL, SOSL, Process Builder, Workflow, Visual Workflow and Approval Process, Reporting and Dashboards to support process automation.
* Experience in Administration, Configuration, Implementation and Support of Salesforce CRM.
* Experience in designing and developing Apex Classes, Controller Classes, extensions, and Apex Triggers for various functional needs in the application.
* Monitor functional and integration test execution on Sales force CRM, Veeva CRM.
* Experience in using Force.com Web services API for implementing web services in the application for access to data from different users.
* Extensively worked on Salesforce.com customization using the Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services API.
* Explicitly worked on custom objects, custom fields, Picklists, page layouts, Workflow Alerts and Actions, Approval Process, Validation Rules
* Experience in Salesforce.com administration including creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Tasks and Actions
* Hands on experience in developing and configuring Reports, Custom Reports, report folders, report extractions, Dashboards for different user profiles based on the requirements.

**TECHNICAL SKILLS:**

**Operating Systems:**Windows NT 2000/2003 Server, Windows XP, UNIX.

**Languages:**Apex, Java, Oracle PL/SQL, C, C++, XML.

**Databases:**MS Access 2003/2007, Oracle 11g

**SFDC Technologies:**Apex, Visualforce, Lightning, Reports, SOQL, SOSL, REST & SOAP API, Bath Apex, Dashboards, Data Loader, Controllers, Triggers, Custom Objects, Salesforce Chatter Workflow & Approvals, Custom Objects.

**Scripting Language:**HTML, CSS, JavaScript, Ajax

**ETL:**SQL Server BI Tools, DTS, Informatica.

**Other Tools:**Eclipse, GitHub, DataLoader.IO, SVN, GIT, MS Office suite, Workbench, Toad, SQL Plus.

**PROFESSIONAL EXPERIENCE:**

**Workday, Kentucky Jul’19 – till date**

**Salesforce Lightning Developer/Admin**

**Responsibilities:**

* Responsible for design and building core framework for enhanced case management features.
* Implemented event-based integration from middleware for lead creation and assignment in salesforce for enrollment users.
* Experience on SFDC implementations covering **Sales cloud, Service cloud, Marketing Cloud, Chatter and AppExchange**applications.
* Developed **Lightning apps**with design systems using CSS and Parameters, App Builder and **Lightning component**features for the use of Desktop and Salesforce1 Mobile Platforms.
* Hand on experience in salesforce **lightning feature**and knowledge. And Implemented wave Analytics to track overall business which increased 20% of entire sales
* Technical Knowledge about Salesforce **lightning schema builder, process builder, app builder, components and lightning connect**.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com and checking the correctness of the data.
* Hand on experience in salesforce lightning feature and knowledge.
* Started working on building an App-Exchange application to push leads from different partner Salesforce channels to our salesforce by establishing security around it.
* Built **Workflow rules, Approval process** and created related actions Field update, Email alert, Creating a Task, and outbound messaging.
* Change Management (Testing, Training, Customer Betas, Internal and external communication) & Service cloud Console.
* Implementation and rollout experience with salesforce.com **CRM (Sales cloud, Service Cloud, Marketing cloud), Communities, Sites and Force.com platform.**
* Worked with many standards features like Objects, Workflows, Record Types, Page layouts, Profiles, Roles, etc.
* Experience in **Salesforce1 Mobile**with out of box using Lightening.
* Extensively developed Visual-force pages, Apex class & Triggers for various custom functionalities for business requirements.
* Created custom service cloud application on top existing solution to improve the productivity of CRMs.
* Developed heavy Integration components for data integrity with legacy systems and implemented event centric integration using **SOAP** and **REST API**.
* Responsible for setting up both form of Single Sign on, Delegated Authentication and Federated Authentication using SAML 2.0.
* Worked with Person Accounts for storing consumer demographics information.
* Responsible for setting up security and sharing model for enrollment business group within in the application.
* Deployed code and configuration to sandbox and production environments using Bitbucket and Bamboo.
* Have done peer code reviews and responsible for environment refresh strategy and maintenance.

**Environment:**Sales Cloud, Service Cloud, Marketing Cloud Data loader and Data management, ANT Migration tool and Bamboo, sandbox, workflows, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules, GitHub, Jenkins, SAP.

**VMware, Pune Jul’13 – Jun’19**

**Salesforce Admin and Developer**

**Responsibilities:**

* Provided CRM **Level 2 and Level 3 Support** in troubleshooting the issues and working closely with the users to ensure that applications meet their needs and keep pace with changes in CRM application.
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Opportunities, Cases, Campaigns, Reports and Dashboards.**
* Built efficient Client Services Ticketing system using Cases object.
* Implemented **Email to case, Web to Case** Functionality in the ticketing system.
* Created Record types, **roll up Summary**, **Workflow rules, Approval process, Auto Response rules and Validation rules** to ensure data is validated and automate business logic conditionally.
* Configured and maintained Salesforce.com application user **Profiles, Roles, Permissions sets**.
* Created user **Roles and Profiles**, **Security controls**, **Sharing Settings**, audit trail setup and configured **Field level security** for different profiles.
* Created and used **Email templates** in **HTML.**
* **Created** **Queues,** Public Groups and **Email Templates.**
* Developed and configured various **Reports**and Report Folders for different groups based on the need in the organization.
* Used **field level security** along with **page layout** to manage the visibility and accessibility of fields for different profiles.
* Built **Reports and Dashboards** to continuously monitor data quality and integrity and assist users with report design and management.
* Created **Sharing Settings** on different objects to reflect the business logic.
* Developed **Apex Triggers, Visual Force Pages** and **Controllers** and managed to support the business workflows.
* Developed various **Batch Apex classes** and scheduled those using Apex Scheduler.
* Used eclipse with Force.com IDE plug in for**development** and **deployment.**
* Closely monitor **deduplication process** by Integration of IBM Initiate that involved **web service API calls** and **future methods**.
* Troubleshoot the issues with custom **merge process** and **integrations with different applications.**
* **Developed various Automation Processes.**
* Involved in customizing the Salesforce.com application to match the functional needs of the organization.
* Involved in data mapping activities to import data provided by the internal data warehouse into salesforce.
* Extensively worked with **Data Loader and Bulk API**to import or export the data from Salesforce.com objects in very large volume.
* Built **SQL scripts** to retrieve data from SQL SERVER databases.
* Built complex reports using SQL Scripts.
* Provided training to Level 1 Support to use the CRM application and to use Client Services Ticketing System.
* Involved in Data Mapping and **Data Migration** from legacy systems to SalesForce.com objects and fields.
* Customized **Page layouts** for Opportunity, Contacts and Accounts for different profiles.
* **Used Change sets in Deployment.**
* Interacted with various business team members to gather the requirements and documented the requirements**.**
* Customized the Dashboards to track usage for productivity and performance of business centers.
* Provided the training to the internal business users to use the application and develop their own custom reports**.**
* Co-ordinate multiple vendors for data-set processing/ data migration and import-export process.
* Set up integration between **Salesforce and MS-SQL using DB-AMP**.
* Data Extraction and Validation from SQL SERVER.
* Decisions and Control on AppExchange Applications, Managed/Unmanaged Packages reviews.

**Environment:**Salesforce, Luminate Online, IBM Initiate, Greater Giving, SQL SERVER, Apex Data Loader, Force.com IDE, SOQL Explorer, Chatter, DB Amp, Marketo, CRM Pledge maker.

**Birla soft India Ltd, India Nov ‘10 – Jun ‘13**

**Salesforce Developer/Admin**

**Responsibilities:**

* Interacted with various business team members to gather the requirements and provided technical inputs for the user stories.
* Designed and created Custom objects, Relationships (Lookup, Mater-Detail), Junction objects, Fields (Formula and Rollup summary), Custom tabs, custom apps, Validation rules, Record Types, Page layouts, Search Layouts, Compact Layouts, List views on various objects and Connected apps for Integration.
* Created HTML, Text based Email Templates and Folders for different business groups.
* Built Workflow rules, Approval process and created related actions Field update, Email alert, Creating a Task and outbound messaging.
* Used Informatica Power Center in synchronizing SQL and Oracle to the Salesforce application.
* Configured data sharing by setting up Organization-Wide Defaults (OWD), Owner-based &Criteria- based sharing rules on various objects.
* Written complex validation rules on standard and custom objects to perform based on record type, login user, and profile.
* Configured Salesforce Outlook connector for a couple of business users for synchronization of Salesforce Contacts, Activities from Salesforce to Outlook and vice-versa.
* Enabled Salesforce1 mobile for mobile applications and roll out two-factor authentication.
* Configured Single Sign-On for sandbox and production instances with Active Directory as IdP and created my domain.
* Worked on customization of Sales cloud objects Accounts, Contacts, Opportunities, Price books, Products and configured Account Teams for team selling.
* Configured Web-to-Lead, field mapping for conversion and created Lead assignment rules.
* Created and configured Escalation, Assignment rules, Web-to-Case, Email-to-Case on Case object.
* Worked on customization using Apex language to build Custom, Extension Controllers for user actions performed by users in the UI.
* Developed rich UI using Visual force page components, Bootstrap CSS and performed client-side validation using JQuery and JavaScript.
* Used Developer Console, Force.com Explorer, Eclipse with Force.com Plug-ins for development and Data Loader, CLI for data migration.
* Developed various Custom Report types, Tabular, Summary and Joined reports, Dashboards and Analytic snapshot and created Report/Dashboard folders and provide access to a different user based on the Roles.
* Migrated bulk data from external data source to Salesforce using Data Loader bulk API.
* Created Custom Objects and defined lookup and master-detail relationships on the objects.
* Experience in developing and Deploying **Sales Cloud & Service Cloud**.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* **Experience in Configuration and code deployment across multiple Orgs.**
* **Experience in deployment and working on version control tools like GIT, GitHub, Jenkins.**

**Environment:**Saleforce.com platform, Sales Cloud, Marketing Cloud, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, GitHub, Jenkins, Windows Vista.

**Simplion Technologies, India Mar 09 – Oct’ 10 Salesforce Developer/Admin**

**Responsibilities:**

* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services.
* Actively involved in design and development of custom CRM solution to service.
* Architected the solution in SFDC and participated in coding apex classes, triggers, visual force pages and REST API ’ s.
* Created custom service cloud application on top existing solution to improve the productivity of CRMs.
* Created Reports & Dashboards to view data from custom object.
* Implemented SSO in SFDC, to utilize corporate windows authentication.
* Extensively worked on SFDC UI using Visual Force Pages.
* Extensively worked on integrating REST API using callouts framework in SFDC.
* Extensively worked on SOQL and Apex Triggers to implement business logic.
* Designed and developed workflows and Process Builders to automate the business processes.
* Worked on Custom Setting and Test Case.
* Extensively worked on customizing existing salesforce objects as well as creating new objects.
* Extensively used apex Data loader to synchronize the data between external systems and SFDC.
* 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.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application.
* 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.

**Environment:** Saleforce.com platform, Apex Language, Triggers, Visualforce, SOQL, Change Set, Data Loader, Force.com, Workflows-approval, Custom objects, Custom tabs, Email service, Html, Web service, Sharing Rules.

**G E Infrastructure, India Jun’08 – Feb’09**

**Salesforce Admin**

**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.

**Environment** : Saleforce.com platform, Apex Language, Triggers, Visualforce, SOQL, Change Set, Data Loader, Force.com, Workflows-approval, Custom objects, Custom tabs, Email service, Html, Web service, Sharing Rules .

**DCLI Technologies, India July 07- Jun’ 08**

**Salesforce Admin**

**Responsibilities:**

* Worked with the business community to gather requirements and converted them into Business Requirement Documents (BRD) and Functional Requirement Documents (FRD)
* Created various Custom Objects as per requirement.
* Worked on various standard Objects like Accounts, Case, and Contact.
* Created Security Settings for Roles and Profiles and managed Security Sharing Settings.
* Developed Validation Rules for the Custom Objects and Workflow rules and Approvals for some fields.
* Restructured Custom objects, Master detailed relationship between objects to better suites the organization.
* Deploy SFDC package from one organization to other organization.
* Developed APEX class, Controller class and APEX Triggers from various functional needs in the application.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Created various Reports (Summary reports, Matrix reports, Pie charts, Dashboards) and set up Reports folders.
* Importing and exporting large volume of data using Data Loader.
* Used Sandbox for testing and migrated the code to the deployment instance after testing.

**Environment**: Saleforce.com platform, Apex Language, Triggers, Visualforce, SOQL, Change Set, Data Loader, Force.com, Workflows-approval, Custom objects, Custom tabs, Email service, Html, Web service, Sharing Rules.