    

**Prashanth Kumar**

*Phone: 210-692-4819*

*Mail:* *podishetty159@gmail.com*

***Salesforce Developer and Tableau Developer***

**PROFESSIONAL SUMMARY­­­­­­­­­**

* A Total of 13 Years of IT experience in all phases of Software Development Life Cycle (SDLC) which involves requirement gathering, requirement analysis, design, development, 10+ Years of extensive knowledge of Salesforce.com and Data Analytics, Digital Analytics projects using Tableau, SQL.
* Experience in Administration, Configuration, Implementation, Security, Testing, Lightning, and Support of Salesforce CRM applications.
* Expertise in SFDC development using Lightning Application, Apex Language, classes, Visual Force pages, Controllers, Triggers.
* Implementation and Integration experience using Custom Objects, Custom Tabs, Workflow Rules, and Role-based Page Layouts and Record Types, Approvals, Assignment Rules. This also includes Custom Reports, Report Folders, and Report extractions to various formats as per the Client & Application Requirements.
* Extensive experience in working with Standard Objects, Custom objects, Page layouts, Workflow Alerts and Actions, Approval Process, Validation Rules, Custom Tabs, custom reports, report extractions to various formats.
* Good experience with Record Types, Relationships, Data Types, Formula Fields, Validations, Queues, Email­ Templates.
* Extensive experience in creating lookup relationships and master-detail relationships on the objects and creation of junction objects to establish connectivity among other objects.
* Implemented security and sharing rules at object, field, and record levels for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Develop robust business logic by writing Apex classes, triggers, controllers, and batch processes tailored to meet specific organizational needs within the Salesforce environment.
* Lead the tactical execution of email campaigns, including developing HTML email templates, executing QA test plans, managing deployment, and analyzing the delivery/inbox placement of marketing emails and automation programs.
* Good experience in developing salesforce Lightning Apps, Components, Controllers, and Events.
* Experienced in handling large databases with Tableau functionalities like Data Blending, Cross Database joins, Unions, and joins.
* Created various Data visualizations and Dashboards for analytical projects catering to different business teams.
* Designed and developed interactive Tableau dashboards and reports, utilizing Tableau visualization features, and proposing dashboard enhancements.
* Built and published KPI-based performance manager metrics and SSL-based mobile reports to meet executive reporting needs. Having Good Experience on Integration with third party systems by using Rest and Soap Web Services.
* Having Good Experience by installing and working with different App Exchange Packages.
* Good knowledge on Salesforce setup menu, JavaScript, Java, J2EE, JSP, JavaScript, configuration, custom application development, administration, communities, data migration and deployment of applications to Force.com platform.
* Developed Visualforce pages and custom objects using Apex programming on Force.com platform.
* Good Experience with Salesforce integrations using scripted data loader.
* Good knowledge of Apex development in creating Objects, Triggers, Apex Classes, Standard Controllers, Custom Controllers and Controller Extensions.
* Experience in integrating Salesforce with external systems through Restful APIs, allowing seamless data exchange using standard HTTP methods.
* Developed business-driven dashboards using different chart types like Crosstabs, Geo/Tree/Heat Maps, Dual Axis charts, Pie Charts, Bar Charts, Line/Area Charts, Gantt Charts, Bubble Charts, Scatter Plots, Trend Lines, Bullet Graphs, and Histograms in Tableau Desktop.
* Comparative sales analysis, Average of top deals by sales rep, Actual vs. target, Value on the last day of a period, Return purchase by cohort, etc.
* Publish reports and dashboards to Tableau server for sharing and collaboration with stakeholders. Configure data refresh schedules, set up row level security, and manage user access and permissions.
* Experience on testing and project migration of complete content from Dev to QA environment and QA to live environment.
* Experienced in Dev to QA and QA to live project migration and testing.
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Chatter & App-exchange applications.
* Involved in data mapping and migration of data from legacy systems to Salesforce.com Objects and fields.
* Developed REST and SOAP-based requests for communicating with Web services.
* Knowledge of Salesforce Lightning Process Builder, Lightning UI/UX, app builder, and creating Visual Workflows, Salesforce support communities, and Chatter groups.
* Built reusable UI/UX components with the lightning component framework.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| Skill Category | Used Tools |
| Development Skills | Lightning, Apex, Visual Force, S-Control, Force.com Explorer, Apex Data Loader, SQL, My SQL database, HTML, CSS, SCSS, Bootstrap. |
| Development Tools | Visual Studio Code (VS Code), Git, GitHub, TFS |
| Web Technologies | Web services, HTML, XML, CSS, and JavaScript |
| Operating System | Windows XP, Windows Vista, Window 7, Windows 10, and Mac |
| BI Tools | Tableau 2022.x/2019.x/10.x/, Tableau Server, Power BI Desktop, Excel, SAP BPC, OBIEE, MSBI Stack (SSRS, SSIS, SSAS, SSMS) and Qlikview. |
| Databases | Proficient in Microsoft SQL Server, Db2, Oracle 11g, Netezza, SAP HANA, Postgre SQL, Snowflake, Excel, T-SQL, Mongo DB, Spark, and Athena |
| ETL tools | Alteryx, Informatica, Tableau prep |

**EDUCATION:**

* Master of Business Administration from Jawaharlal Nehru Technology University in 2008.

**CERTIFICATIONS:**

* Salesforce Certified Associate
* Salesforce Certified Administrator
* Salesforce Certified App Builder
* Salesforce Certified Platform Developer1.
* Salesforce Certified Platform Developer2.
* Tableau Desktop Specialist.

**Client: Eli Lilly- Indiana**

**Senior Salesforce Developer (Jul 2023 to Present)**

Eli Lilly and Company is an American pharmaceutical company headquartered in Indianapolis, Indiana, with offices in 18 countries.

**Responsibilities:**

* Created/Optimized critical business triggers using proprietary frameworks by implementing interface classes to enforce logical sequencing, enhance performance, respect limits, and improve readability and code maintenance.
* Proficiency in developing Lightning Web Components, Sales force’s modern framework for building UI components. This involves creating reusable components using HTML, JavaScript and Sales force’s LWC framework.
* Apex development in Creating Objects, Lightning Application, Triggers, Apex Classes, S-controls, Standard Worked on Service Console Lightning application which contains multiple number of Lightning web components (LWC).
* Developed multiple number of Lightning web components (LWC) regarding service case console page.
* Created multiple Lightning Components, added CSS and Design Parameters from LDS (Lightning Design System) that makes the Lightning component look and feel better.
* Experience in Force.com Apex Classes, Apex triggers Integration, Visual force and Force.com API. Development using custom lightning components (Aura and LWC).
* Created Lightning web components (LWC) and apps combining Lightning Design system, Lightning App Builder and Lightning Component features.
* Develop robust business logic by writing Apex classes, triggers, controllers, and batch processes tailored to meet specific organizational needs within the Salesforce environment.
* Customize and extend Salesforce applications by leveraging Apex code to create tailored functionalities beyond standard Salesforce capabilities.
* Design high-quality technical solutions on the SFDC platform following industry best practices to meet business requirements.
* Develop robust solutions using Apex, Salesforce APIs, and other Salesforce tools to enhance functionality.
* Maintain system documentation, ensuring accuracy and completeness of technical details.
* Demonstrate expertise in custom objects, validation rules, workflows, process automation, reporting, and dashboards.
* Using Apex to manipulate and manage data within Salesforce, including querying, updating, inserting, and deleting records using SOQL (Salesforce Object Query Language) and DML (Data Manipulation Language) statements.
* Configure and customize the Sales Cloud platform to meet the organization's specific requirements.
* Create and maintain user profiles and permission sets.
* Manage data security and access controls.
* Provide technical support to Sales Cloud users.
* Create and manage reports and dashboards for sales analytics.
* Design and implement lead scoring and grading systems to identify and prioritize leads.
* Implemented complex sharing rules via apex to allow users access to agreement terms and counterparty document objects based on related legal and business account relationships.
* Configure and customize the Salesforce CRM to meet the organization's requirements.
* Stay informed about Salesforce updates and best practices.
* Integrate Salesforce with external systems or databases by building custom web services, REST or SOAP APIs, and handling data exchange between Salesforce and other platforms using Apex.
* Managed monthly agile release cycles using JIRA and code merge using Github and UAT, PROD deployments using ANT migration tool.
* Created Technical documentation for all tasks for Auditing purposes.

**Environment:** Salesforce.com platform, Apex Language, Lightning, Sales cloud, Visual Force (Pages, Components, Controllers & Extensions), Service Cloud, Aura, Data Loader, Data Modelling, Apex Triggers, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls.

**Bank of America, Ind (Feb 2021 to Jun 2023)**

**Salesforce Developer**

**Global Payments and Operations-Banking Operation**

* Involved in Salesforce.com Application Setup activities and customized the applications to match the functional needs of the organization.
* Developed assignment rules while handling leads to route the Queues to the right groups.
* Effectively communicate technical issues and resolve problems at all levels of the organization.
* Working on Salesforce communities and Lightning for an enhanced and most advanced UI experience for the user.
* Manage code deployment across different Salesforce environments, working within development sandboxes and using tools like Salesforce DX or change sets. Implement version control practices for managing code changes.
* Processing and digitizing documents using Capture, Automating data extraction from forms and other documents.
* Developed several Triggers, Apex Classes and Visual Force Pages as a part of an application development.
* Worked on Apttus CLM CPQ, LDAP and Integration with Share point.
* Familiar with Apttus admin settings, Apttus CLM custom settings and DocuSign settings.
* Experience in CPQ Merge Service, Configuration and Pricing APIs (Apttus customization).
* Experience in configure price quote (CPQ) app such as Apttus.
* Responsible for providing solution and Implementation of Apttus CLM & CPQ for different business internally.
* Performing all tasks required to develop, implement, and support the Salesforce.Com application integration of the Apttus CLM and CPQ
* Involved in end-to-end testing and configuration enhancements for the CPQ and CLM functionalities.
* Created integration with Apptus CPQ and CLM applications and automating processes on Salesforce platform.
* Proficiency in integrating Salesforce with SOAP-based web services, facilitating communication with legacy or enterprise systems following the SOAP protocol.
* Created Lightning Components, added CSS and Design Parameters which improves performance.
* Added Lightning Component to Lightning Pages and Record Pages and worked on Apex classes, Visualforce.
* Pages, Controller classes, and Apex Triggers for various functional needs in the application.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, and Campaigns and designed the solutions for business and technical requirements by customizing various standard and custom objects.
* Designed, and deployed the Custom objects, Custom tabs, validation rules, Workflow Rules, and Auto-Response Rules to suit the needs of the application.
* Configured Profiles, Email Services, Page Layouts, Workflow Alerts, Actions, and Approval Processes.
* Effectively created pick lists, dependent pick lists, and junction objects to establish the connectivity among objects.
* Created Apex methods for the lightning controller and helper methods to perform DML operations on the case records.
* Extensively involved in Unit Testing using Test Methods of Force.Com utilities.
* Used Data Loader (inserts and update more than 50,000 records) and bulk import or export of data from Salesforce.com objects to create custom layouts as per client requirements.
* Maintained user roles, security, and profiles, wherever necessary.
* Implemented Pick lists, Dependent Pick lists, validations, and formula fields to the custom objects.
* Created page layouts, and search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Implemented new enhancements including the creation of Workflow, email alerts, and email templates.
* Set up Role hierarchy and create sharing rules to limit data visibility.
* Created Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
* Created relevant documentation: Business Requirement Document (BRD), Functional Requirements Document (FRD), UML diagrams - Use Cases, Sequence Diagrams, Process Flow Charts, and Prototypes, such as Wireframes.
* Designed and developed SFDX packages for enterprise deployment.

**Environment:** Salesforce.com platform, Apex Language, Lightning, Apptus, CLM, Sales cloud, Service Cloud, Visual Force (Pages, Components, Controllers & Extensions), Data Loader, Data Modelling, Apex Triggers, Reports, , Email Services, Security Controls.

**Treasury Fulfilment and services**

**Bank of America- IN (Jan 2018- Feb 2021)**

**Salesforce Admin, Developer & Tableau Developer**

**Responsibilities:**

* Worked as an enhancement team member and performed the roles of Salesforce.com Developer and Administrator in the organization.
* worked closely with the sales team and business analysts and performed a detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Created Profiles and Contacts and Opportunities in Sales Cloud In lieu of Marketing cloud needs.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports, and Dashboards.
* Created Custom Buttons on various objects Using JavaScript.
* Designed various web pages in Visual Force using HTML, JavaScript, and Bootstrap for capturing various customer inquiries and Implemented logic for migrating cases to different queues based on the type of customer inquiry.
* Utilized sharing rules, public groups, and Roles to open data restricted via OWD settings.
* Created marketing campaign using Exact Target, monitored their run and reporting, and configured salesforce and marketing cloud integration user along with configuration in salesforce.
* Designed and developed Apex Classes, Apex Triggers for various functional needs in the application.
* Designed and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, and Visual Force Pages to suit the needs of the application.
* Engage with project stakeholders to identify their needs, goals, and objectives.
* Planned testing activities, defining test objectives, scope, and test strategies.
* Led and coordinated testing activities, including test case development, test execution, and defect management.
* Assess the current state of processes, systems, or operations to identify gaps and areas requiring improvement.
* Collaborate with project managers to identify project stakeholders and understand their interests, expectations, and requirements.
* Automated Row level security and permissions using Tableau REST API’s, by utilization SAP GRC and SAP ABAP.
* Created basic and advanced calculations including string manipulation, basic arithmetic calculations, custom aggregations and ratios, logical statements & quick table calculations. Extensively used LOD’s.
* Represented data using Geographical Maps, Donut Charts, Bar Charts, Heat Maps and Tree Maps.
* Perform data Exploration, Data wrangling, and data cleansing using Alteryx.
* Used Groups, Bins, Hierarchies, Sorts, Sets and Filters to create an effective visualization in Tableau.
* Creating relationships between different data sources in Tableau to visualize the data and build the reports.
* Used Trend Lines and Reference Lines techniques to describe the data.

**Environment**: Saleforce.com platform, , Apex Language, Visual Force Pages, Data Loader, Lightning components, HTML, JavaScript, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, Eclipse IDE Plug-in, , SOQL, SOSL.

**Deposit Management and Cards**

**Bank of America (Sept 2015- Jan 2018)**

**Salesforce Developer / Administrator**

**Responsibilities:**

* Performed the roles of SFDC Admin in the organization.
* Interacted with various business team members to gather the requirements and documented the Business and Software Requirements.
* Configured Sales Force Automation (SFA) for Campaign management, Opportunity Management, Account and Contact Management, Data Quality Management.
* Configured various Reports and Dashboards for different user profiles based on the need in the organization.
* Implemented escalation rules, automatic case generation and their escalation to call centre representative, and generated email alerts for quick issue resolution.
* Collaborated with the Marketing and Sales team to analyse their existing system process.
* Worked closely with Agents, Engineers, and shift leads to created profiles and role hierarchy.
* Integrated Microsoft outlook with SFDC to sync Calendar, Task, e-mails and reminders. Web to Mail functionality to track leads from the website and used JavaScript for validating the fields provided.
* Created Report Folders to assist managers to better utilize SFDC as a sales tool.
* Designed and implemented various Email templates for Auto-Response to customers.
* Data Integration with existing legacy system.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Worked on various SFDC standard objects like Accounts, Contacts, Cases, Opportunities, Reports and Dashboards.
* Implemented Reports on Pipeline, Opportunity created, Leads to Opportunity conversion, Views of Sales Cycle, cases generated.
* Used analytic snapshots for bi-weekly reports.
* Designed Workflows, validation rules, assignment rules, Approval Process.
* Implemented web based case management automation – Web to Case
* Implemented Email-to-Case.
* Designed various HTML Email templates for Auto-Response to customers.
* Assigned profiles and roles to users as per the organizational requirements.

**Environment:** Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, Lightning components, Force.com API, JavaScript, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox, Eclipse IDE Plug-in, Windows 7, UNIX.

**DXC Technologies, Hyd. (Sept 2012 - Aug 2015)**

**Salesforce Developer / Administrator**

**Responsibilities:**

* Written custom VF pages for the data display and also do modification of the data.
* Loading the legacy data to the salesforce using Dataloader.io
* Used snapshot to deploy code from one org to another org in salesforce.
* Created and used Email templates in HTML and Visual force.
* Developed and configured various Custom Reports and Report Folders for different user profile
* Used Box.com to easily share, access and manage files within salesforce and salesforce 1
* Designed and developed Apex Classes, Controller Classes, Apex Triggers and Visual Force Pages for this application
* Populated Metadata related to files/folder by functionality where users can search their content in box with the Metadata tagged to files/folders.
* The integration has also been customized for mobile, so that the users can directly upload content from their mobile device by of use a custom publisher action.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* We leveraged the use of Auth 2.0 with JSON Web Tokens (JWT) authentication model to create new box folders and import existing folders in box to salesforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Developed Apex triggers, Apex classes and test methods.
* Salesforce Analytics Cloud powered by Wave is a cloud-based platform for connecting data from multiple sources, creating exploration views against that data and then creating dashboards.
* Used Data Loader for Data Management in force.com platform.
* Have worked on the development of reports and charts.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created and used Email templates in HTML and Visual force.
* Designed custom objects, tabs, records, and views within SFDC to support new workflow processes.
* Created wave data sales using internal sales data.
* Coordinated on the testing and the defects cycle.
* Handled day-to-day administration, maintenance and support of Salesforce modules for 500 users.

**Environment:** Force.com, Apex, Data Loader, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, Triggers, Security Controls, third party tools

**Dictasol India Pvt Ltd (Mar 2010 - Aug 2012)**

**Data Analyst/Tableau developer**

**Responsibilities:**

* Administered and customized Salesforce instances, including configuration of custom objects, fields, workflows, and process builder to align with business requirements.
* Conducted regular data audits, ensuring data accuracy and integrity within Salesforce, and implemented data quality standards.
* Provided end-user training and support, enhancing user adoption and resolving issues promptly.
* Collaborated with cross-functional teams to gather and analyze requirements for system enhancements and ensured Salesforce alignment with overall business strategies.
* Managed user roles, profiles, and permissions to ensure proper access control and enforce security best practices.
* Designed and developed interactive Tableau dashboards and reports to meet business intelligence needs.
* Extracted, transformed, and loaded (ETL) data from diverse sources into Tableau, ensuring the availability of clean and relevant datasets.
* Conducted data analysis to identify trends, patterns, and actionable insights to support strategic decision-making.
* Implemented Tableau best practices for performance optimization and user experience, monitoring and enhancing dashboard and report performance.
* Collaborated with business stakeholders to understand reporting requirements and delivered visually compelling and insightful Tableau solutions.