**Naveen Gaddam**

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**Professional Summary:**

8+ years of extensive experience as a Salesforce.com Administrator.

* Experienced in all phases of Project life cycle and implementing them along with Salesforce customization.
* Experienced using Salesforce Lightning UI. Created Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Proficient in dealing with the functionalities related to the Service cloud and Sales Cloud.
* Experience Cloud, Extensive business knowledge on Campaign Management, Lead Management,
* Sales Processes, Product Management, Service processes &amp;Case Management
* Proficient in Data Migration from Traditional Applications to Salesforce using Data Loader Utility.
* different data import tools Data Loader, Workbench, Import Wizard, SFDC Data Export, Mass Delete.
* Experience in realizing the business requirements to design on salesforce.com by designing the required
* entities like custom objects, creating the relationships/ junction objects like Master-Child, lookups, Entity
* Relationship data model, Pages, Classes, Interfaces, Workflows &amp; Workflow rules, triggers, Email alerts and
* Business Logic and also a good Experience on Salesforce Lightning, User story Analysis.
* Extensive experience in Salesforce.com configuration, customization, administration, data migration
* Designed, Implemented and deployed the Service Cloud with various custom-built Page layouts, Custom tabs, Custom Apps to suit to the needs of the application also created various Profiles to enable the Service Cloud specific to them.
* Experienced in Sales cloud, Collaboration Cloud for All partner portal, customer portal
* Implemented “Email to Case” for automatic case creation for business groups. Involved in creating Distribution list and Group mailbox for sending the incoming emails to respective Routing address. Worked in both ‘On Demand’ and ‘Email Agent’ Email to Case implementations.
* Experienced in Workflow Approvals, Sales, Marketing, Customer Service and Support Administration.

**Walmart (Remote) Feb 2021 to Present**

**Role: Senior System Specialist**

**Responsibilities:**

* Working as a Salesforce Admin by providing day to day end user training and support for Salesforce.com users.
* Worked with various salesforce.com objects like Cases, Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Worked with the sales operations team, product management team and other stakeholders to capture requirements.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Administered and monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Maintained and gave permissions to communication templates based on Profiles.
* Used an AppExchange Tool called Click Tool to integrate with other applications to know the survey of the product.
* Used Lightning Process Builder to automate business processes by providing a visual representation.
* Migrated data from legacy CRM systems in batch or one-time using Data Loader.
* Created Reports and Dashboards as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Build the organization's role hierarchy by adding the Roles as per the organization structure and create custom profiles to satisfy the organization's hierarchy.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created custom Reports based on business need and associated them to Dashboard.

**Environment:** **Salesforce.com, Components and Controllers**, Data Loader, Workflow and **Validation Rules, Reports** and Report Types, Custom Objects, Tabs, Email Services, Security Controls.

**Verizon-FL September 2018 to Jan 2021**

**Role: Salesforce Administrator**

**Responsibilities:**

* Working as a Salesforce Admin by providing day to day end user training and support for Salesforce.com users.
* Maintain technical knowledge by using Trailhead, attending educational workshops and reviewing related publications, when available.
* Act as SFDC SME for our Help Desk and Technical Support teams.
* System Administration in supporting an organization larger than 250 employees and working on cross-functional projects with sales or support team experience
* Experience performing data cleanup and/or data migration to and from Salesforce.com
* Be able to work in a fun and spirited environment.
* Administer and customize our Salesforce implementation and deployment, including design, documentation, analytics, training, deployment, and support
* Collaborate with sales, operations, and other stakeholders to analyze requirements and translate into technical requirements and articulate design considerations and trade-offs
* Maintain and customize all aspects of the Salesforce platform including objects, fields, layouts, security, reporting, validation rules, workflows, data manipulation and migration.
* Participated in requirements Gathering and Involved in Salesforce.com Application Setup.
* activities and customized the apps to match the functional needs of the organization.
* Created page layouts, search layouts to organize fields, custom links, related lists, and

other components on a record detail and edit pages.

* activities and customized the apps to match the functional needs of the organization.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail
* relationships, validation and formula fields to the custom objects, Web to case, Email to

case.

* Integrated SFDC system with Microsoft Outlook.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, field

updates to implement business logic.

* Developed Custom Reports and Dashboards as per given requirements.

**Environment:** Salesforce.com platform (Data Loader, Process builder and Approval process,Role Hierarchies, Sharing Rules, Email Templates, Reports, Dashboards, Custom Objects,Custom Tabs, Email Services), MS Project, MS Excel, PowerPoint.

**Zimmer Biomet, Indiana June 2016 to Aug 2018**

**Salesforce Administrator**

**Responsibilities:**

* Integrated SFDC system with Microsoft Outlook.
* Managed Salesforce application user profiles, roles, permissions, generating security tokens, validation rules.
* Developed workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Created profiles and implemented object level, field-level and record-level security and managed roles,visibility settings.
* Created email templates in HTML and inbound emails using Visual force for the clients and customers.
* Designed, developed, deployed page layouts, components, custom objects, custom tabs, visual force pages to reach the needs of the organization.
* Implemented Pick lists, Dependent Pick list, Lookup, Junction Objects, Master detail Relationships, Validation Rules and Formula Fields to the Custom Objects.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created various reports (summary reports, matrix reports, pie charts and dashboards) and Report Folders to assist managers to better utilize Salesforce.
* Created various dashboards per requirement of the user and business need.

**Anblick Solutions, India June 2014 to Aug 2016**

**Jr Salesforce Administrator**

**Responsibilities:**

* Developed Cascading Style Sheets (CSS) for creating effects in Visual force pages.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used field level security along with page layouts to manage access to certain fields.
* Using service console for customer community. Community is using custom visual force pages to provide enhanced look and functionality.
* Implemented Salesforce Lightning Components for small set of users within the organization.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Setting up Service Cloud Console, Cases (Web to case, email to case), Solutions, Case Assignment, and CTI Interfaces.
* Experience in building reusable UI components and pages with Lightning component framework.
* Worked on Salesforce Lightning Components for building customized components replacing the existing ones.
* Worked on embedding Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Also generating customizable report using Community for the services which are being provided by Health Carebusiness.
* Data migration using Data Loader Used Sales force web services like REST API, SOAP API, XML .
* Creating Web pages and Controller classes in Visual Force and Apex including Java Script.
* Work with the client and other team members to resolve project issues.