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**Prathyush Jetty**

**Sr Salesforce Consultant**

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**SUMMARY OF QUALIFICATION:**

* Around 9+ years of extensive experience in Salesforce.com CRM and Force.com platform with proficiency as a developer and administrator.
* Proficient in crafting custom object designs, developing, and deploying workflows, approval processes, as well as creating and refining classes, Visualforce pages, extensions, and controllers.
* Proficient in both front-end and back-end development, utilizing technologies such as HTML, CSS, JavaScript, and Apex to create comprehensive solutions.
* Have Banking Domain Experience with salesforce CRM platform.
* Experienced in identifying, diagnosing, and resolving technical issues in Salesforce Commerce Cloud applications, ensuring smooth functionality.
* Expertise in Lightning Conversion and Component Development, Web Services and API integrations, Content Management, Chatter/Social Enterprise, HTML, CSS, JavaScript, and Aura frameworks.
* Worked in various industries to design and implement Salesforce.com solutions for all applications.
* Comprehensive knowledge of day-to-day Salesforce management, data processes and security, and the ability to address complex business processes with reliable solutions.
* Experienced in Sales Cloud and Service Cloud configuration, Apex and Visualforce, solution design.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ).
* Worked extensively in Demandware, Cloud Craze, MuleSoft, Dell Boomi and on various SFDC standard objects Accounts, Contacts, Opportunities, Leads, Campaigns, Cases, Solutions, Communities, Reports and Dashboards.
* Worked as Salesforce Administrator – maintaining users, profiles, roles, permission sets, workflows, backups, help users fine tune reports, white-list IP addresses, sharing rules, fixing data and more
* Extensive experience in developing Apex Triggers, Apex Classes, Test classes and Visual Force pages employing standard and custom controllers, SOQL and SOSL queries.
* Expertise in migration and deployment of code from one environment to other using Autorabit tool, Copado, Force.com IDE deployment wizard, Maven’s mate and Workbench Deployment Wizard. Also have hands-on experience in ANT Migration.
* Worked on Live Agent Deployment, coordinated with UAT team, involved in writing Function Requirement Specs
* Developed Visualforce pages (Custom tabs, Custom Objects, Reports, Analytical snapshots, and Dashboards), Apex Classes and Custom Objects using Apex Programming on Force.com platform.
* Extensive experience in Integrating Salesforce Applications with third party systems using REST and SOAP API.
* Experience configuring/Customization of Lead Process and Case Management using Sales Cloud and Service Cloud.
* Good expertise of object-oriented programming for creating Apex classes using Salesforce Design Patterns to implement out of box requirements to fulfil the business needs.
* Worked on different Asynchronous operations like Future Methods, Queueable Apex, Batch Apex and Scheduled Apex to implement bulk DML operations and call Web Services.
* Experience on Agile development model, migrating code between environments using inbound/outbound change set and ANT for deployments and change management.
* Committed to excellence, self-motivator, quick-learner, team player, and a prudent developer with strong problem solving, analytical skills and communication skills.
* Excellent knowledge of customer focused IT delivery methods and strong debugging and documentation skills.
* Have good experience in following and implementing the beat practices in salesforce platform by keeping following key constraints such as keep data clean, avoid over customization, platform security, project governance, user training, testing.
* Team player with good interpersonal skills, strong understanding of fundamental business processes, excellent Communication and Problem-solving skills.
* Conducted thorough code reviews to ensure adherence to best practices and coding standards, significantly improving code quality and maintainability.
* Provided constructive feedback to developers, fostering a collaborative environment and promoting continuous improvement in coding skills and techniques.
* Identified and resolved potential issues during code reviews, enhancing the overall performance, security, and scalability of the applications.

**ACADEMIC :**

* Bachelor of Computer Engineering, Hyderabad, India

**CERTIFICATIONS:**

* Salesforce Admin
* Salesforce Developer (PD1)
* CPQ Specialist.
* Salesforce Certified Service Cloud Consultant
* Salesforce Certified Sales Cloud Consultant
* COPADO CERTIFIED FUNDAMENTALS I MP

**SKILLS INVENTORY:**

|  |  |
| --- | --- |
| **Salesforce Technologies** | Roles, profiles, sharing rules, reports, Validation rules, Records Types, Page Layouts, Workflow Rules, Process Builder, Approval Process, Apex Classes, Apex Triggers, SOQL, SOSL, Visual Force (Pages, Components and Controllers), Dashboards, Reports, Custom Objects, Lightning Components/App Builder and Lightning Data Services and Lightning Design System |
| **Salesforce Tools** | Apex Data Loader, Force.com IDE (Eclipse), Workbench and ANT, COPADO. |
| **Tools** | Data Loader, Salesforce-to-Salesforce, Apex- Explorer, Jira, GitHub. |
| **Languages** | Apex, C, Java, J2EE, Java Script, HTML, XML, SQL, CSS. |
| **Database** | SQL Server 2008, Oracle, MySQL. |

**Client Name : USAA**

**Role : Sr. Salesforce Developer**

**Duration : JAN 2023 – Present**

**Project : REAL ESTATE CRM (Banking Domain) Sanantonio TEXAS**

**Roles & Responsibilities:**

* RECRM deals with mortgage loans for retired military serve veterans, by providing mortgage loans to the user who is applying.
* Developed Apex triggers automatically update related Account and Contact records when Opportunities were marked as "Closed Won," improving post-sale process efficiency.
* Built custom workflows to trigger notifications and create tasks for sales and customer success teams upon Opportunity closure, ensuring smooth handoff and customer onboarding.
* Analyzed Opportunity conversion rates from "Closed" stages to "Closed Won" and built custom reports for sales leadership to track success rates and identify opportunities for pipeline improvements.
* Developed automated notifications and integrated workflows to trigger actions in Salesforce Service Cloud and Marketing Cloud when Opportunities were marked as "Closed Won", enabling seamless cross-department coordination for customer onboarding and follow-ups.
* Configured custom field updates and validation rules to ensure data accuracy when an Opportunity is moved to "Closed Won", improving the integrity of reporting and downstream processes like billing and invoicing.
* Implemented custom approval processes for high-value Opportunities before marking them as "Closed Won", ensuring proper authorization and review by sales leadership for large deals.
* Experience in data modelling and mapping.
* Created Objects and fields from scratch as per the business requirements.
* Custom Sales cloud is implemented to capture the leads into the salesforce and track the sales process into RECRM app.
* Developed LWCs by leveraging the standard SLDS framework which is provided by salesforce.
* Built dynamic web forms with custom validation logic using JavaScript in Visualforce pages.
* Developed complex UI components leveraging advanced HTML5 features and JavaScript Features.
* Utilized the ‘Lightning Record View Form’ lightning base component to present static data from the ‘Opportunity’ related object within the Opportunity layout.
* Used Lightning data services like wire, getPicklistValues, getRecord, getFieldValue adaptors in the LWC to pull the data from backend apex.
* Possesses knowledge and experience in building automated workflows using Salesforce Flows.
* Enhanced user experience by implementing real-time data updates in LWCs using asynchronous Apex calls.
* Worked on modifying the existing logic in apex classes and apex test classes to enhance the business existing requirement.
* Worked on Customized Sales cloud where the leads are captured in java-based application, where lead management is handled in the sales cloud.
* Streamlined data accuracy by executing a comprehensive migration process, converting data formats, and preserving values during field transition.
* Profiles, permission sets, and roles work together to define what users can see and modify in Salesforce. This allows you to grant specific access based on job functions, ensuring users only have the data they need.
* Permission sets provide additional access without modifying existing profiles. This helps avoid accidentally giving users too much permission through profile edits. Roles further control data visibility based on sharing settings, preventing unnecessary exposure of sensitive information.
* Profiles and permission sets allow you to configure object-level and field-level security controls. This means you can restrict access to entire data types (objects) or specific data points (fields) for increased data security.
* Performed inbound, outbound integration with external systems using REST, SOAP Web services API and JSON Serialization and Deserializations.
* Experience in Powerful command-line interface (CLI) removes the complexity of working with your Salesforce org for development, continuous integration, and delivery using Salesforce DX.
* Executed various levels of Unit, Integration, Regression and User Acceptance (UAT) using test cases to prove that system conforms to specifications of business and quality requirements.
* Experience in Ensuring the data governance by modelling the profiles, roles and permission sets by ensuring the security to the data
* Developed a robust batch Apex solution for scheduled email alerts, proactively informing business users of potential issues and facilitating timely intervention.
* Implemented a dynamic flow that ensures parent records reflect the current state of their child records, improving data accuracy and visibility.
* Leveraged user roles to control the table's content and presentation, delivering personalized information tailored to each user's needs.
* Built complex LWC applications with nested components, utilizing a combination of events, properties, and LDS for efficient data exchange.
* Leveraged validation rules and custom permissions to design a robust user-based change restriction system, demonstrating expertise in Salesforce security and data governance.
* Expertise in using Salesforce SFDX, APIs, SOQL/SOSL, data upload to read and write data in partnership with other downstream/upstream applications at Fortress via REST / SOAP
* Utilized Copado's intuitive platform to streamline deployment processes, reduce manual effort, and minimize downtime.
* Help establish a process to manage all Salesforce customizations and user interface changes like page layouts, search layouts, workflows, calculated fields.
* Acted as the Release Coordinator for 6-stage deployments, orchestrating the seamless transition of developed features from Dev to Prod.
* Have a destructive change experience in Copado tool.
* Developed Lightning Web Components (LWC) tailored for community integration, alongside designing Apex controllers and triggers aligned with specific business needs.
* Mastered the Aura framework, crafting reusable and elegant UI components aligned with the Salesforce Lightning Design System (SLDS).
* Exposed internal custom objects data to the 3rd party vendor by writing custom rest webservices in Apex.
* Expertise in serializing and deserializing the salesforce data content to the JSON strings or from JSON strings to custom wrapper classes in apex.
* Custom platform events are created on the opportunity object and whenever the data is inserted from 3rd party web vendor into these platform events, we have handled it by creating after insert trigger on opportunity.
* Expertise in creating and managing Salesforce APEX objects, including creating and managing custom fields
* Data migration from lower orgs(dev) to Higher orgs (Prod) are done by using apex data loader.
* Leveraged expertise in creating and listening to custom events within LWCs to achieve unparalleled parent-child component communication.
* Utilized mule ESB composer for Lead data synchronization between salesforce and other business third part tool API called LQD.
* Worked on Agile methodologies like updating the Jira board in every sprint stories.
* Have a experience in writing the test cases in qtests and linking the qtest results in the Jira.
* Have a knowledge on debugging the production logs in Kibana.

**PROFESSIONAL EXPERIENCE:**

**Client Name : USAA**

**Role : Sr. Salesforce Developer**

**Duration : Jan 2022 – Dec 2022**

**Project: - : Military Affairs App SANANTONIO TEXAS**

**Roles & Responsibilities:**

* Successfully established a record type, 'MA Award', enhancing object structure.
* Engineered a comprehensive trigger framework for the 'MA Award' object, enabling dynamic email generation upon field updates.
* Involved in working of the implementation Kevinohara trigger framework in the project.
* Innovated by developing a custom metadata type to streamline the trigger framework, facilitating multiple after-update processes on a single object.
* Spearheaded seamless deployment processes from Development to Production for the ESM – Tech Foundation App.
* Formulated intricate validation rules aligning with business specifications, optimizing data integrity for 'MA Event' and 'MA Award'.
* Skillfully managed transformative changes for an existing application to accommodate a new Salesforce app.
* Orchestrated the creation of multiple permission sets, resolving access-related challenges within the Military Affairs app.
* Enhanced and tailored existing Apex code to ensure compatibility with rigorous testing requirements for higher environment deployments.
* Strategically implemented field-dependent picklists in the Military Affairs app, addressing complex business scenarios.
* Led a successful data migration initiative in response to sandbox refresh requirements within the ENT Org.
* Actively participated in Salesforce office hours, leveraging insights to effectively implement Salesforce flows.
* Developed Classic Email templates in the Military Affairs Application, optimizing trigger frameworks for efficient email alert functionalities.
* Successfully Implemented the inbound integration of MA award data from an external MySQL database, utilizing Mule ESB Connector which exposed the data through a REST API.
* To ensure data accuracy within the Military Affairs application, numerous validation rules were implemented to verify the integrity of incoming data.

Top of Form

**PROFESSIONAL EXPERIENCE:**

**Client Name : USAA**

**Role : Sr. Salesforce Developer**

**Duration : Nov 2020 – Dec 2021**

**Project : - : SDBQA App PLANO TEXAS**

* **Roles & Responsibilities:**
* Worked on creating a lightning page by using Lightning web components.
* Used SLDS framework in the custom CSS to give the Salesforce Standard GUI.
* Have extensive experience in creating the JS, Apex controller classes to provide the backend logic to the LWC components.
* Created Record level pages, App pages in Salesforce Custom app to satisfy business requirements.
* Worked on implementing static data across the Salesforce org by using Salesforce custom metadata types.
* Created multiple list views on the Custom tab for handling different search criteria.
* Implemented the Apex batch class for moving the records from specific queues to the target queues based on the field update.
* Created Tabular report, Summary Report for business users to get the count of the records in the bar graphs.
* Worked on the Copado tool for migrating the changes from the lower environment to the test and prod orgs.
* Implemented a few flows to achieve the business requirement on the field update.
* Created a validation rule on the fields to promote the business use case of partial save of the record.
* Created apex classes, wrapper classes, trigger handler classes for lightning web components, and triggers to incorporate the business flow.
* Wrote apex unit test classes for the apex classes to promote the changes to the higher environments.
* Wrote the apex classes in such a way that it maintains the static code tool in Copado.
* Have extensive knowledge in the metadata API for the SFDX deployments.
* Created multiple custom labels, custom permissions, and formula fields to satisfy business requirements.
* Created visual force pages and incorporated them into the list view buttons to handle the custom functionality when the user clicks on it.
* Monitor daily ETL jobs that load sales transactions into Salesforce and address any errors or delays to ensure data is available for reporting.
* Created controllers for the visual force pages to add the backend logic to the list view button.
* Created a trigger on the custom object which will load the static data from the custom metadata whenever the records are created in the specified object.
* Design, develop, and implement custom applications on the Salesforce platform to meet business requirements.
* Develop and maintain complex Apex classes, triggers, and Visualforce pages.
* Create and configure Lightning Components to enhance user experience.
* Build and manage complex workflow automation using Salesforce Flows.
* Integrate Salesforce with external systems and applications using APIs and middleware.
* Performed ETL process for extracting customer data from an SQL database, transform it to match Salesforce’s data model, and load it into Salesforce to ensure a seamless transition from a legacy System.
* Perform data cleansing, transformation, and enrichment to ensure data quality and consistency before loading it into Salesforce. Cleanse and standardize customer addresses from multiple sources to ensure uniformity and accuracy in Salesforce.

**Client: State of Marry Land**

**Role: Salesforce Developer/Admin**

**Duration: Jan 2020– Oct 2020**

**Roles & Responsibilities:**

* Marry Care handles healthcare projects for the State of Maryland, focusing on MEDICAID and MEDICARE programs. It offers various services to the residents of Maryland.
* Responsible for the maintenance of Salesforce environment, including user maintenance and database cleanup.
* Participated in setting up profiles and assigning them to users.
* Created various custom tabs, tags, and components.
* Implemented field-level security and customized page layouts to control access to specific fields.
* Developed Apex classes, controller classes, and Apex triggers to meet various functional needs in the application.
* Utilized validation rules, workflows, approval processes, and created reports and dashboards.
* Worked with Data Loader and AppExchange applications.
* Configured different record types to set up various page layouts based on profiles.
* Assisted in establishing the role hierarchy and assigning users according to their roles.
* Ensured data protection and availability to authorized users by customizing user roles, role hierarchies, profiles, and sharing settings.
* Wrote SOQL and SOSL statements within custom controllers, extensions, and triggers.
* Analyzed business requirements, entity relationships and converted them to Salesforce custom objects, created lookup relationships, master-detail relationships and many to many relationships by creating junction objects.
* Strong communication and interpersonal skills to interact with senior-level management regarding the implementation of changes.
* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Designed and developed complex business processes and automation using Salesforce Flow Builder, streamlining workflows and improving operational efficiency.
* Created and managed workflow and components to customize user interfaces according to business requirements.
* Implemented error handling mechanisms within Apex triggers, managing exceptions and ensuring graceful error recovery to maintain data integrity.
* Created Connected Apps for external applications to access Salesforce data securely.
* Leveraged Salesforce DX (Developer Experience) for efficient development and collaboration within the development team.
* Published and managed applications on the Salesforce AppExchange platform, ensuring compliance with Salesforce guidelines and standards.
* Demonstrated proficiency in the Salesforce Data Model, designing and implementing scalable and efficient data structures.
* Implemented the Salesforce Security Model, ensuring data security and access control across the Salesforce platform.
* Created and customized Salesforce Reports and Dashboards to provide insights and analytics for decision-making purposes.
* As an SFDC Developer and Lightning Developer, I engaged with diverse business user groups to collect requirements for salesforce.com, Lightning, and CRM implementation.
* Developed Apex classes, Schedule classes, Controller Classes, Batch Apex, and Apex Triggers on the Force.com platform to meet various functional requirements.
* Implemented Asynchronous Apex functionalities like Schedulable, Batchable, Queueable, and Future.
* Developed multiple Lightning Components with enhanced aesthetics using CSS and Design Parameters.
* Upgraded Salesforce Classic Apps to Lightning Experience for improved user interface and interaction.
* Hands-on experience in building custom lightning components using Aura framework.
* Generated and worked extensively with Platform Events and SOAP-based web services for backend integration.
* Employed Data Loader, Data Import Wizard, and Workbench for data processing and migration tasks.
* Managed Change sets and deployed data between sandboxes and instances.
* Utilized Change sets, Workbench, and ANT migration tool for metadata deployment.
* Created Apex REST web service classes for inbound calls to Salesforce and collaborated with MuleSoft for Service Oriented Architecture (SOA).
* Proficient in SQL, HTML, XML, CSS, and JavaScript.
* Automated deployments using COPADO for environments like Dev, UAT, and production Continuous Integration and Delivery (CI/CD).
* Skilled in using VS Code and Force.com Plug-in for writing business logic in Apex programming language.

**Client: 7Eleven/Rythmos, Dallas/TX  
Duration: Feb 2018– Dec 2019**

**Role: Salesforce Developer**

**Roles & Responsibilities:**

* Worked on Customization of VF Pages Standard and Custom Controllers, Extension Controllers, Apex Classes, and Triggers.
* Implemented Lead Management Functionality Web-to-Lead and Lead Assignment Rules to capture lead information.
* Experienced in working with Salesforce.com Sandbox and Production Environments.
* Excellent skills in creating/troubleshooting/modifying Apex code and Visual force pages.
* Create / Modify / Inactivate Users in SFDC.
* Experienced in developing Formula fields, Validation rules, Workflow rules and Approval Process, Sharing Rules, OWD and Permission Sets
* Deployed objects using Change Sets & ANT Migration tool.
* Created custom objects, Custom fields, Page Layouts and record Types in Lightning experience
* Peer Review of team members’ work and attending status calls with Client.
* Migrated the Existing Classic Visual Force Pages to Lightning by Implementing SLDS
* Involved in developing Salesforce Lightning applications using Lightning Components.
* Worked on Apex classes with respect to Lightning components.
* Embedded Lightning Components in Visual force page by using Lightning Out.
* Creating Lightning Components and used Salesforce Lightning Design System (SLDS) to convert existing VF pages to lightning components.
* Experience in Providing Training and Documentation on Salesforce Apps to the end users.
* Worked on developing Lightning components for Record pages and Quick actions.
* Prepared KT(Knowledge) Docs and data dictionaries for my modules.

**Client: Starbucks/Rythmos, Hyderabad, India**

**Duration: April 2015– Dec 2017**

**Role: Salesforce Admin/Developer**

**Roles & Responsibilities:**

* Performed as Salesforce developer and admin role on this project.
* Participated in JAD sessions with business users to gather requirements and analyze the feasibility of their needs by coordinating with the project manager and technical lead.
* Created custom apps, custom objects and tabs, page layouts, workflow rules, approval process and validation rules.
* Created user roles & profiles and sharing settings and also used field level security along with page layouts to manage access to certain fields.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created Sharing rules, Assignment Rules, and Escalation Rules.
* Defined lookup and mastered detail relationships on objects and created junction objects to establish connectivity on objects.
* Worked on Assigning and creating Roles Hierarchy, Profiles and Security setup within the organization.
* Experienced in developing Apex Triggers using the Apex programming using Apex Editor.
* Worked with various salesforce objects like Accounts, Contacts, and Leads, Cases, Reports and Dashboards.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Worked on Agile Methodology for Salesforce custom app implementation.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Involved in Design and development of Workflows rules, triggers, validation rules and other customizations with Salesforce.
* Performed data cleanup and/or Data migration to/from salesforce.com.
* Worked with Apex Data Loader tool to perform DML operation using CSV files.
* Created visual force Email templates and also automated Email process to send installation instructions to new and existing customers.
* Used data loader for insert, update and bulk import or export of data from salesforcom.com objects.
* Experienced writing the technical specification documents
* Developed Functional Specification Document (FSD) and Business Requirements Document (BRD) for custom fields, User Interface Changes.
* Designed Data Flow Diagrams (DFD’s), Entity Relationship Diagrams (ERD’s), and web page mock up's MS.
* Regular presentation to stakeholders and key owners of the process.
* User training and created navigation scripts.
* Assisted in development of Test Plans and worked with QA team to design test plans and test cases for UAT.
* Worked with the QA Testing group, provide them with necessary inputs and help to test the scripts.