**Madhuri Kallem  **

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**Objective**

Results-driven professional with a strong technical background seeks to leverage technical expertise,leadership skills, and problem-solving abilities to drive successful implementations of high-quality solutions. With effective communication and collaboration with cross functional teams, aims to optimize Salesforce functionality, deliver exceptional results, and contribute to business growth

**Skills:**

Experienced Salesforce Developer/Administrator with 8+ years of professional IT experience, driving business growth and enhancing user experience through innovative solutions. Proficient in analyzing, developing, testing, and debugging high-performing software with meticulous attention to detail. Demonstrates expertise in Apex, Lightning Components, web services, design patterns, and object-oriented programming techniques. Proven track record of leading a small development team in end-to-end project delivery, working effectively in agile, test-driven, and QA environment to ensure high-quality software deliverables through rigorous testing.

**Summary:**

* Dedicated and results-oriented IT professional with over 8 years of comprehensive experience in software design, analysis, development, testing,
* And implementation of enterprise-level applications in the Salesforce platform.
* Proficient in all stages of the Software Development Life Cycle
* (SDLC) with a proven track record in overseeing the direction, development, and implementation of CRM software solutions.
* Highly skilled in configuring users, profiles, roles, and permissions to meet business requirements.
* Extensive experience in customizing Salesforce to streamlinebusiness processes, improves efficiency, and drive success.
* Adept at developing and maintaining a wide range of Salesforce technologies, with expertise in Apex, Visual force, Lightning Web Components (LWC), and integration using SOAP and REST.
* Excellent problem-solving skills and a quick learner with the ability to adapt to dynamic work environments.
* Salesforce Expertise: Extensive experience in Salesforce Customization, Security Access, Workflow Approvals, and support administration.
* Development Skills: Proficient in SFDC Development using Lightning Application, Apex Language, LWC Components, Visual force, Aura Components, and more.
* Data Management: Hands-on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Data Migration: Proficient in Data Migration from Traditional Applications and Legacy Systems using various tools.
* Integration: Novice in Integration but with a strong aptitude for mastering new concepts.
* Deployment: Experience in Meta data deployment using Change Sets and AutoRabit Tool.
* CRM: Worked extensively with Salesforce CRM, including Sales Cloud and Service Cloud.
* Agile Methodology: Proficient in Agile Methodology, particularly SCRUM.
* Support and Enhancement: Experienced in production support and enhancements.

**Technical Skills**

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| --- | --- |
| Development Tools and Languages | Apex, Triggers, Asynchronous Apex (Batch and Scheduled)  Lightning Web Components (LWC), Apex Data Loader  SOQL (Salesforce Object Query Language)  SOSL (Salesforce Object Search Language)  Vlocity. |
| Customization and App Building | Flex Cards, Omni studio. |
| Workflow Tools: | Approvals, Process Builder, Flows, Validation Rules  Salesforce Lightning, Security, Sales Cloud  CPQ (Configure, Price, Quote), Vlocity Omniscript  Cards, Flex Cards, Omnistudio, Integration Procedures, Dataraptors  Dataloader.io, Force.com IDE, |
| Web  Technology | HTML, CSS |
| Database | MSSQL, MySQL |
| CI/CD tools | Autorabit, Copado, Jenkins, Ant, Workbench, Changeset |
| Version  Control tools | Bitbucket, Git |
| Methodologies | Agile (Scrum), Waterfall |
| Other Tools | MuleSoft, Pardot,  Conga CLM, Jira, VS Code, MS Office, Linux, AppExchange. |

**Work Experience:**

**Carelon Global Solutions India LLP** (June 2020 - Sep 2023)

**Client:** AnthemHealth

**Role**: Sr. Salesforce & Vlocity Developer

**Key Achievements and Responsibilities:**

* Actively involved in the development and integration of Salesforce solutions for Anthem Health.
* Played a key role in designing, developing, and deploying Lightning Web Components (LWC) and Vlocity components.
* Successfully converted Angular JS OmniScripts to LWC Omniscripts, enhancing performance.
* Developed reusable LWC components to ensure efficient and best-practice coding.
* Expertise in resolving Apex timeout errors and test class failures, ensuring code reliability.
* Generated test scenarios and conducted unit testing for various business scenarios.
* Prepared technical solution proposals and technical documents.
* Created and configured Reports and Report Folders for different user profiles.
* Worked with synchronous and asynchronous Apex to achieve project requirements.
* Utilized process automation tools like Process Builders and Flows.

**Project Description**:

Sales Quote Process (Anthem Product) involving integration with external systems.

* Collaborated closely with stakeholders, including business analysts and subject matter experts, to gather and analyze requirements, ensuring seamless alignment with Elevance Health's business needs and objectives.
* Led the implementation and customization of Salesforce Sales-Cloud, optimizing member relationship management and streamlining sales processes for improved member satisfaction and loyalty.
* Successfully enhanced integrated Vlocity Insurance Cloud functionalities, automating underwriting rules, premium calculations, and policy administration, resulting in a 30% reduction in policy creation time and faster issuance of new policies.
* Developed and optimized Apex classes, triggers, and Lightning Web Components (LWC), Aura to enhance system performance and deliver a dynamic user experience.
* Developed a self-service portal, empowering policyholders to access coverage details, track claims, and submit claims online, leading to a 20% decrease in support inquiries and increased customer satisfaction.
* Leveraged Salesforce Service Cloud to enhance member support and care coordination, facilitating efficient case management and timely resolution of member inquiries.
* Enhanced case management, email-to-case, and web-to-case functionalities within Service Cloud, optimizing support processes and improving response times.
* Designed and implemented Skills-Based Routing in Salesforce Omni-Channel, ensuring efficient allocation of chats and messages, matching cases to the most qualified agents
* Implemented Salesforce Health Cloud to centralize and analyze member health data.
* Empowering proactive population health management and targeted interventions.
* Created and managed tasks, user stories, and bugs within JIRA to track project progress.
* Streamlined the release and deployment processes by implementing Jenkins as a Salesforce deployment automation tool.
* Configured Autorabit pipelines with Bitbucket to automate the deployment of Salesforce metadata components, ensuring consistency and reducing manual effort.
* Utilized sandbox environments for comprehensive testing and successfully migrated code to the higher instances after thorough evaluation.
* Prioritized and managed bug triage processes, ensuring timely resolution of critical defects to minimize impact on product quality and customer satisfaction.
* Provided critical production support by promptly investigating and resolving issues
* Reported by end-users, ensuring minimal disruption to business operations.

**Accenture** (June 2017 - June 2020)

**Client:** Electrolux

**Role**: Sr. Salesforce Developer

**Key Achievements and Responsibilities:**

* Led a team of 7 members in the development of Salesforce solutions for Electrolux.
* Analyzed business requirements and prepared functional requirement specifications.
* Designed and developed Lightning Components, Visualforce pages, and Apex classes.
* Upgraded apps from Salesforce Classic to Lightning Experience, enhancing user interface.
* Implemented Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Designed the Data model and created Custom Objects and its relationships.
* Collaborated with the onsite team for requirements gathering and analysis.
* Conducted data loader command-line automation for SQL Server data integration.
* Ensured code coverage by writing test classes and performed unit testing.
* Collaborated closely with cross-functional teams to gather requirements, design solutions, and provide technical expertise, contributing to successful project implementations and driving continuous improvements.
* Actively participated in knowledge sharing sessions, mentoring junior developers, and contributing to the overall growth and expertise of the Salesforce development team.
* Developed and customized Salesforce Sales Cloud and Vlocity Insurance Cloud solutions to streamline the sales process and enhance customer relationship management.
* Implemented complex Salesforce configurations, including custom objects, fields, page layouts, validation rules, and workflows to meet specific business requirements.
* Integrated Vlocity Insurance Cloud with Sales Cloud to leverage industry-specific functionalities for insurance product management and policy issuance.
* Implemented interactive components using Lightning Web Components (LWC), Aura

to streamline product selection and pricing, resulting in increased customer satisfaction and faster deal closures.

* Created and maintained custom Apex triggers, classes, and Lightning Components, Visualforce pages to extend platform capabilities and provide tailored solutions for unique business needs.
* Developed and maintained custom reports and dashboards, providing real-time insights into sales performance, pipeline, and product analytics for sales managers and executives.
* Led data migration efforts, ensuring the accurate and secure transfer of data from legacy systems to Salesforce.
* Proactively involved in the digital transformation process, effectively re-platforming and enhancing critical health insurance functionalities through the utilization of Salesforce and Vlocity tools.
* Integrated Conga Composer (CLM) for streamlined document creation, DocuSign for seamless e-signatures, and Salesforce Content for efficient document management.
* Utilized Git as source control and deployments using Force.com IDE
* Actively participated in peer code reviews, providing valuable feedback and suggestions to improve code quality and adherence to coding standards.
* Proactively monitored and resolved issues, minimizing disruptions, and ensuring a seamless user experience.

**Company**: BlueWare Pvt Ltd. SEP 2015 - MAY 2017

**Role**: Salesforce Developer

**Client** - **Accenture**

**Description**:

Configuring Omni Channel, Live Agent, Social Customer Service, Social Studio, Social

Studio Automate, Email-to-Case, Einstein Bot from Scratch. Worked on setting up Commerce Cloud B2B storefront and worked on Sales cloud implementation using Apex and Lightning Aura Component. Two-way data sync between Salesforce and ERP utilizing PHP as a middleware where inbound was receiving data from ERP to Salesforce and outbound was sending the replication back toERP. There were 30+ objects whose records to be stored in Salesforce on daily basis and once therecord is successfully created or updated in Salesforce, the response should be sent back and that should be stored in ERP.

**Responsibilities:**

• Interacted and communicated with the business user from the client side in order to

understand the business requirements.

• Worked on creating Vlocity card and Dataraptors to extract the case details from the system.

• Worked on creating Omni scripts to display the required fields needed for the record creation.

• Worked in creating Remote Actions to fetch and update the data as the data needs to be

saved in the system and DR’s doesn’t execute in system mode.

• Migrated all the classic components to lightning in order to work seamlessly with the system.

• Designed Solution which can easily be modified based on the client requirement.

• Created reusable aura components which will be used to show the data based on any of the

API call.

• Configured Email-to-Case for 10 different email address which will be directly routed to

Agents.

• Designed and developed classes to implement custom business logic for various

functionalities.

• Created test cases and performed Unit Testing of the application to verify the desired

functioning of the application.

• Maintain documents for the change requests suggested by the client and propose a solution

for the same.

• Created custom metadata to show the data based on the input.

• Worked on writing complex Triggers and Batch Apex.

• Created test cases and performed Unit Testing of the application to verify the desired

functioning of the application.

• Created and developed various Custom Objects for inbound as well as outbound service

• Developed Apex Triggers in order to update the newly inserted responses.

• Created various Custom Setting objects to maintain configuration settings associated with thevarious campaigns, in order to provide maximum flexibility to the end user for changing the

configuration settings and have minimum dependency on the developers.

• Designed Unit Test cases and implemented test classes to execute the designed test cases

and achieve the required code coverage for production deployment.

**Education**:

B.Tech (ECE) from JNTU, Hyderabad in 2016