Sri Prasanth Raj Bethala
Salesforce Architect

Mobile: +1 973 356 6744
Email: bethala1@lsu.edu

Summary of Experience and Qualifications

- Prasanth is a 13x Certified Salesforce Architect who has versatile experience of over 10 years with Salesforce development and is always open to learn about new technologies.
- Prasanth is a certified Pardot Specialist with hands-on experience in Pardot and Marketing Cloud marketing automation.
- Proven multitasker, independent worker and a team player.
- Hands on experience with all phases of SDLC using project development methodologies, quality management systems and project life cycle processes
- Hands on experience in Salesforce Lightning UI, Applications, Components development with Event driven applications and Lightning Code reusability, components communication implementation with SLDS

Education

- **Master of Science, Computer Science**
University of Louisiana at Lafayette
- **Bachelor of Engineering, Computer Science**
Acharya Nagarjuna University, Guntur, India

Professional Affiliations / Certifications

- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- Salesforce Certified Administrator
- Salesforce Certified Advanced Administrator
- Salesforce Certified Service cloud consultant
- Salesforce Certified Sales cloud consultant
- Salesforce Certified Pardot Specialist
- Salesforce Certified Platform app builder
- Salesforce Certified Education Cloud Consultant
- Salesforce Certified Data Architect
- Salesforce Certified Omni Studio Consultant
- Salesforce Certified Application Architect
- Salesforce Certified Sharing and Visibility Architect

System Experience

Software / Products: Sales Force - Project Experience, Sales Cloud - Project Experience, Service Cloud - Project Experience, Marketing Cloud - Training, GIT - Project Experience
Salesforce Technologies: Salesforce CRM, Lightning, Salesforce SFA, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages / Components, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Custom Objects.
Development Tools / Languages: Apex, Ajax, Java, , Java Script, UML, HTML ,CSS, SQL, Visual Studio - Project Experience, Eclipse - Project Experience, Pardot – Project Experience, NetBeans - Project Experience, Java - Project Experience, C# - Training, JavaScript - Project Experience
ETL Tools: Apex Data Loader, Informatica, Force.com workbench, Dell Boomi
Hardware / Operating Systems: Windows NT/2000/XP/Vista, Windows Server 2000/2003/2008, Linux, UNIX.
General Tools: Microsoft Excel, SharePoint, VISIO, Excel, Access

Project Experience   April 19 – Present
Salesforce Architect
Louisiana State University

- Implemented Education Cloud at Louisiana State University for Online and Continuing Education department.
- Understanding Integration scenarios, design to develop Apex/Lightning components according to the business requirements.
- Gathered user and functional system requirements and worked with stakeholders and project teams to prioritize collected requirements.
- Analyzed change requests for existing applications and projects implementing new applications and creating process models, specifications, diagrams and charts to provide direction to the project teams.
- Hands on experience in building Salesforce Lightning UI, Applications, Components development with Event driven applications and Lightning Code reusability, components communication implementation with SLDS.
- Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
- Solid experience working with very large SOQL queries and optimizing them for better performance. Used Query Optimizer for enhancing performance.
- Experience using SOSL in apex classes and optimizing the existing SOSL queries
- Embedded lightning components in Visualforce page by using lightning out feature by event-driven programming.
- Designed, and developed the Custom objects, Validation rules, Approval Process, Page layouts, Custom tabs, Components, Visualforce Pages to suit the needs of the application.
- Performed Administrative activities for Sandbox creation, proposing Sandbox topology and managing various Sandbox environments for all the stages of the SDLC.
- Created many Batch classes to perform complex business jobs.
- Implemented business requirements and B2B Marketing automation using Salesforce Pardot.
- Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
- Created Pardot complex journeys through various Engagement Programs.
- Configured Automation Rules and Segmentation lists based on prospect categorizations which are used in various marketing communications.
- Configured landing Pages with personalization and dynamic content to be used for various marketing purposes.
- Implemented Five9 auto dialer system and established call cadence logic.
- Customized TrueDialog and Five9 applications for Salesforce
- Implemented OwnBackup for data backup and archival strategies
- Implemented Zoom and google ad's Integration with Salesforce

Project Experience
Deloitte Consulting LLP - Orlando, FL   March 18 – April 19
Salesforce Developer/Administrator
Client: Juno Therapeutics (Biopharmaceutical Company)

- Analyzed change requests for existing applications and projects implementing new applications and creating process models, specifications, diagrams and charts to provide direction to the project teams.

- Facilitated data imports/exports, data cleansing, Data categorization and data integrity projects.
- Developed ad-hoc reports as requested by user groups or stakeholders or portals and performs analysis on data as required.
- Worked on various Salesforce.com standard objects like Accounts, Contacts, Lead, Opportunities, Campaigns Contracts, Quotes, Reports and Dashboards.
- Experience in creating Case Queue's, Assignment Rules, Auto Response Rules, and Escalation Rules.
- Develop, configuring communities and lightning UI component, Apex and Lightning development with DevOps.
- Hands on experience with deployment of Communities, Knowledge Articles and lightning components.
- Experience in writing custom lightning components in JavaScript within Aura Framework
- Created Approval Process, workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
- Developed various Visualforce Pages, Apex Triggers to include extra functionality and wrote Apex Classes and Controller to provide functionality to the visual pages.
- Created page layouts, search layouts to organize fields, custom links, related lists and other components on record Detail pages and edit pages.
- Worked on Apex Classes, Visualforce, Lightning components and Apex triggers to implement customized client requirements.
- Interacted with the client architects for the approval on solution, design and development strategies.
- Engaged successfully with different client teams and coordinated the integration of the salesforce application with other systems.
- Actively communicated with and managed offshore resources
- Extensively used Visualforce and Apex and Force.com sites to build custom apps and features along with workflows, approvals, process builders and flows.

Deloitte Consulting LLP - Orlando, FL   August 17 – March 18
Salesforce Developer/Administrator
Client: Amtrak

- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
- Created profiles and implemented Object and field level security to hide critical information on the profile users.
- Implemented the requirements on Salesforce.com platform using Eclipse Force.com IDE Plug-in.
- Developed and configured various Reports and Report Folders for different user profiles based on the need in the Organization.
- Used SOQL & SOSL with in Governor Limits for data manipulation needs of the application
- Resolved the Cases and support the team on urgent bases, implementation and working with real-time troubleshooting.
- Responsible for designing and building various reusable frameworks for the project
- Wrote complex Apex code, Triggers, Apex Sharing as well as test classes to fulfill requirements
- Worked on setting profiles, roles, permission sets, sharing rules and OWD
- Responsible for analyzing the Client Requirements

- Developed Community Portal and Visualforce UI pages for external user access to the System
- Customized Service Cloud which included cases, workflows, document and Image archival, emails to cases conversion, data integration and process automation and integration with in-house services
- Created Reports and Dashboards to monitor platform adoption and usage.

United Health Group – Hartford, CT   Apr 16 – Aug 17
Salesforce Developer/Administrator

- Worked closely with Mangers, business analysts and performed detailed analysis of business and technical requirements and designed the solution delivery with architectural decisions.
- Worked with business team to understand and document the high-level requirements from various teams.
- Developing design and implementation documents with solution design.
- Involved in exploring technology capabilities and providing alternate design solutions also involved in deployment and preparing End User Manuals, Help documents.
- Facilitated data imports/exports, data cleansing, Data categorization and data integrity projects.
- Involved in data conversion from Legacy CRM system to Salesforce across 10 objects.
- Extensive experience on Salesforce App Exchange products like Conga Composer and Action grid
- Automated Contract template creation with Conga Composer and assisted users with Action grid screens.
- Salesforce Object design model implementation for scalable application performance.
- Worked on Lightning experience and evaluated complete readiness report provided by Salesforce and redid the work in lightning sandbox.
- Used Salesforce Lightning Inspector to debug the lightning components during the development process.
- Experience on Single Sign On, Delegated Authentication and SAML.
- Performed Administrative activities for Sandbox creation, proposing Sandbox topology and managing various Sandbox environments for all the stages of the SDLC.
- Release Management activities for deployment to various Sandboxes using Change Sets, Force.com IDE and Force.com Migration tool (Ant) with Internal Proxy configuration.
- Developed and configured various Reports and Report Folders for different user profiles based on business need.

ERPA GROUP – COLUMBUS, OH   May 15 – Apr 16
Salesforce Developer

- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Interacted with various business team members to gather and document the requirements. Implemented the requirements on Salesforce.com platform and Eclipse Force.com IDE Plug-in.

- Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
- Implemented Web-to-lead to track and solve leads from the website.
- Created different workflow rules and Approvals for various campaign processes.
- Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application.
- Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
- Developed and configured various Reports for different user profiles based on the need in the organization.
- Participated in the training sessions provided by the Salesforce team and support end users
- Used the sandbox for testing and migrated the code to the deployment instance after testing.
- Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
- Created test scenarios on Sandbox environment and used Force.com Component Deployment Wizard for migrating data between Force.com IDE and Sandbox environment.
- Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.