S. SRIVIDHYA 

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**OBJECTIVE**

To obtain intern in a fast paced environment that allows for optimal exploitation and realistic application of my skills, in synchronous with driving the goal of the industry.

**PROFESSIONAL SUMMARY**

* Very good Customer driven CRM - SalesForce.com Professional, offering 8 years of IT expertise in Cloud Computing Salesforce.com Force.com , **Lightning** and good understanding with Cloud concept.
* Excellent with Force.com Customization and Configuration.
* Automated the Salesforce.com using CRM – PROVAR.
* Good Experience on **Salesforce Lightning.**
* Experience working with Sales cloud and Service cloud.
* Extensive experience with various Salesforce deployment methodologies including **Change sets.**
* Proficient in CRM Consulting and Administrative of Salesforce.com
* High understanding with Data Loader.
* Have experience in Marketing Cloud.
* Knowledge on Force.com Trigger, Apex and Visualforce page for Custom components.
* Knowledge on Software Development Methodologies like V-Model, Waterfall and Agile Methodology.
* Good with Salesforce.com Force.com business process.
* Knowledge in working with Salesforce.com and also in Full Life Cycle Implementations for larger customer engagements.
* Worked as a Business Analyst for **full-cycle projects**, to complete consulting projects on time and deliver outstanding consulting services to salesforce.com clients
* Responsible for helping test a variety of data products. Responsibilities included test plans, test cases, test execution, test reports, opening and verifying work requests/bug reports and helping recreate customer issues.
* Proficient in Reporting and Dashboard functionality.
* Holding interactive sessions with the Clients. Provide application training and support services.
* Implementation knowledge of Sales force features like force.com sites, Customer Portal, Partner Portal needs.
* Strong knowledge in Embedded Systems. Hands on experience to work on VM Ware workstations and SDOM Ease.
* Proficiency in providing Techno-Functional services in Automotive Industry.
* Ensure the confidentiality, integrity and availability of systems, networks and data through planning, development, implementation and maintenance of programs, policies, procedures and tools.

**EDUCATION**

* **Bachelor of Engineering**, Electronics & Communication Engineering, Anna University.

**TECHNICAL SKILLS**

* Cloud computing Technology: **Salesforce, Lightning Application**.
* Primary Skill Category: Force.com Platform (**CRM**).
* SFDC Tools: Data Loader, Force.com IDE.
* Packages: Assembly language of 8086 and 8051.
* Tools: Web Services, HTML, JS, SQL, MATLAB, ASCET, XMetal, Configuration management tool, Data Loader.
* Office Automation Tools: Microsoft Office 2013, Open Office 3.0+.
* Operating Systems: Mac OS X 10.4+, UNIX, Windows XP/Vista/7,8.
* Programming Languages: Embedded C

**CERTIFICATION**

* Completed 201 Certification in Salesforce.
* Completed Platform Dev Certification in Salesforce.
* Pursuing Professional Scrum Master (PSM1).
* German A1&A2 level.

**PROFESSIONAL EXPERIENCE**

**June 2019 – Till Date.**

**Company: U3 INFOTECH, Singapore**

**Client: Deutsche bank AG - Germany**

**Industrial Domain: Wealth Management**

**Role: BA/PM**

**Project#1: Wealth Management - BM/PO**

* Works in Avaloq (core banking system) Integration with LUNA and Salesforce in which data from the Integration is retrieved in Salesforce In FSC
* WM involves the global code merge activities in which the global code from Germany is merged with APAC

**Roles and Responsibilities**

* Working in Wealth Management domain
* Responsible for creating user stories in JIRA software and manages the global team and also works with the functional team to provide the business requirements
* Closely working with the L2 Production team and L3 team and takes care of the Incident Management related activities
* Exposure to confluence, Engage with application

**October 2015 – May 2019.**

**Company: UST Global.**

**Client: Dell EMC Inc. - Malaysia**

**Industrial Domain: CPSD EMC Core.**

**Project: Dell SFDC (Salesforce).**

**Team Size: 7**

**Technologies/Skills Used: Salesforce, Agile, TFS.**

**Project#2: Change Management and Release Management - PO.**

* Setting up the infrastructure for the new feature team for CPSD -Converged Platforms and Solutions Division Global IT team project
* Facilitate and manage the feature team as the product owner. Manage and drive feature sets for sales-related systems and technologies to maximize productivity, accuracy and drive improvements to customer experience measures
* Work closely with the Sales operations team and managed the project feature team
* Comprehend the strategic direction, perform guidance, scoping and delivering Salesforce solutions on Sales and Service Cloud
* Collaborate with business leaders/stakeholders/end users, performs detailed requirement gathering for future enhancements and derive the best approach and strategize the implementation plan
* Design user stories, conduct sprint planning and grooming, estimate cost and resources, monitor backlogs to align with sprint and release goals, perform UAT demonstrations and apply project standards to consistently deliver high quality services
* Manage the identification, resolution and escalation of project risks and issues
* Work with business leaders and successfully implement business strategy in content and design
* Provide day to day production support of the application to all business users
* Performed detailed analysis of technical and business requirements
* Created user Roles and Profiles, security controls, Territory implementation, shared settings
* Developed business documents for Salesforce.com Custom objects involves Lightning
* Deals with the Requests and Incidents from SNOW and supports business users directly

**Project#3: Support Services – Client – DELL**

* Involved in System Admin tasks related to NPS Customer Search Sales, in both Salesforce **Classic** and **Lightning**.
* Managed multiple Sandbox Refresh activities for the Pref Environments.
* Perform administration tasks as needed, managing custom fields, integration and data cleanup.
* Managing Workflows and Alerts for multiple scenarios that client needs - in the Opportunity, Accounts, Contacts and Custom Objects.
* Worked on SAR’s and the CR’s in various environments and also in templates creation for various standard objects in Salesforce.

**Roles and Responsibilities**

* + Interaction with business users and solving all the business use cases.
  + Configured Sharing settings to specify the level of access the users must each other's data with the help of Lightning concepts.
  + Involved in Configuration related tasks such as validation rules, workflow and approval process in the “Sales Tool”.
  + Defining Validation Rules and Workflow for DML Actions.
  + Creating Dashboards, Email Template and Reports.
  + Implemented field level Security, Profile, and audit trail setup.
  + Created many of Roles and Profiles for the organization, which helps them in maintaining the Security for different individuals who are working in the organization.
* Created Apps, Objects and set to page layout to each object and assign each page layout to each user based on Roles and Profiles and set security controls and shared settings.
* Involved in Reports and Dashboard in the 'Sales tool' System.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals

**Company: UST Global Pvt. Ltd.**

**Client: Maersk.**

**Industrial Domain: Logistics – using CRM.**

**Project: Maersk Salesforce.**

**Team Size: 20.**

**Technologies/Skills Used: Salesforce, Agile, Release Management, HPQC.**

**Project#4: Designing and Deploying case Management Workflow P2P - Helpdesk Process – Release 1**

* Design a workflow or account payables in Lightning framework.
* Workflow should create cases on the fly when vendors marks an query email.
* Workflow tickets need to be assigned through the system with end to end visibility across operational levels.
* Automated email notification from the system to the vendors.
* This comprises of Case Management, Case Assignment, Reports and Analytics.

**Roles and Responsibilities**

* Involved daily standup call to gathering Requirements from clients and celebrating with team members in functional and technical and follow-up daily activities.
* Responsible for Regression testing, Smoke testing in SIT, Preprod and in PROD environment.
* Responsible for preparing test plan, test scenarios and test cases as well.
* Involved in uploading test cases in HPQC Defect Management Life Cycle.
* Actively participated in giving demo for the System Test Team.
* Involved in deployment activities during SIT and UAT Phase.

**Project#5: Designing and Deploying case Management Workflow P2P- Helpdesk Process – Release 2 (Enhancements)**

* Design a workflow or account payables.
* Workflow should create cases on the fly when vendors marks an query email.
* Workflow tickets need to be assigned through the system with end to end visibility across operational levels.
* Automated email notification from the system to the vendors.
* This comprises of Case Management, Case Assignment, Reports and Analytics.

**Project#6: Sales force Excellence Regular Release – Sales Cloud.**

* Deals with Maersk SFDC Business objects such as Lead, Contact, Account, Opportunity, Quote, AFLS, Reports and User Roles. Extensively worked in Salesforce migration involving Lightning.
* Involved in creating AFLS quotes for shipping planning.
* Mainly represents with the shipping process from one destination to other destination.
* Cluster Application Project has been implemented as part of Cluster Region changes for the various Liner Brands.

**Project#7: Case Management – Service Cloud**

* Deals with creating cases and resolving the cases for the client issues majorly with Lightning Concepts.
* Representation Article Management, Knowledge and KB Requests for solving the client issues via cases.

**Project#8: Case Management - Service Cloud (Block Release 6)**

* Deals with Maersk SFDC Business objects and also with the Block Releases.
* Involved in creating Claims for the shipment planning which was dealt as the part of Business Releases.
* Dealt with the resolving of the Cases taken care by the Maersk Clients.

**Project#9: Case Management - Service Cloud (Block Release 7)**

* Deals with Maersk SFDC Business objects and also with the Block Releases7.
* Involved in SFDC Integration via Portal and also with the Sales force Implementation.
* Deals with the Online Portal designed by TCS supported by the SFDC Implementation in Maersk.
* Involves Case creation for the Live agent for the various Liner Brands via Portal in SFDC.

**Project#10: Case Management - Service Cloud (Normal Release)**

* Deals with Maersk SFDC Business objects such as creating Cases and resolving the Cases.
* Involved in Weekly and Normal Releases for shipping planning.
* Mainly represents with the shipping process from one destination to other destination.

**Project#11: Case Management - Single Contact Model**

* Deals with the creation of Contacts with various Liner Brands.
* Avoiding Duplicate Contacts upon Case creation which resulted in greater impact on the Existing contacts.
* Creation of Cases via Email-to-Case.

**Project#12: Case Management - System Integration – GCSS (Global Customer Service System).**

* GCSS provides an end-to-end order handling process where booking requests are registered, handled and confirmed.
* Transport documents (e.g. Bill of Lading, Sea Waybill, Manifest, Arrival Notice etc.) are created and issued; and import handling and cargo released are managed.
* ESB, the middleware deals with the Data Transformation between the SFDC and External System called as GCSS.
* Integration is mainly handled by Web services and ESB.

**Project#13: Case Management - System Integration – Exchange Rate Integration.**

* Exchange Rate involves currency exchange rate from SAP to convert any claims amount in CM into USD, so that data accuracy can be maintained and the Customers can report accurately.
* Claims are created based on the customer's request, in local currency.
* Integration is mainly handled by Web services and ESB.
* Database used here would be RRCV.

**Project#14: Case Management - System Integration Testing – FSCM – Release 1.**

* Deals with the creation of cases in SFDC from FSCM (External System) via ESB and Middleware.
* Dispute agents want to have way to get customer bulk invoice disputes and single invoice disputes into FSCM, so that the dunning blocks and other downstream process can take place in FSCM.
* Disputes Cases are created as a part of FSCM in SFDC.

**Project#15: Case Management - System Integration Testing – Middleware Dispute Release – FSCM - Release**

**2**

* Deals with the creation of cases in SFDC from FSCM (External System) via ESB for all the Liner Brands.(MSL, Saffmarine, MCC, Seago)
* Dispute Case Creation has been implemented as the part of this release for Bulk and Single Dispute Cases along with the Invoice numbers with respective to all Liner Brands.

**Project#16: Case Management - System Integration – Middleware Dispute Release (SPT) – FSCM - Release 3.**

* Involved in Stress Performance Test for more than 1L Dispute Cases which was created from FSCM into SFDC.
* Have actively involved Test of Bulk Upload Functionality.

**Project#17: Case Management - System Integration – Sealand Dispute Cases – FSCM – Release 4.**

* Involved in Stress Performance Test for more than 1L Dispute Cases which was created from FSCM into SFDC.
* Have actively involved Test of Bulk Upload Functionality with respect to Sealand Cases.

**Project#18: Case Management - System Integration – CMD- SFDC-Integration – (Customer Master Data)**

* Involved in Customer Master Data Management for all the Data Migration Activities from an External system called as CMD into SFDC.
* Accounts and Contacts details of the Customers has to be made in sync with each other in order to maintain the Customer Data as the SCV (Single Customer View) has been decommissioned from the Client/Concern Account.
* This complete project is involved with CMD as the Data base and the ESB Middleware where in the Customer Search, Contact Search has been included and the Customer Contacts can be tracked based on the CMD ID.

**Client: Robert Bosch.**

**Industrial Domain: Automotive- using CRM.**

**Technology: CRM.**

**Project#19: ODX development for BMW.**

* ODX (Open Diagnostic Exchange) is a software module which provides an interface to BMW tool in garages with the car. ODX mainly retrieves the status of the different modules and provides the info to the service person.
* Objective of this ODX specification is to ensure that diagnostic data from any vehicle manufacturer is independent of the testing hardware and protocol software supplied by any test equipment manufacturer.

**Project#20: Diagnosis Service Interpreter (DSI).**

* Diagnostic module responsible for Subaru project; involved in both development and testing. Development of module to support the reading of data stored in EEPROM memory of an ECU in a service station.
* DSI module provides functions to read data from the ECU. It also supports writing critical information to the ECU.

**Project#21: Fault Management.**

* Responsible for development and testing of Fault management module for Mazda Project. It contains the list of all the faults that a system can have.
* Fault Management basic functionality is to store the faults (current and previous ignition cycle) in EEPROM. It also supports clearing of the particular fault and also clearing of entire fault memory based on the customer requirement.

**Project#22: Welding System Next Generation.**

* Welding is the process of joining the two metals in a localized area. This is achieved by the application of heat and pressure within a known cycle of time to the pieces of material to be joined without the addition of any filter type material. The GUI is supported with SFDC. The Welding process is done with the help of PSI and PST Timers.

**Roles and Responsibilities- Module Lead**

* Involved in creating cases and resolving issues for the cases service cloud.
* Experience in VB scripting.
* Developed VB scripts for the Requirements using SCM.
* Requirement Analysis with BA’s.
* Release details/cycle and folder creation in HPQC.
* Defect Management.
* RQ Management in Release Management after execution.
* Production Validation.
* Used Data Loader for insert, update and bulk import or export of data from salesforce.com objects and used it to read, extract and load data from comma separated values (.CSV) files.
* Involved in writing Test Scenarios and Test Cases.
* Performing functional, regression and retesting.
* Involved in developing UI using WCF for the welding process to take place with the help of Timers

**Industrial Domain: Automotive.**

**Role: Software Engineer.**

**Project#23: ECU Management and Communication Control for BMW.**

* The project mainly concentrates on the communication between different ECU’s (Electronic Control Units) through CAN (Controller Area Network) in the BMW car. Interfaces between BOSCH and BMW messages are also considered.
* Deals with configuration of EEPROM (Electrically Erasable Programmable Read-only memory) for Infineon micro-controllers, signal changes for BMW. Different emission norms are also considered based on the OEM’s for different countries.
* Norms are controlled by effective techniques like usage of Swirl valve for max combustion in cylinders, EGR valve (Exhaust Gas Recirculation) for exhaust gas treatment.

**Project#24: Monitoring for Engine control in ECU for different OEM’s.**

* Safety and preventive measures for engine ECU (Electronic Control Unit) are mainly considered.
* Different inputs from various modules like cruise control, Adaptive cruise control, Acceleration pedal etc. are considered and monitored.
* Concentrates on the security levels (Levels defines the cautions to be taken based on the priority of module failures) provided for different modules (driver safety is mainly considered). In critical cases pre-defined values are loaded for safety purpose.

**Roles and Responsibilities**

* Responsible for working with ECU’s and also performing the functionality tests in BMW car with the help of BOSCH and BMW messages.
* Handling various activities such as development using ASCET tool and also responsible for unit testing.

**OTHER ACTIVITIES**

* Course coordinator (Tech), RBEI Organization, India.
* Responsible for organizing events (Logistics) RBEI Organization, India.

**PERSONAL DETAILS**

Passport Number: N1309584.

Type of Visa: EP Work Permit

Visa Validity: 17th June 2021.

**DECLARATION**

I hereby declare that all details furnished by me are true to my knowledge and belief.

S. Srividhya