

Dhanalakshmi P

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PROFESSIONAL SUMMARY

Salesforce developer with 2 years of experience in salesforce commerce cloud platform. Experience in Html, CSS, JavaScript. Passionate about learning new technologies and solving complex Problems. Reliable and responsible team player and interested in collaborative environment. Looking for challenging role to utilize my technical and management skills for organization growth.

- Hands on experience in Salesforce Configuration and Customization.
- Good Understanding of Salesforce Activities like User Creation, Role/Profile setup, Security setup, etc.
- Customization and configure of SFDC Objects, Data fields, Page Layouts, Record types, Workflows, Reports and Dashboards.
- Implementation Knowledge of Flows, Process Builder, Workflow rules, Validation rule, Approval process etc.
- Basic knowledge in Apex, Visualforce, Experience cloud, LWC
- Good knowledge in Service Cloud and Sales Cloud.
- Good knowledge in Experience Cloud.
- Good knowledge on Data Migration using Data loader, Import Wizard.

SKILLS

Technology-	SFDC configuration and SFDC customization SFCC, HTML, CSS, JavaScript, Git and GitHub
Database -	SQL
OS/Environment -	Windows system

PROFESSIONAL EXPERIENCE

Some of the key projects and responsibilities handled in recent projects are stated below –

Operating System	Windows 10
Tools/Technology	SFCC platform, HTML, CSS, JavaScript, WordPress, Jira, DASH.
Team Size	10
Role	Salesforce Developer
Period	April-2022 - Dec-2023

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Project Description

It is an American Manufacturer, marketer and distributor of consumer and commercial products. Newell has multiple B2C Ecommerce websites for their wide variety of brands in various technologies such as SFCC, WordPress and Magento.

The project has the main objectives to:

- Handles Content Operations
- Handles Content Migration on its Marketing sites.

Role and Responsibilities

- I am responsible for management, and maintenance of content on the Salesforce Commerce Cloud platform.
- This includes creating visually appealing websites and web applications that are optimized for both desktop and mobile devices.
- Develop strategies for creating, organizing, managing, and maintaining content on the Salesforce Commerce Cloud platform.
- Design web pages using page designer components that are optimized for both desktop and mobile devices.
- Maintaining and enhancing the webpages by using Js, html, CSS when requires.
- Content Management across Many Newell Brand websites
- Creating products to updating individual product attributes in SFCC platform.
- Merchandising products to display correctly in Product listing as well as in Product details page.
- Creating and updating content pages and marketing banners through HTML and CSS or using Page Designer components in SFCC Business Manager tool.
- Creating content slots configuration in SFCC and applying URL redirects to enable right navigation for site links.
- Product creation and updation in PHP Platform using WordPress for Newell Custom Writing Instruction.
- Marketing content updation in WordPress sites.
- Performed regression testing on migration sites of Newell.
- Added PLP banner images for multiple PLP Pages for migration Site and Creation/Updation on landing page using Page designer.

Educational & Training Details

- Bachelor of Engineering in Computer Science (East point college of engineering and technology 20172021).
- Trained in SFDC.

Certifications

- Salesforce Certified Administration
- Salesforce Certified B2C Commerce Developer