LALITHYA ****

SalesForce Administrator/ Developer

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PROFESSIONAL SUMMARY:



* 9 Years of experience in SalesForce CRM and Force.com platform. Implemented Sales, Service Cloud and custom applications.
* Expertise in analysis, design, development and implementation of Enterprise Software Applications and Enterprise Application Integration (EAI) using Cloud and other web technologies along various RDBMS and Windows and UNIX platforms.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Upgraded some Apps from Salesforce Classic to Lightning experience to develop rich user interface and better interaction of pages.
* Expertise in configuring and administrating Salesforce CRM environment.
* Have knowledge in SFDC Development using Apex and Visual Force.
* Strong hands on experience with SalesForce Security setup using Profiles, Permission Sets, OWD, Role Hierarchy and Sharing Rules.
* Developed SFDC Configurations/Customizations – User Interface, Page Layouts, Tabs, Custom fields, Custom objects, Record Types etc.
* Extensive experience in creating workflows, approval processes, validation rules.
* Extensive knowledge in generating Reports, Dashboards, customized reports and analyzing the data in SalesForce.
* Used different data tools – Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete etc.
* Proficient in Data Migration from Traditional Applications to SalesForce using Data Loader Utility and Informatica Cloud. Data Load for SFDC Standard objects and Custom objects.
* In-depth understanding of the capabilities and constraints of the SFDC CRM application.
* Having knowledge in Object Oriented Analysis / Design / Development / Testing and Implementation.
* Proficient Knowledge in building Lightning components using Controllers, Handlers and using these components in Visualforce pages and integration using Lightning Out.
* Expertise in Salesforce.com CRM integration, developing and deploying custom integration solutions.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile Team Player with Excellent Analytical and presentation skills.

**CERTIFICATIONS**:

* Salesforce Certified Administrator (201)
* Salesforce.com Certified Platform Developer 1

TECHNICAL SKILL SET:

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| Salesforce.com | Visual Force Pages, Apex Web Services, Apex Classes, APEX Data Loader, Triggers, Analytic Snapshots, Dashboards, Reports, Custom Objects and Force.com Eclipse IDE Plug-in. |
| Tools | Apex Data Loader and Eclipse IDE. |
| Databases | Oracle, Microsoft SQL Server, SQL & PL/SQL and MS Access |
| Operating Systems | UNIX and Windows XP/ VISTA/7/ NT/ 2000/ 2003 Web Services, XML, WSDL and SOAP |
| Web Technologies | HTML, HTML-5, DHTML, CSS, CSS-3 and JavaScript, jQuery. |
| Languages | C, C++, SOSL, SOQL, SQL, Apex, Java & J2EE |
| Software development Methodologies | Agile Scrum Waterfall and SDLC |

**PROFESSIONAL EXPERIENCE:**

**Chase, Wilmington, DE Feb ‘17 - Current**

**Salesforce Developer**

**Responsibilities:**

* Worked as a team member and performed the role of Salesforce.com Developer in the organization on Service Cloud and Marketing Cloud.
* Actively involved with Business analysts, other Developers, involved in enhancement of business modules using Force.com IDE.
* Worked closely with Sales team and Business analysts to perform detailed analysis of both Business and User requirements and designed solution by customizing various standard objects of Work.com (SFDC).
* Agile (Scrum) methodology, which includes Sprints 2 weeks. Daily Stand-up meetings regarding the requirement enhancements.
* Worked on front end UI using VisualForce Pages, JavaScript, HTML and CSS.
* Involved in Case handling (Production Support) in Salesforce.
* Developed Lightning Page on various Objects using Lightning App builder.
* Worked on Email studio, Mobile studio and also on Automation studio.Created and worked on Journey Builder.
* Designed and developed Apex Classes, Controller Classes, Controller Extensions and Apex Triggers for various functional needs in the application.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish many-to- many relationship among objects.
* Maintaining Test Coverage for all the classes and triggers and supporting deployment activities.
* Worked on various Work.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.
* Created custom Visualforce pages to by-pass limited core functionality in Salesforce CRM, to accommodate business needs.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, VisualForce Pages to suit to the needs of the application.
* Created Processes to automate different tasks using Salesforce lightning process builder.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Implemented Web Services API and lightening components, Process Builder and Visual flows.
* Used Data Loader for insert, update and bulk import or export of data from Work.com S-Objects Used it to read, extract, and load data from Comma Separated Values (CSV) files.
* Maintained user roles, security, profiles, and workflow rules wherever necessary.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Worked with Salesforce.com premier support and handled the support cases with the help of Salesforce.com support.

**Environment**: Saleforce.com platform, Apex Language, VisualForce Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, Eclipse IDE Plug-in, Pervasive Data Integrator, SVN , Tortoise SVN, Windows XP.

**IBM, Dallas, TX March ‘15 - Jan ‘17**

**Salesforce Administrator/Developer**

**Responsibilities:**

* Worked as an enhanced developer and team member, performed the roles of Salesforce.com Developer and Administrator in the organization.
* Experience in Administration, Configuration, Implementation and Support of Sales force CRM and Force.com applications.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the standard and custom objects in standard experience to lightning experience.
* Upgraded some Apps from Salesforce Classic to Lightning experience to develop rich user interface and better interaction of pages.
* Migrated data from external sources and performed insert, delete, upsert, export operations on millions of records Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Responsible for Configuring, Customizing and Maintaining Email to Case Functionality.
* Designed interface using Visualforce page and their supportive Controller Classes.
* Reengineered apex code which is already in production to optimize trigger based transactions for performance and speed as well as to work seamlessly with governor limits.
* Performed the unit testing on apex controllers and triggers and maintained the code coverage.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Created many app pages, home pages integrating the custom components for salesforce lightning and salesforce1 mobile app.
* Developed apex web service SOAP and REST classes for external application to consume data from Salesforce.
* Created project plan to implement sales automation to track contract opportunities and leads generated from marketing campaigns.
* Customized Sales Cloud for campaign, leads, opportunity objects. Also, implemented sales automation to track contract opportunities and leads.
* Responsible for performing administrative and configuration functions in Salesforce.com CRM such as create/modify Objects, different types of fields, manage users, security settings, permission sets, etc.

Environment: Saleforce.com Visual Force (Component & Controllers) Pages, Security Controls, Time Based Triggers, Apex Language, WSDL, Data Loader, HTML, Java Script, SOQL, SOSL, Workflow& Approvals, Sandbox data loading, Eclipse IDE Plug-in and Windows 7/XP Pro.

**Brookdale Senior Living, Brentwood, TN Jan ’14 – Dec ‘15**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Worked in a team as a developer and administrator to perform technical requirements, detailed analysis of business and designed the solution.
* Participated in Salesforce.com Application Setup activities and customized the apps to fulfill the functional requirements of the organization.
* Lookup Fields, Customized Dependent Picklists Formula Fields, Roll-up Summary Fields, Page Layouts and Record Types.
* Developed Custom Controllers to make external web service callouts, validations and data insertion.
* Created Visual force components and attributes to override the look and feel of standard Visual force components.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.
* Developed responsive email templates and tracking total number of email sends and opens.
* Present high-level overviews of the ExactTargetMarketing Cloud architecture and integration capabilities.
* Used the Force.com explorer to build and test SOQL and SOSL queries.
* Deployed and Designed the Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, Visual Force Pages to match the requirements of the application.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Integrated, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

Environment: Saleforce.com Visual Force (Component & Controllers) Pages, Security Controls, Time Based Triggers, Apex Language, WSDL, Data Loader, HTML, Java Script, SOQL, SOSL, Workflow& Approvals, Sandbox data loading, Eclipse IDE Plug-in and Windows 7/XP Pro.

**Magnaquest Technologies, Hyderabad - India Jun ’09 - Nov ‘13**

**Salesforce Administrator**

**Responsibilities:**

* Closely worked with Salesforce.com consultants while implementing the solutions for the requirements.
* Worked on Standard objects such as leads, Opportunities, Accounts, Contacts, Campaigns associated with Sales Cloud.
* Developed various custom objects, Tabs, Components and Visual Force pages and Controllers.
* Implemented pick lists, dependent pick lists, and validation formula fields to the custom objects.
* Converted lead to a contact and associate the contacts with accounts.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created workflow rules and defined related tasks, email alerts and field updates.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on record detail pages and edit pages.
* Experienced with Web-to-Lead and Web-to-Case scenarios along with Escalation rules and Assignment Rules.
* Used SOQL, SOSL queries for Salesforce database.
* Imported data into custom objects from various sources using Data Loader.
* Worked on role hierarchy & sharing rules to configure visibility.
* Maintained Organizational Hierarchy created Profiles, Roles and maintained Sharing/Security for Field Level Security and Record-level Security.

Environment: Saleforce.com, Force.com Sites, Eclipse IDE, Apex, Visual Force (Pages, Component & Controllers), Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, HTML-5, Email Services, Sharing Rules.