**Lakshmi Merugumala**

(**Salesforce.com Admin/Developer**)

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**SUMMARY:**

* Over 8 years of IT experience that includes **4** years’ experience in **Salesforce.com CRM Platform** and **4** years of experience with Java technologies. Involved in various stages of **Software Development Life Cycle (SDLC)** including analysis and development of applications using salesforce.com CRM, Force.com platform as an administrator and developer.
* **Certified Salesforce Developer (Dev401)**
* Well versed in analyzing CRM business processes that include Forecasting, Campaign management, Lead Management, Role Hierarchy, Territory Management, Order Management, Account Management, Case Management and merging management in a multi-tier environment.
* Extensive experience in Saleforce.com setup, Configuration, Customization, Administration, Data Migration, Mapping and Integration.
* Extensive experience in salesforce.com implementation cycle in Sales, Marketing, Service and Support modules.
* Extensive experience in creating Roles, Profiles, Page Layouts, Record Type, Assignment rule, Workflow Alerts and Actions, Reports, Dashboards, Outbound messaging, and Approval Workflows.
* Proficient in designing of Custom objects, Custom components, Custom fields, Role based page layouts, Custom Tabs & Custom Application
* Strong exposure to Security and sharing rules implementation at object, field and record level for different users at different levels of organization and also Single Sign-On (SSO) setup.
* Experienced on force.com platform using apex classes and triggers, **web service integration** using **SOAP, REST**, force.com IDE, and validation rules.
* Developed custom **Reports** and **Dashboards,** formanagement using **Tabular, Summary, Matrix and Joined** reports.
* Having worked on salesforce.com **Sandbox and Production environments** which include creating and refreshing sandbox from time to time and deployment in between sandbox and production by using Eclipse, Force.com Migration Tool and Change set.
* Experience in implementing **Web-to-Case, Email-to-Case** to generate cases for Case objects.
* Strong Database (RDBMS) development experience in writing queries, functions, stored procedures, triggers, and views in Oracle SQL, PL/SQL.
* Having good experience on customizing applications using ECLIPSE IDE with force.com plug-in and force.com IDE.
* Expertise in design and development of use cases and class diagrams using UML/Rational Rose and Microsoft Visio.
* Interacted with Customers for requirement gathering and effective analysis
* Capable of rapidly learning new technologies and successfully applying them to projectsandoperations.

**CERTIFICATION:**

**Sales force Certified Force.com Developer 401.**

**TECHNICAL SKILLS:**

**Salesforce Technologies :** Salesforce CRM, Apex Language, Apex Classes, Apex Triggers, Visual Force Pages, Database Operations (DML, SOQL&SOSL), Email Templates, web services (SOAP and REST), Workflows, Approvals process, Reports & Dashboards, Analytic Snapshots, Sales cloud, Service cloud.

**Salesforce Tools :** Force.com Eclipse IDE Plug-in, Apex Data Loader, Force.com Platform (Sandbox and Production), Force.com Explorer.

**Operating Systems :** Windows 7, XP, Windows Server 2008 / 2003, UNIX

**Languages and Scripts :** JavaScript, Java, HTML, XML, PHP, AJAX, CSS.

**Database :** MS SQL Server 7.0/2000/2005, Oracle 10g/11g/12c, SQL, PL/SQL

**Computer Skills :** Advance Excel (Data functions, Pivot tables, Reference Lookups etc.), MS Access.

**PROFESSIONAL EXPERIENCE:**

**Advance Auto Parts, VA Sep 2014 to till date**

**Role: Salesforce Admin/Developer**

**Project: New Commercial Pricing**

**Responsibilities:**

* Manage Onsite and offshore team and distribute of work in team.
* Create and Customize Custom Objects, Formula Fields, Cross Object Formulas, Roll up summary fields, validation rules, dependent picklists and complex page layouts
* Designed and implemented Accounts, Contacts, Leads, Campaigns and Cases.
* Developed and maintained validation rules and custom workflow.
* Created Workflows, Email alerts and Field updates as required.
* Implemented Data segregation through Record Types and Field level security.
* Create complex workflows and Approval processes.
* Create Functional Specification document and Low level design document
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages
* Used eclipse Force.com toolkit for creating Apex Classes and Apex Triggers to develop custom logic and objects.
* Worked on SOAP and REST API web service calls.
* Created number of users and assigned respective role and profile.
* Audited, uncovered and resolved data integrity issues with legacy systems.
* Complete bulk import of data from legacy System to Salesforce. Analyzing the data and making necessary changes.
* Worked on Sales Cloud and Service Cloud.
* Validated and deployed code to production through Change Set.
* Made thorough testing of requirements before deploying to production.
* Created Dashboards for service representatives and Developed and maintained custom reports
* Batch reassignment of accounts and opportunities based on organizational changes.
* Analyzing the current requirement process, identifying problems and making recommendations to improve the process. Interact with Business users and gather high Level business requirements
* Created templates, approval processes, approval page layouts and defined the approval actions on them to automate the processes.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access for different users.
* Manage Onsite and offshore team and distribute of work in team.
* Hosting daily status meeting with the client manager and business users to provide the progress of the project, coordinating reviews and take necessary sign-offs
* Providing Effort estimation and perform On-boarding of new resources.
* Managing dependencies, risks and planning for contingencies to ensure minimal effect on deliverables.
* Writing progress reports & presenting them to directors.
* Prepared training materials for business use.

Environment: Saleforce.com platform, Apex Language, Visualforce (Pages, Component & Controllers), JavaScript, Apex Data Loader,Web Services, SOAP, REST, WSDL, Sandbox, Eclipse IDE Plug-in, Windows XP.

**Glaxo, CAJan 2013 – Aug 2014**

**Role: Salesforce Admin/Developer**

**Project: Health Care System**

**Responsibilities:**

* Performed detail analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC). Managing the day-to-day operational aspects of the project.
* Designed and implemented Accounts, Contacts, Leads, Campaigns and Cases.
* Customized several Validation Rules, tasks, Workflow rules, Triggers, Apex classes to achieve the complex business functionality.
* Experience in creating page layouts, search layouts to organize fields, custom links and related lists.
* Used field level security along with the page layouts to manage the visibility and accessibility of fields for different profiles.
* Designed and deployed Apex Classes, Controller Classes, Extensions and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Develop Visual Force Pages, Visual Force Custom Controllers Components, Custom Objects, Tabs and Components.
* Arranging and managing all project related meetings.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Attending client meetings & guiding them through processes.
* Used Force.com web service API for implementing WSDL in the application for access data from external systems and web sites.
* Involved with Salesforce.com Premier Support and handled the support cases with the helpsalesforce.com support.
* Worked with management and other developers to translate marketing needs into design requirements.
* Worked on Sales cloud and Service cloud.
* Creating Custom Objects and defining lookup and master-detail relationships on the objects.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Involved in Data Mapping and Migration of data between legacy systems and Salesforce.com Objects and fields.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Producing timing, costing and scoping documentation.
* Coordinated integration tests with various groups and generated/documented test cases and deployment plans.
* Establishing the overall success criteria for a project, including time, cost, technical and performance parameters.
* Load/Manage the data using Apex Data Loader.
* Profile based permissions on fields and objects are enforced.
* Shifting among differing technical and project roles as required. Keep focus on Integration service team’s success, supports collaborative efforts with others.

Environment: Saleforce.com platform, Apex Language, Visual Force (Pages, Components, Controllers & Extensions), Data Loader,Web Services, SOAP, REST, WSDL, Apex Triggers, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in.

**WeFixNow HYDSep 2011 - Dec2012**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Prepare Team Charter;define Roles & Responsibilities and Rotation & Backup Plan.
* Interacted with various business user groups, SMEs for gathering requirements for Salesforce implementation & developed and documented the Business and Software Requirements
* Lead and develop strategy for enhancing systems to meet business needs, and mapped client business process and requirements onto the capabilities of Salesforce.com and the Force.com platform.
* Participated in cross-functional teams to address strategic and operational issues involving CRM and Salesforce instance.
* Administered Salesforce setup functions for new users, roles, profiles, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce configurations.
* Identified Salesforce usage problems and crafted technical / communication plans for remedial initiatives.
* Implemented break fixes, business enhancements support, feasibility requests and administrative needs to Salesforce application users.
* Maintained system metrics and logs to track trends in usage & adoption, data quality & integrity, and application failures.
* Created different Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles.
* Utilized SOQL and SOSL to query and search for business data.
* Identified process flaws in the current system and recommended business process automation in the new system after analyzing and documenting AS-IS system and TO-BE system
* Participate in project communications management includes meetings with various stakeholders to discuss on progress of project work products/ deliverables & issues on weekly basis.
* Managing dependencies, risks and planning for contingencies to ensure minimal effect on deliverables.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects.
* Used Data Loader to read, extract and load data from comma separated values (CSV) files.
* Created Custom objects and fields- Leads, Marketing, Campaign, Dashboard, Sales and Account etc.
* Configured Logo, Salesforce Org Company Profile, User Interface Settings and Login Restrictions.   
  Attending client meetings & provide status update.
* Monitoring all work in accordance with schedules.
* Developing and reviewing study protocols.
* Performing Requirement feasibility, Development, Handling User Acceptance Testing Deployment to live/Production environment.

Environment: Saleforce.com platform, Apex Language, Visual force (Pages, Component & Controllers), JavaScript, Apex Data Loader, Sandbox, Eclipse IDE Plug-in, Windows XP.

**T-Mobile USA Inc., HYDJun 2010 -Aug 2011**

**Role: Java Developer**

**Project: WATSON**

**Responsibilities:**

* Capturing customer information.
* Credit history verification.
* Rate plan and Packages relationship.
* Creating Billing Account Number (BAN) and activates Subscriber.
* Worked on enhancements for an existing WATSON application.
* Developed different SOAP services and Web Services using WSDL, SOAPand AXIS
* Worked as a Java Developer for T-Mobile retail activation systems.
* Was responsible for delivering the projects from the inception to deployment.
* Supported the retail activations systems 24x7.

**Environment:** Java,J2EE, Axis and Oracle App Server

**Remend Management System, HYDJul 2009 -May 2010**

**Role: Java Developer**

**Responsibilities:**

* Attending service design sessions for implement/change the existing flow to fit in new requirements.
* Developed different SOAP services and Web Services using XSD, WSDL and SOAP
* Created Web services using Advanced J2EE technologies to communicate with external systems.
* Working on XSDs for handling XML data manipulations between systems.
* Enhancements to the existing Remend application.
* Involved in the enhancement of stage-2 production.
* Developed JSP’s and Action classes.

**Environment:** JSP, Servlets, Struts, Hibernate, Sql Server, Web logic 10.3.1 (Oracle App server), Apache Axis 2.x, Web Services

**Enterprise Systems Group, IEG HYDApr 2008 - Jun 2009**

**Role: Java Developer**

**Responsibilities:**

* Involved in coding for required Java classes using struts framework.
* Developed the form beans using the Validation Frame Work in Struts along with Form Validations.
* Configured the JDBC data sources for Oracle.
* Involved in Unit testing to some data accessing modules.
* Analysis and Designing the Travel Module and preparing Use Case document.
* Developed the complete business logic for Leave module as per the Use Case Documents.

**Environment:** Java, J2EE, Struts, Oracle, Tomcat6.0.

**Prathibha Scholarships, IEG HYDJun 2007 - Mar 2008**

**Role: Java Developer**

**Responsibilities:**

* Involved in coding for required Java classes using struts framework.
* Developed the form beans using the Validation Frame Work in Struts along with Form Validations.
* Configured the JDBC data sources for Oracle.
* Involved in Unit testing to some data accessing modules.
* Analysis and Designing the Travel Module and preparing Use Case document.
* Developed the complete business logic for Leave module as per the Use Case Documents.

**Environment:** JSP, Servlets, Struts, Postgre Sql, Apache Tomcat 5.0