**LALITHYA K **

**SalesForceAdministrator/ Developer**

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**PROFESSIONAL SUMMARY:**



* **8 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.
* Have knowledge in SFDC Development using **Apex and Visual Force.**
* Strong hands on experience with SalesForce Security setup using Profiles, Permission Sets, OWD, Role Hierarchyand 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.
* Experience in managing Sandboxes.
* 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**.
* Worked on transitioning from Salesforce **Classic to Lightning.**
* 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)

**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, Apex, Java & J2EE |
| **Software development Methodologies** | Agile Scrum Waterfall and SDLC |

**Credential Certifications:**

**• Salesforce.com Certified Force.com Developer (DEV 401 CERTIFIED)**

**• Salesforce.com Certified Salesforce Administrator (ADM 201 CERTIFIED)**

**PROFESSIONAL EXPERIENCE:**

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

**Salesforce Administrator/ Developer**

**Responsibilities:**

* Worked as a team member and performed the roles of Salesforce.com Developer and Administrator 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.
* Responsible for communicating project status to timely manner.
* 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).
* Implemented the project based on Agile (Scrum) methodology.
* Agile (Scrum) methodology, which includes Sprints2 weeks. Daily Stand-up meetings regarding the requirement enhancements.
* Worked on front end UI using **VisualForce Pages**, JavaScript, HTML and CSS.
* Implemented Batch Apex in order to overcome Governor Limits when running processes on thousands of records.
* Developed AMPScript code in Content blocks for usage.
* 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.
* 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.
* 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 BuilderandVisual flows.
* Worked on adding Milestones to entitlement process to ensure that users resolve cases correctly and on time.
* 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.
* Created complex workflow rules criteria’s for field updates and email alerts.
* 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 July ‘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.
* 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.
* 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 March’14 - May ‘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 May’11 - 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.