**Asha B**

**Certified Salesforce.com Developer**

ashaasai.b@gmail.com| | 501- 232-7516

## **Professional summary**

* **Over 7+ years of IT experience** with around **5+ years** of experience in the **Salesforce.com** Platform as a **Certified Administrator and Developer** which involves **Administration,** **Development, Integration**, **communities** and **lightning components development** and **2 years of experience as a Java Developer.**
* Extensive experience in **application design, customization, development, support on Salesforce.com**, **Force.com platform** and **Web based application using Apex**.
* In depth understanding of **CRM business processes** like **Campaign Management**, **Lead Management, Opportunity Management, Support Process, Account Management and Forecasting.**
* Good knowledge on **Case Assignment, Knowledge Management and Case escalation rules**.
* Experienced in **Salesforce CRM Configuration and Management, Customization**, **User Interface Design, Access Control, Data Validation, Data Utilities, Analytics, and Service Cloud.**
* Excellent exposure in **custom integration of Workflows & Approval Process**, **tasks, events, Email Services, Security Controls, Custom Application, Reports and Dashboards**.
* Hands on experience in SFDC development using the **APEX classes, Triggers, Components, Force.com IDE, Eclipse with SOQL, SOSL and Force.com plug-in.**
* Experience in administrative tasks like **creating profiles, users, page layouts, security and sharing rules at Object/Field/Record Levels, Roles hierarchy and Permission sets.**
* Proficient in dealing with the functionalities related to the **Service cloud and Sales Cloud**.
* Solid experience in creating Custom Objects, **Relationships, and Junction objects such as Master-Child, lookups, Entity Relationship.**
* Good understanding of different limitations of Salesforce including **Governor Limits** and **Application Limits.**
* Experience in integrating salesforce with the mulesoft and integrating applications to salesforce.
* Experience in setting up **Field service Lightning.**
* Creating Work Orders for Field Service operations from different Objects.
* Experience in creating custom widgets, adding the Widget to a **page Editing and Deleting Widgets.**
* Experience in using different tools like **Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete** etc.
* Extensively worked on **Salesforce.com Sandbox and Production environments** including creating Sandboxes and refreshing it time to time. Deployment between **Production and Sandboxes** using **Eclipse**, **Force.com Migration Tool** and **Change set**.
* Experience in **Database Design, functions, triggers, DDL, DML SQL queries**.
* Experience in Integration patterns data Virtualization, Batch data Synchronization, Remote process Invocation.
* Extensive experience in implementation of **Salesforce Chatter**.
* Experience in creating Lightning apps combining **Lightning Design System**, **Lightning App** **Builder** and **Lightning Component** features.
* Enabled Aura Framework, by adding **Aura Attributes and Aura Handlers** for Events to focus on **Logic** and **Interactions in Lightning Applications**.
* Strong experience in apex development and automation
* Strong knowledge in developing **Lightning Components** (Aura attributes) by creating events in controller and **styling the container page** and then **lightning components** to **lightning pages.**
* Good knowledge and understanding in Apttus CPQ
* Design and implement **SSO** (single sign on) for Salesforce applications.
* Experience in Software Development Processes like **SDLC, Waterfall**, **Test Driven Development (TDD)**, **Iterative and Agile Methodologies**
* Knowledge on **Salesforce.com Web Services APIs** - **Force.com SOAP and REST-based Web Service APIs**, **the Bulk API**, and the **Metadata API**.
* Experienced in **Java & J2EE Design patterns like MVC**.
* Experience in creating rich user interfaces (UI) using **CSS, HTML, JavaScript and Angular JS**.

## **Certifications:**

* **Salesforce.com Certified Force.com Developer**
* **Salesforce.com Certified Force.com Administrator**

## **Technical skills**

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| **Salesforce Technologies** | Certified 201, 401 developer, **Apex Classes**, **Apex Triggers**, **Test Classes**,Apex Custom Controllers and Extension, **Visual force (Pages, Components****&Controllers**), **Validation Rules, Workflows**, Dashboards, Reports,Custom Objects, **Force.com Eclipse IDE**, **Apex Web Services**, **Apex Data Loader**,S-controls, **SOQL, SOSL, Ajax Toolkit, and Lightning Components**. |
| **Version control System** | **SVN and GIT** |
| **Web Technologies** | **HTML, XML, CSS**, **AJAX, Java Script**,**ReactJS** **Web Services (SOAP and WSDL**),jQuery, **JSON, DHTML**. |
| **Salesforce Tools** | **Force.com IDE, Force.com API tools (Data Loader), Force.com Migration Tool, Jenkins, Force.com Excel Connector, AppExchange.** |
| **Languages** | **C, C++, Java/J2EE, SQL, Apex** |
| **Operating Systems** | Unix, Windows 7/8.1/10 |
| **Databases** | SQL, PL/SQL, Oracle 9i/10g |

## **Work experience**

**Client: Aetna Inc, Hartford CT.**

**Role: Salesforce Developer Duration: Jan-2021 - Current**

**Responsibilities**

* Developed various apex batch classes, controller classes and apex triggers for various functional needs of the application.
* Developed custom wizards for case management using lightning components and custom controllers.
* Implemented escalation rules, automatic case generation and generated email alerts for quick issue resolution.
* Working on creating lightning web components and Experience in converting Aura components to LWC.
* Build reusable UI components and pages with the Lightning web component framework.
* Designed developed, test and deployed custom salesforce applications using apex classes, controller classes, batch apex and apex triggers for various functional needs.
* Created Salesforce Lightning applications using Lightning web components, controllers and LMS and DOM for communication between different components
* Wrote batch classes for manipulating mass data and invoked it from apex classes and trigger
* Used SOAP web services for communicating with external systems.
* Good experience in working with salescloud and service cloud.
* Have integrated informatica with the salesforce to control the large amount of data.
* Developed custom wizards for case management using lightning components and custom controllers.
* Implemented escalation rules, automatic case generation and generated email alerts for quick issue resolution.
* Implemented complex **Approval Processes** and created many **Workflows** to accomplish the tasks.
* Worked on Integrating Salesforce with other external system by using REST API.
* Debug Apex scripts using **Debug Logs and System Log Console** to **catch Exceptions and execute Governors and Limits.**
* Used the ANT Migration Tool for **data migration from sandbox** to dev environment.
* Worked on Visual Flows for developing the step-by-step Wizard in the application and access it through Lightning App pages.

## **Work experience**

**Client: Google LLC, Austin, TX**

**Role: Salesforce Developer Duration: Jan-2020 - Current**

**Responsibilities:**

* Developed custom formulae fields, validation rules, escalation rules, time dependent workflows, HTML email templates for auto response to customers as per the requirement.
* Used field level security, profiles to ensure that the protected data is only with the authorized users.
* Developed various apex batch classes, controller classes and apex triggers for various functional needs of the application.
* Developed custom wizards for case management using lightning components and custom controllers.
* Implemented escalation rules, automatic case generation and generated email alerts for quick issue resolution.
* Created and deployed several Reports for different user profiles based on the need in the organization.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Used Buganizer (Internal issue tracking tool) and confluence for developers to write run scripts and documenting proof of concepts.
* Experience in working with lighting web components besides aura components.
* Hands on experience with LWC. Building new functionality in LWC wherever possible and migrating existing aura to LWC case by case.
* Having good experience in Case Management Tool configured and customized the requirements.
* Defined and developed lightning web components based on updated web standards.
* Wrote batch classes for manipulating mass data and invoked it from apex classes and trigger
* Used SOAP web services for communicating with external systems.
* Good experience in working with salescloud and service cloud
* Have integrated informatica with the salesforce to control the large amount of data.
* Creating workflows for field updates to accomplish the business requirements and defined related tasks, time triggered tasks, email alerts to implement the business logic**.**
* Develop and maintain validation rules, triggers, and custom workflows.
* Capable of writing and debugging efficient SOQL queries of standard and custom objects, and able to understand and develop for complex data models
* Good knowledge of JavaScript, SQL, SOSL including Node.js, React.js and jQuery.
* Working experience in SOQL, SOSL, web Services, Security Model, Data Loader, Profiles, Roles, Custom Objects/Fields, Email Templates/handling etc.

**Environment:** SFDC platform, Apex Language, SOQL/SOSL, Reports, Custom Objects, Sandbox, Force.com IDE, Apex Data Loader, Sandbox, Web Services, REST, HTML, CSS, JavaScript, ReactJS, JQuery Lightning, Visual Studio Code, Windows 7.

 **Client: USAA**

**Role: Salesforce Developer Duration: July-2019 – Dec-2019**

**Responsibilities:**

* Worked with all aspects of Salesforce which includes Configuration, customization, Integration and Lightning.
* Worked on the customization part and development that is the Apex coding in terms of writing **apex classes, triggers, asynchronous apex methods.**
* Integration of salesforce application with external systems using REST API as a call-in service or a call out service.
* Build **SOQL scripts** to get the count of records in the system and build the custom logic to avoid governor limits imposed by salesforce platform during development.
* Created **Record Types, page layouts, Search layouts to organize fields, custom links, related lists, and Field Sets.**
* Implemented complex **Approval Processes** and created many **Workflows** to accomplish the tasks.
* Worked on Integrating Salesforce with other external system by using REST API.
* Debug Apex scripts using **Debug Logs and System Log Console** to **catch Exceptions and execute Governors and Limits.**
* Import and Export the large amount of data into excel and .csv using data Loader and Import wizard.
* Implementing picklist and dependent picklists, lookup master detail relationship to custom objects.
* Worked with Integration Patterns.
* Experience in Migrating from classic to lightning based on the Functionality and Potential Integrations.
* Experience in working with external systems like AWS, SAP also with local tools.
* Good experience in working with salescloud and service cloud
* Deploying the developed code from one sandbox to another sandbox using the changesets and also **Copado tool** which is used for deployment.
* Testing the apex classes by creating the test classes and ensuring it covers 85% of the code coverage.
* Development of the application using **Lightning aura component framework, Components Events, Controllers, Java script, Apex, Salesforce Lightning design system and Lightning data service.**
* Used **Data Loader** for **insert, update,** and **bulk import or export of data from Salesforce.com** objects. Used it to read, extract and load data from comma separated values (CSV) files.
* Worked on implementation and customization of Salesforce.com using **Apex (Classes, Controllers & Triggers), Apex Scheduler, Batch Apex, Apex Web Service, Visualforce Pages, Custom Tabs, Custom Objects, Analytic Snapshots and Dashboards.**
* Created **test scenarios on Sandbox environment**, **created packages** and moved it between **Sandbox and Production environments** to place final implementations.

**Environment:** SFDC platform, Apex Language, SOQL/SOSL, Reports, Custom Objects, Sandbox, Force.com IDE, Apex Data Loader, Sandbox, Web Services, REST, HTML, CSS, JavaScript, ReactJS, JQuery, Lightning, Visual Studio Code, Windows 7.

**Client: Penfed Credit Union, Milford, OH**

**Role: Salesforce Developer Duration: Jan-2019 – June-2019**

**Responsibilities:**

* Created modern Lightning Apps combining **Lightning App Builder** and **Lightning Component** features.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Designed and deployed Visual Force pages to suit to the needs of the application.
* Involved in Deployment, Deployed all the classes, **Triggers, Objects, Components, Pages from one environment to another environment.**
* Worked on **XML/JSON Parsing and mapping the XML/JSON string into the object entities for Integration.**
* Involved in **integrating Salesforce with external systems** by making HTTP callouts.
* Written Apex test classes and achieved 90% of the organization code coverage by writing test utility methods.
* Migration Experience from Classic to Lightning based on usage and performance.
* Utilized MuleSoft features like Dataweave, API designer and various connectors to ensure robust and loosely coupled integration layer every time.
* Designed and developed Apex classes, controller classes, extension and Apex Triggers for various functional needs in the application.
* Created and customized **Reports and Dashboards** on Custom and Standard objects for different channels in the Organization.
* Experience in MuleSoft Anypoint API platform on designing and implementing Mule API’s.
* Used the ANT Migration Tool for **data migration from sandbox** to dev environment.
* Worked on Visual Flows for developing the step-by-step Wizard in the application and access it through Lightning App pages.
* Created workflow rules and defined related actions like **Email Alerts, Field Updates, creating Tasks** and **Outbound messages.**
* Deployed components across Sandbox and Production instances using Force.com migration tool, Change Sets.

**Environment:** Saleforce.com CRM, Force.com Platform, Apex Classes, Controllers (Custom and Extension), Visualforce Pages, Components, Web Services, REST, HTML, CSS, JavaScript, Workflows, Approvals, Apex Data Loader, Sandbox, Lightning, Visual Studio Code, Windows 7.

**Client: Genesys LLC, Indianapolis, IN**

**Role: Salesforce Developer/ Administrator Duration: Nov 2017 – Dec-2018**

**Responsibilities:**

* Implemented **Apex classes**, **Controller classes**, and **Visual Force Pages**, **Batch Class, Schedule** **Classes,** and **Apex triggers** for various functional needs in the application.
* Created **workflow rules** and **defined related tasks**, **time triggered tasks**, **email alerts**, field updates to implement business logic.
* Created **templates, approval processes, approval page layouts** and **defined approval actions** on them to **automate the processes**.
* Used **Data Loader for insert, update, and bulk import or export of data from Salesforce.com** Objects and it to **read, extract, and load data** from comma separated value files.
* Created profiles and field level security to hide critical information on the profile users.
* Developed complex **Apex Batch Jobs** for updating the **accounts daily basis** and **monthly basis**.
* Used **XML as data communication between salesforce and the external system**.
* Used **SOAP web services** for communicating with external systems.
* Used **REST API** for communicating with internal system.
* Used Custom settings wherever possible to avoid SOQL Queries.
* Creating **workflows for Field-updates** to accomplish the business requirements.
* Providing support to day-to-day issues.
* Migrated data from Legacy Systems to Salesforce CRM using data loader.
* Developed **field level security** along with page layouts to manage access to certain fields.
* Created **Custom Dashboards for manager’s home page** and **gave accessibility to dashboards for authorized people.**
* Implemented Apex Scheduler and triggers to invoke Apex classes at regular intervals and to trigger them at some events.
* Created Custom Visualforce components and attributes to override the look and feel of standard Visualforce components
* Used **HTML, JavaScript** for building Visualforce pages.
* Used **API's** for integrating with other systems.
* Used **Jenkins** for continuous integration and continuous delivery.
* Used **GitHub version control system as a source repository to organize the code base.**
* Built apps visually with **Lightning App Builder**, **Lightning Components and lightning connect integrations across multiple connections.**
* Used third party apps like **CPQ Marketo, DocuSign and Apttus**.
* Enabled **Aura Framework** and added **Aura Attributes/Handlers for Events**/ **Logic & Interactions.**
* Created **Server APEX Controller** for Salesforce Lightning and Added **Lightning Component** to **Lightning Pages** and **Record Pages**.
* Developed **Lightning components and Lightning apps** to provide better and more interactive interfaces to end users, which help in **sales enhancements**.
* Involved in using **Lightning, Process Builder and Workflows**. Worked on customization of visual force to **have Lightning Experience for desktop and mobile applications**.

**Environment:** **Saleforce.com platform, Visual Force Pages, Apex, Web services, Workflow & Approvals, REST, SOAP, CI/CD, Jenkins**

**Client: Mashcom Technologies Pvt LTD, Hyderabad, India**

**Role: Salesforce Administrator/Developer Duration: May 2014 - December 2015**

**Responsibilities:**

* Involved in **creating and customizing Fields**, **Page Layouts, and record types** as per the requirement.
* **Created pick lists**, **dependent pick lists, lookups fields, junction objects, master detail relationships, validation and formula fields.**
* Created workflow rules and defined **related tasks, time triggered tasks, email alerts, filed updates to implement business logic.**
* Assisted in developing **APEX triggers, Classes, Test methods & Visual Force pages** to implement the custom functionality.
* Configuration of Salesforce.com as per the client requirement and created **Users, Profiles, Roles, User Groups, Objects and Tabs.**
* Designed and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual force Pages to suit to the needs of the application.
* Managing customer data: **Data duplication identification and resolution.**
* Written **sharing Rules to assign owner and sharing a record with user.**
* Involved in **Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization**.
* Created custom Dashboards for manager's homepage and gave access to dashboard for authorized people for individual divisions.
* Worked with the development team to **deploy workflows** wherever necessary.
* Wrote **SOQL and SOSL statements** within **custom controllers, extensions and triggers.**
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Configured online chat with customers using Live Agent.
* Managed and set up Communities
* Created custom field and field dependencies on standard objects like **Campaigns, Lead, Accounts and Contacts.**
* Worked with developers in **configuring** with various **salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, Opportunities, Dashboards**.
* Developed **workflow rules, time triggered workflows** for various business requirements.
* Created **Assignment Rules (Case and Lead) and Escalation Rule (Case).**
* Created **various reports (summary reports, matrix reports) and dashboard to meet requirement related to user and business need.**

**Environment:** **Saleforce.com platform, Visual Force Pages, Apex, Web services, Workflow & Approvals, Reports, Custom Objects, Custom Tabs.**

**Client: RealPage LLC, Hyderabad, India.**

**Role: Java Developer Duration: June 2012 - April 2014**

**Responsibilities:**

* Involved in analyzing and the business requirements, **designed Class and sequence diagrams with UML.**
* Worked on complete life cycle, **Design, development and testing** using **OOA and OOD**.
* Involved in planning, analysis, **design and implementation** of different modules using **Agile Methodology.**
* Design and development **server side of Restful web services** using **spring framework** and **Apache CXF**.
* Developed the application as per the requirements and business rules.
* Worked on implementation of **GUI module with Struts Framework** and **used CVS** for version control.
* Used **Java Database Connectivity (JDBC)** to connect from the Java application to the Database.
* Designed and developed front end using **HTML, CSS, JSP's, Struts (tiles and tag libraries) and user validations.**
* Developed the code using **Agile methodology** with daily meetings to keep track of the progress and issues pertaining to the project.
* Involved in implementing persistent data management using **JDBC**.
* Retrieved the data from **Oracle database using SQL queries.**
* Deployed Enterprise application using **Web logic Application Server**.
* Designed database by creating tables, Participated In developing **triggers, stored procedures and queries using SQL/PL in SQL Server.**
* Involved in Developing the **Jquery, Java script, HTML, CSS.**
* Implemented the required Java Beans used by the **JSP components**.
* Involved in implementing **front-end validations** using **JavaScript.**
* Played an active role in testing the application by writing test cases for different types of applications.
* Involved in **testing using Junit**.
* Participated in preparing the **technical documents for future reference**.

**Environment:** **Java, J2EE, Struts, Servlets, JSP, JDBC, SQL, HTML, JavaScript, Eclipse, Microsoft Visio and Windows XP**.

## **Education:**

**Master of Computer Science and Information Technology from University, SAU, Arkansas, USA.**