**Asha Latha Sampath**

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**PROFESSIONAL SUMMARY:**

* Around 6 years of IT experience in Salesforce CRM Administration, configuration, Development, implementation and support experience.
* Proficient in performing detailed analysis of business and gathering technical requirements.
* Over 4+ year of experience as Business Analyst, Technical Design, Administration, Requirement gathering and Analysis and Development.
* Experience in Agile concepts and Scrum techniques in the projects.
* Managed delivery of large-scale projects, big teams geographically dispersed simultaneously from start to finish.
* Understanding the Business logic and analyzing and solutioning the Requirements and preparing the Business Requirement Document, Functional Requirement Document, Technical Design Documents, Unit Test Documents.
* Experience in developing User Interface, Page Layouts, Tabs, Custom Fields, Custom Objects, Validation Rules and Workflows.
* Experience in Lightning Flows, Approval process, Lightning Page layout assignments, Lightning page setup.
* Expertise at administrative tasks such as User Management, creating profiles, Roles, Permission Sets, Tasks and Events, Email Notification templates, Reports and Dashboards.
* Data Migration tools such as Apex Data Loader, Import and Export Wizard, SOQL and SOSL.
* Experience in working with cross functional technical and business teams within the organization.
* Excellent written and verbal skills, Ability to adapt quickly to challenges and changing environment.

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, SOQL, SOSL, APEX Data Loader, Dashboards, Workflow & Approvals, Custom Objects.  |
| **Salesforce Tools** | Force.com Platform (Sandbox and Production), Force.com Migration Tool |
| **Operating Systems** | MS Windows |
| **Software Development Methodologies** | Agile, Scrum, MVC, SDLC |
| **IDE** | Data loader, Import and Export Wizard |

**WORK EXPERIENCE:**

**Client: McKesson, Austin, TX Aug 2020 to April 2022**

**Role: Senior Salesforce Administrator**

**Responsibilities**

* Interacted with various business user groups for gathering the requirements for salesforce implementation and documented the Business and Software requirements.
* Followed Agile methodology, attended stand up meetings on daily basis and organized meetings with teams on weekly basis.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Leads and Reports and Dashboards.
* Created workflow Rules and defined related tasks, time triggered tasks, process builder, email alerts, fields update to implement business logic.
* Created email templates, approval processes, approval page layouts and defined approval actions on them to automate the process.
* Enabled lightning for the org and app set up and page set up in lightning.
* Enabling reports and dashboards in the lightning pages.
* Adding components to the lightning pages.
* Created Lightning pages and updated based on the profile and app settings.
* Created lightning apps using lightning app builder.
* Handled various support issues on day-to-day basis and update JIRA accordingly.
* Created Custom profiles, public groups and Roles to distribute user rights and functionality.
* Involved in Source to target mapping to load data into Salesforce from SQL database using Informatica Cloud.
* Handled Regression testing for various scenarios and logged bugs in JIRA.
* Developed SOQL and SOSL queries to get data from different related objects.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to salesforce.com
* Provided custom reports and dashboards to support the needs of the users and executives.

**Skills: Salesforce Configuration, Custom objects, fields, page layouts, Workflows, JIRA, Confluence.**

**Client: Vision Labs, Hyderabad, India Sept 2013 to Oct 2014**

**Role: Salesforce System Administrator**

**Responsibilities:**

* Interacted with Various business user groups forgathering the requirements for salesforce implementation and documented the software requirements.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Products, Reports and Dashboards.
* Created workflow rules and defined related tasks, time triggered tasks, process builder, email alerts, field updates to implement business logic.
* Created email templates, approval process, page layouts to automate the process.
* Handled various support issues on day to day basis and update JIRA accordingly.
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Enabled Lightning for the org and started working on creating lightning pages.
* Assigning lightning page layouts and set up for the users.
* Created lightning apps using lightning builder and assigning the apps to the users based on the app permissions and profile settings.
* Created custom profiles, public groups and Roles to distribute user rights and functionality.
* Involved in source to target data loading using data loader, import wizard, workbench.
* Developed SOQL queries to get data from various related objects.
* Provided custom reports and dashboards to support the needs of the users and executives.
* Maintaining and following up on the Emergency change requests and the high priority tickets.
* Maintaining and Monitoring the KB articles and effective usage of the same for analyzing the tickets.
* Identifying the complex business functionality and helps in solving the business problems and solutions provided to handle.
* Preparing test scenarios and sharing it with the testing team.
* Helping the business in performing the UAT and validating to make sure all the test scenarios are covered.
* Creating Traceability matrix to make sure all requirements are covered in the development process.

**Skills: Salesforce Configuration, Custom objects, fields, page layouts, Workflows, JIRA, Confluence, Change Sets.**

**Client: HSBC Bank, Hyderabad, India. May 2012 to Aug 2013**

**Role: Salesforce System Administrator**

**Responsibilities:**

* Maintaining and implement Salesforce Applications of various instances.
* Understanding the business requirements from the Sales Operations, Technical Operations, Call center Operations team.
* Intermediate, escalate, negotiate the requirements between the business stakeholders and other teams.
* Analyzing the business requirements from the team and providing solution to the team.
* Single point of contact for the entire changes related to the Salesforce.
* Designed and developed based on the requirements.
* Created Design Documents, Requirement Documents based on the input from the client.
* In charge of the complete Admin activities for the application.
* As part of production support encourages business to use Service Now to raise tickets related to users, so that it can be used as a medium to track issues.
* Performing all Admin related activities including creating custom objects, fields, adjusting page layouts, record types, workflows and approval process.
* Created Validation rules to satisfy the business requirements in Salesforce.com.
* Created Test Cases, Test Scripts and performing Unit testing and UAT.
* Deploying the Changes to production using Change Sets.
* Implementing Sales and Service Cloud.
* Performed Smoke testing in production before delivering to the business users.
* Providing updates to the clients and manager related to project.
* Created outbound messages using workflows and integration with Informatica and Data warehouse.
* Postproduction Support

**Skills Used – Salesforce Configuration, Test Manager, Change Sets.**

**Client: Systems & Services Limited, Hyderabad, India. Mar 2010 to Apr 2012**

**Role: Salesforce Administrator**

**Responsibilities:**

* Participated in Business meetings with the customers understanding the requirements, performing Analysis and design, development and maintenance of the project.
* Created Business Relationship Document, Requirement Document, Test Case Documents.
* Creating Profiles, Roles, Validation Rules, Page layouts, Record Types, Custom objects, Custom Fields based on the requirement.
* Creating Users and Setting up the environment to enable the users work effectively.
* Migration of Customer records from Local Data base systems to Salesforce.
* Created Workflow rules, time-based workflows, Email Templates for email services in Salesforce.
* Participated in a complete SDLC of the application starting from Analysis and including design and maintenance of the project.
* Designed and developed based on the requirements.
* Created Design Documents and Requirement Documents based on the input from the client.
* Created Functional Specification documents, Business relation documents, Technical Documents for the Developers to understand the business.
* Created Data Model and the flow Structure of the data into the SFDC Application.
* Created Custom fields, Page layouts, profiles, roles, workflow process, approval process for the entire business.
* Created Multiple reports and Dashboards which shows the sales numbers of the drugs.

**Skills Used – Salesforce Configuration, Test Manager, Change Sets, Reports and Dashboards, JIRA, Reports and Dashboards**

**EDUCATION QUALIFICATIONS:**

Master of Technology in VLSI Design from Bharath Institute of Higher Education and Research , Bharath University, Tamil Nadu, INDIA during 2004 - 2006.

Bachelor of Engineering in Electronics and Communication from Oxford Engineering College , Bharathidasan University, Tamil Nadu , INDIA during 2000 - 2004.