** https://lh3.googleusercontent.com/VM0_qmONTAkelcRmszNIls6LbGAjFlJCsSpdxKyAsZ4guxac0ps_lRfaA-zJeeZHfo1Q3fD6TAYjfHJ9cHSRG_4neVjuvvvyefkIhM3f6XUQd-xzRZTLjdfQWE7NZVWc08qXDO6u6uspKYring**

**Deepika M** **Phone: +1(469) 209 5945**

**Email:** **[desfdc124@gmail.com](mailto:desfdc124@gmail.com)** **LinkedIn:** [**www.linkedin.com/in/deepika-m-23b83b183**](http://www.linkedin.com/in/deepika-m-23b83b183)

**SALESFORCE LIGHTNING DEVELOPER**

(Salesforce Certified Administrator (ADM- 201) | Salesforce Certified Platform Developer - I)

**Around 9+ Years of IT experience** in all Software Development Life Cycle (SDLC) phases from requirement gathering to analysis, design, development, implementation and enhancement of projects in **Salesforce.com CRM and JAVA**. **5+ years’** experience in **implementation and design** of **Salesforce.com CRM and Force.com platform** with proficiency in using **Java and Scripting languages** as Salesforce Administrator and Developer. Facilitate communication between Business Owners and Development team to produce effective project outcome. Strong interpersonal communication, time management, process optimizations and problem-solving skills with detail orientation in the technology arena.

**Technical Exposure and Expertise**

* **SFDC development** using Visual Force Pages, VF Components, Apex Classes, and Custom Controllers, Controller extensions, tests, test cases, SOQL, SOSL, MVC architecture and Force.com IDE from scratch
* **Salesforce.com Applications Build and Design** using the best practices
* Good exposure on **Salesforce Lightning Design System**
* Expertise in building **Lightning components** for Record pages and Quick actions
* Used **Lightning Component Framework**, Dashboards and Reports in Lightning Experience
* **Salesforce Development Life Cycle implementation** covering Sales Cloud, Service Cloud, Call Center, Chatter and App-exchange applications
* Good Knowledge on **Community cloud module.**
* **Salesforce CRM UI customization** using Apex, Custom Controllers, Visual force, CSS, JavaScript libraries
* **CRM Business processes** like Forecasting, Campaign management, Lead Management (Web-to-Lead), Order Management, Account Management, Case Management (Email-to-Case and Web-to-Case)
* **Salesforce Integration** with Oracle, SAP ERP using Apex web services WSDL and outbound messaging
* **Salesforce.com** **implementation and customization** using Apex (Classes, Controllers, Triggers), Apex Scheduler, Batch Apex, Apex Web Service, Visualforce Pages, Custom Tabs and Objects, Analytic Snapshots, Dashboards
* Writing **Apex batches, Schedule classes** by implementing interfaces to process large data sets
* Have in depth Knowledge and understanding of business processes like **Forecasting, Campaign Management, Lead Management, Order Management, Account Management, and Case Management**.
* **Customization of Salesforce.com** Accounts, Leads, Opportunities, Cases, Campaign, Solutions, Standard Objects and Custom Objects; Data Validation, Sales, Marketing, Customer Service and Support Administration
* **Implement Security and Sharing rules, Configuring Permission sets, Field level security, Object level security, Profiles, Triggers, Resource monitoring** usingCustom objects, Triggers, Workflow rules, Approval process for Automated alerts, field updates, SOQL, SOSL, Visual force pages and Apex classes
* Experienced in **JIRA** in bug tracking, issue workflow, Labelling, linking issues and in creating projects and story points.
* **Eclipse IDE** with Force.com plug-in for writing business logic in **Apex programming language**
* **WSDL, SOAP API, REST API, Call Outs, Batch and Schedule Apex programs**
* **Implement data security/visibility rules** using Sharing rules, configuring OWD (Organization wide default), create criteria-based and owner-based sharing rules across objects and sharing data to different set of roles
* **Salesforce.com** **governor limits** understanding with ability to optimize code to respect the limits
* **Agile Methodologies, Scrum Software Development processes** as well as **Waterfall** model.

**PROFESSIONAL CERTIFICATIONS**

* SALESFORCE.COM CERTIFIED ADMINISTRATOR (ADM 201)
* SALESFORCE.COM CERTIFIED PLATFORM DEVELOPER I

**TECHNICAL SKILLS**

**Salesforce Technologies :** Custom Objects, Roles and Profiles, Workflows, Assignments, Approvals, Triggers, Record Type, Dashboard, Security, Field updates, reports, Visual Force Pages, Apex Classes, Apex Trigger, Visual force Page, Salesforce Lightning (Components, Apps, Events)

**Force.com Tools :** Force.com Eclipse IDE, Force.com Apex Explorer, Single Sign-On (SSO), SOQL, SOSL, Service Cloud, Marketing cloud, Sales Cloud, Salesforce APIs.

**Data Tools :** Apex data loader, Excel connector, Import wizard, SFDC Data export

**Languages :**  Apex, Java, SQL, JQuery

**Web Technologies :** HTML, CSS, XML, JavaScript

**Java Technologies :** JDK, J2EE, JSP, Servlets

**WORK EXPERIENCE**

***Role: Salesforce Developer/Administrator Dell Inc, Texas (Sep 2019 – Till date)***

**Description:**

Dell is an American multinational computer technology company that develops, sells, repairs, and supports computers and related products and services.

**Responsibilities:**

* **Designed, developed and deployed** the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes & Triggers to suit to the needs of the application.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Working Knowledge on **Service Cloud, Marketing cloud and Apex Programming on** Force.com Platform.
* Defined the **lookup relationship and master-detail** relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.
* Worked on **Lightning Web components** (LWC) new breed of lightweight frameworks built on web standards.
* Worked on **Lightning Web components** to build customized components replacing some the existing lightning components.
* Worked on **LWC** to create dynamic interface without using Javascript files.
* Used **Data Loader** connector to insert, update and bulk import & export of data from Salesforce.com SObjects. Effectively created the pick lists, dependent pick lists and junction objects to establish the connectivity among objects.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com API and Web Services. Developed various custom Objects, Tabs, Components and Visual Force pages and Controllers.
* Developed **SOQL and SOSL** queries to get data from different related objects and used Force.com explorer for SOQL testing.
* Developed **Web Service Callouts** from Salesforce to External Applications using SOAP and REST API.
* Experience in building reusable UI components and pages with Lightning component framework.
* Also embed Lightning Components in Visual force page by using new Lightning Out feature by event-driven programming.
* Assisted in resolution of escalated situations initiated by Salesforce **Marketing Cloud,** clients and partners
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in building Lightning Components using the aura framework.
* Expertise in aura framework, Lightning Components and Salesforce **Lightning Design System** (SLDS).
* Created Aura based Components, Attributes, Controllers which can be compatible to access through **Lightning App builder**.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application compatible with lightning.
* Designed and Developed **Vlocity CPQ** for couple of clients.
* Design and Develop customer solutions in **Vlocity**, Visualforce, Apex, CSS, JavaScript and other technologies.
* Conducted Gap Analysis on **Vlocity** Insurance Cloud functionality to shore up any process gaps between current and future state capabilities.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Setting up **Service Cloud Console**, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Created and updated **users, reports, and dashboards** to track pipeline/stages for management visibility, while integrating Apex (applications) to Salesforce accounts such as Conga Merge and Outlook.
* Developed, enhanced, and configured workflow rules, time triggered **workflows**, email templates resulting in Case management with customers and partner portals; planned and executed custom formulas and validation rules to maintain data quality, **approval process** and **auto-response rules** to automate business logic.
* Used community cloud to build deeper relationship with customers to provide better service and assist

them through online.

* Leading testing effort, test   plans, and test   data preparation for System Integration and UAT testing.
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Created custom buttons and links on Account and Relationship Group object for generating auto Reports.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production.
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot.

**Environment:** Salesforce.com IDE, Service Cloud, Salesforce 1, Marketing Cloud, SOAP, SOQL and SOSL, Experience, Visual force, APEX Classes, APEX Triggers, Workflows, Reports and Dashboards, CSS, HTML, JSP, jQuery, Data loader, data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Migration Tool, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

***Role: Salesforce Developer/Admin******Varian, Milpitas, CA (Aug 2018 – Sep 2019)***

**Description:** Varian Medical Systems (VAR) of Palo Alto, California, USA, is a radiation oncology treatments and software maker. The company supplies software for managing cancer clinics, radiotherapy centers, and medical oncology practices. Varian is a supplier of tubes and digital detectors for X-ray imaging in medical diagnostics, dentistry, veterinary care, scientific, security, industrial inspection including high-energy X-ray technology for cargo screening.

**Responsibilities: -**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Upgraded some Apps from**Salesforce** Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Implemented the requirements on **Salesforce.com platform and Force.com IDE Plug-in using Eclipse**.
* Created and maintained the email templates to be used in the Workflows, Auto Assignment Rules and Auto Response Rules related to Lead Management module in Sales Cloud.
* Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products.
* Developed **apex classes, extension controller** classes to searching adding records into other objects using DML methods.
* Worked on Salesforce **Lightning Process builder** to easily automate business processes. Developed **re-usable UI components** with the Lightning Component Framework. Migrating from **Salesforce Classic to Lightning** and created Lightning components.
* Involved in building **Lightning components apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Used **JavaScript, jQuery** for client-side validations and implementing custom pagination using data-tables. Written **apex batch classes** to process large data updates, queried large datasets and exported to excel.
* Worked on **Lightning Web Components** by wrapping the Base component into custom component and used in Aura components.
* Good Experience on **Salesforce Lightning. Experience in third party integration with ERP** (Marketing Cloud, Service Cloud).
* Build **CTI systems** that integrate with Salesforce without the use of CTI adapters.
* Worked on **Vlocity**, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business and renewals, and tracking producer credentials. Coordinated and transferred knowledge to the offshore team.
* Created and **updated users, reports, and dashboards** to track pipeline/stages for management visibility, while integrating Apex (applications) to Salesforce accounts such as **Conga Merge and Outlook**
* Designed and developed **Test utility framework** and used annotations **@isTest, @testSetup** and ensured to meet 75% of code coverage.
* Implemented **Web-to-Lead and custom Lead conversion** using custom **Visualforce and Apex** Extension controller class. Used Relationship, Aggregate queries using **SOQL, SOSL** to query and search records from salesforce platform database.
* Developed custom Apex extension controllers (Dispatchers) and visualforce pages to dispatch to **visualforce page and standard page layouts based on record type**. Developed **custom Visualforce components** and implemented components at different visualforce pages.
* Extensively used **Eclipse IDE, Developer Console and Workbench** for developing Apex Classes, Triggers and customizing other meta-data components.
* Worked in developing and consuming **SOAP and REST services** in service-oriented architecture.
* Worked on integration with **in built application of Windstream** to generate the Quote using **SOAP services**.
* Deployed the applications to various SFDC environments using **Change Sets, deployment connections and Packages.**
* Specially worked on **Case Management** with Workflow and Approval Process, **User Entitlements and Role hierarchy** for Salesforce.com Applications. Implemented **Field Level Security** for sensitive data holder fields.
* Created **Summary reports, Matrix reports, Charts and Dashboards** to assist the business team to work on Commerce cloud.
* Worked on **Commerce cloud**, **Omni channels** to deals to different forms of Cases in Salesforce.
* Worked on supporting tickets in the following area: **Roles, Profiles, Access Settings, Workflow Rules, Validation, creation and modification of fields and page layouts, upload of data**.
* Involved in **Business Process Modeling and Re-engineering** to improve the current business process and gain efficiency through the new application.

**Environment**: Saleforce.com platform, Apex Language, Visual Force Pages, Data Loader, HTML, Java Script, Workflow & Approvals,Sales cloud, Govt Cloud,Reports, Custom Objects, Custom Tabs, Email Services, Jenkins, Security Controls, Sandbox, Eclipse IDE Plug-in, Dell Boomi, SOQL, SOSL.

***Role: Salesforce Developer / Admin Workday, Pleasanton, CA( Mar 2017 – July 2018)***

**Description:** Workday is an enterprise level company that offers software solutions for financial management, human resource management and Planning. Workday is helping enterprises of medium and large around the world solve their biggest challenges.

**Responsibilities:**

* Created new Apex Triggers, Apex Classes, **Batch Classes** and Schedule Classes, Email Services According to the Project Requirement.
* Implemented **Batch Classes** to provide Data Migration without loss of data/ to avoid corruption of data.
* Worked with the user group for requirement gathering throughout the planning and implementation.
* Created new User Accounts and assigned **Profiles** as per their role in **role hierarchy**.
* Customized Page layouts for Standard/Custom objects and assigned **Record Types**.
* Performs day to day administrative tasks and addressing **production support** issues (unlocking / re-setting passwords, modifying data, and creating ad hoc reports)
* Used SOQL & SOSL with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Worked with various salesforce.com **Standard objects** like Accounts, Contacts, Leads, Opportunities, Products, **Price book**, Cases, Entitlement, Reports and Dashboards.
* Worked on CRM Platform environment of SFDC Sales Cloud, Service Cloud modules.
* Provides training to department employees on the use of the company website and all related systems and processes.
* Created Data **Validation rules** and **Formulas** as per business requirement.
* Created Workflow Rules to automate **Tasks**, Email Alerts, Field Updates, time-dependent actions and **Outbound API Messages.**
* Performs day to day administrative tasks and addressing **production** **support** issues.
* Created Reports and Dashboards to track **Opportunity pipeline**/**Stages** for Management visibility.
* Worked with groups, participated in **Requirement Gathering** Sessions & **JAD** Sessions to define their needs and developed an action plan and specification document.
* Designed various **Webpages** in **VisualForce** for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Created and used **Email templates** in **HTML** and **VisualForce**.
* Created **Custom Buttons** Using **JavaScript**. Implemented **Single Sign On** in salesforce.
* Developed reports, dashboards, and processes to continuously monitor data quality and integrity
* Experienced with salesforce to outlook, Web analytics, Desk.com, **JIRA**, **ASANA**, **Slack**, **Tibco**, **PeopleSoft**, **Oracle.**

**Environment:** Saleforce.com, Apex Classes, Batch Classes, Controller Classes, Triggers, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Page layouts, Email Services, SOQL, SOSL, Sandbox, Force.com IDE.

***Role: Salesforce Developer Move.com, Los Angeles, CA (Oct 2015 - Feb 2017)***

**Description:** Move, Inc. is a real estate listing company based in Santa Clara, California. The company operates the Move Network of real estate websites, the largest of which is Realtor.com.

**Responsibilities:**

* Involved in **BSR (Business System Requirements)** meetings, documenting functional and non-functional needs; was part of designing key solutions needed for project's progress
* Analyzed customer needs and translated them to technical reality extendable by communicating with Business users
* Used Salesforce Automation for managing **Sales, Opportunity, Account Contact, and Data Quality**
* Developed **Apex classes, Apex triggers, Rest Services and Controller classes** for functional needs in application
* Used **JavaScript** and libraries like **jQuery** with Apex for the desired functionality
* Created processes **to load data in database** and/or extract from database and send to clients via **email and FTP**
* Created **Triggers** like sending emails to portal users on updating account information **comparing new with old**
* Involved in integrating Salesforce with external master data(SAP) using **SOAP and REST API**; integrated web services by generating **WSDL files** to extract data from external systems to display in salesforce.com
* Designed logic involving **Apex Controllers** and **Triggers** to support forecasting app confined to Governor limits
* Configured **Identity confirmation, Login restrictions, User Interface settings and Profile settings**
* Created **roles, groups and executed role hierarchy, sharing rules and permissions** for shared access among users
* Created Page Layouts to make users comfortable to input data into CRM; implemented **search, filtering, and tagging** on page layouts for sales to locate relevant marketing content and documents in **SalesForce.com CRM** content
* Developed UI using **CSS, HTML tags, Visual Force** components and used JavaScript for front-end validation
* Developed **tabular reports, matrix reports** and joined reports including **data filters, groupings, and customized graphs** to better assist managers and report folders to provide report accessibility to appropriate personnel
* Created custom objects and defined **lookup, master-detail relations** used to **read, extract, and load data** from comma separated values **(CSV) files**; **Data Loader** to insert, update, and bulk import/export data from Sales Force objects
* Developed **custom reports and configured snapshots** to dump data for sales performance and lead generation stats
* Personalized the **supplier's bank details page and invoice work bench page** as per user requirements
* Used **sandbox** mode for testing, migrated code using change sets to production instance; created test scenarios on Sandbox for complex business logic and used Force.com component deployment wizard for migration of data

**Environment:** Salesforce.com, Apex Controller, Visual Pages, Escalation rules, Assignment rules, Record types, Custom objects and Fields, Workflows, Rules, Data loader, SOQL, SOSL, Sandbox, Profile settings, WSDL, HTML, CSS, Java Script.

***Role: Salesforce Administrator*** **KPIT Technologies, Pune, India (Sep 2014 – Sep 2015)**

**Description:** KPIT is a global technology company that specializes in providing IT Consulting and Product

Engineering solutions and services to key focus industries - Automotive and Transportation, Consumer and Industrial Goods, Energy and Resources, High Tech, Life Sciences, and Utilities.

**Responsibilities:**

* Involved in creating multiple analytical reports and report folders to assist managers to better utilize **Salesforce as a Sales Tool**; developed and configured various reports for different user profiles as per the organizational needs
* Performed day-to-day administrative tasks and addressed production support issues like **unlocking/ re-setting passwords, modifying data, and creating reports**
* Administered **Salesforce CRM** application for sales, marketing and support departments
* Worked with **salesforce.com** custom objects like accounts, contacts and solutions; planned new Salesforce.com features and functions like **new screens, workflow, force.com objects, and reports** in response to business needs
* Delivered support for salesforce.com maintenance and administration, including workflow, approvals and data cleansing
* Ensured data is protected and available to authorized users by customizing roles, hierarchies, profiles and share settings; identified and established sharing rules to restrict access to business objects such as opportunities, leads, and cases
* Interacted with users during **testing and analysis,** designed and executed **test plans** and delivered a quality solution
* Worked with different record types to setup page layouts based on profiles, used **Apex Data Loader tool** to perform **DML operation** using **CSV files** and used different deployment plans for each release and **Sandbox refresh**
* Customized dashboards to monitor lead activities based on sales requirements
* Developed, enhanced, and configured workflow rules, time triggered workflows, email templates resulting in actual web to lead communication with customers and partner portals; planned and executed custom formulas and validation rules to maintain data quality, approval process and auto-response rules to automate business logic.

**Environment:** Saleforce.com CRM, Force.com platform, Apex Triggers, Chatter, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow and Approvals, Reports, Security Controls, Force.com IDE, Windows, Ruby, C++.

**Role: Software Development Engineer CMC LIMITED - Hyderabad, India(Sep 2010 –Aug 2014)**

**Description:** CMC Limited is a leading system engineering and integration company in India, offering

application design, development, testing services and asset-based solutions in niche segments through turnkey projects for mission critical systems. CMC has also been expanding its service presence in international markets offering offshoring advantages and delivering value through service level-based and project scope-based deliveries.

**Responsibilities:**

* Involved in analysis and design of the application architecture based on **MVC** Architecture, used open source Struts framework and Database with new field updates added to the legacy system.
* Worked on **SOAP** Web services using C++ in multi-threaded application development processing XML requests. Used various data structures, algorithms. C/C++ interface to retrieve/update info from/to the DB.
* Developed multithreaded cache offline program in **C++** to support various UIs to deliver/process data for a scalable, high throughput, low latency applications.
* Wrote and customized several Java Programs for the spend management system at SBI to streamline the process of procurement. Web Tier was developed by using Struts Frame Work.
* Involved in Application development with IDE Tool Eclipse and web server Tomcat.
* Designed and developed User Interfaces, Menus using **HTML, CSS, DHTML, JSP**, JavaScript and client-side & server-side validations. Created front-end screens for the module by using JSP’s.
* JavaBeans have been developed for using them among various modules of the application.
* Used PL/SQL, Stored Procedures and table level and system level triggers for handling database processing and for generating analysis reports from MS SQL Server.
* Involved in writing XML parser handlers for parsing XML files and filling JavaBean Objects.
* Used **SVN** for Source Control and Version Management.
* Involved in Module and Unit Level Testing with JUnit, participated in database tuning.

**Environment:** HTML, Java Script, Struts, SOAP web services, XML, Eclipse, Tomcat, C/C++, Ruby, CSS, DHTML, JSP, JavaScript, PL/SQL, MS SQL, SVN, JUnit, Windows.