

Latha D

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# SUMMARY:

Around **9 years** of **IT** experience which includes **5 years** in **salesforce.com** Development and Administration on force.com platform including analysis, modeling, design, coding, testing and implementation on various business domains like Health Care, Financial, Insurance and Manufacturing. **4 years** of experience in **JAVA/J2EE**.

* Experienced in software development using object-oriented programming.
* Possess comprehensive understanding of **CRM business processes** like sales process, support process, lead process and solution process.
* Good knowledge on Technical and Functional aspects of **Salesforce.com**, on demand **CRM** package.
* Proficiency in building **Data Model** and implementing business logics.
* Extensive experience using Salesforce Administration (SFA), Profiles, Creating Roles, Page Layouts, Org-Wide default, Sharing rules, Workflows, Approval Workflow, Reports/Graphs and Dashboards.
* Creating custom pages and giving access to customer community.
* Experience in data migration using **Import wizard** and **Apex Data Loader**.
* Working knowledge in generating Report types, Reports and Dashboards to analyze the data in Salesforce.
* Extensive experience in lead case management (Web-to-Lead, Email-to-Case)
* Design and Develop customer solutions in **Visualforce, Apex, CSS, Javascript** and other technologies.
* Creating lightning pages using Component, controller, helper, style, documentation, render, design, SVG.
* Implemented **Salesforce Lightning Components** for small set of users within the organization.
* Worked on both **lightning frameworks Aura and LWC**.
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Experience in building re-usable Lightning components and using Lightning Framework.
* Experience in using client side and server-side controllers in Lightning Design.
* Experience on Salesforce CRM platform Worked on different environment of SFDC such as **Sales Cloud, Marketing Cloud and Service Cloud.**
* Having experience on **CPQ Zuora** quote to cash integrating with **salesforce CRM application**.
* Having good experience on CPQ tools, integrating salesforce and CPQ using SOAP API and Rest API
* Involved in **CPQ (Configure, Price& Quote)** design and mapped to the Salesforce custom objects and involved in **Apttus Advanced Workflow Approvals**
* Hands of experience in writing Test classes, Debugging **Apex code, SOQL, SOSL** and Aggregate queries in **Apex Classes and Triggers.**
* Experienced in integration of Salesforce.com with external applications by using **Web Services API, Metadata API, SOAP and REST.**
* Experience working with integration features such as **Callouts, Future methods, REST and SOAP APIs.**
* Expertise in working with **Force.com** Plug-in and **Eclipse IDE** for writing business logic in **Apex programming language.**
* Managed automated email campaigns in the email service provider platform, including setup, testing, deployment , and reporting.
* Design and implement **SSO (single sign on)** for Salesforce applications.
* Worked on Salesforce **CPQ (Steel brick)** pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Experience in creating rich user interfaces (UI) using **CSS, HTML, JavaScript, and AJAX and JSON and Angular.Js.**
* Effective team player with **good communication, interpersonal and presentation skills.**
* Experience in the complete life cycle of project development (SDLC) and in working with **Agile Scrum Methodologies.**

# TECHNICAL SKILLS

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| **Salesforce Technologies** | Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service and Visual force (Page, Component & Controllers), Lightning Components, Vlocity , Lightning Builder. |
| **Custom Integration** | Outbound Messages, Salesforce CPQ, SLDS, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels & Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application & Sandbox data  loading. |
| **Force.com tools** | Apex Data loader, Force.com Apex Explorer, AJAX tool kit, Force.com Migration Tool, Force.com  Excel connector and Force.com Eclipse IDE Plug-in |
| **Programming**  **Languages** | Java, C, C++, and APEX |
| **IDE** | Eclipse and Force.com Eclipse IDE plug-in |
| **Methodologies** | Agile, Waterfall Model. |

# EDUCATION:

# Bachelor’s Degree from JNTUH, INDIA.

# CERTIFICATIONS:

# SALESFORCE CERTIFIED ADMINISTRATOR

# SALESFORCE CERTIFIED PLATFORM DEVELOPER-1

# WORK EXPERIENCE:

**Client: BCBSNC, Durham, NC Feb 2020 to Till Date**

# Role: Salesforce Lightning Developer

# Responsibilities:

* Performed the role of SFDC Developer, Lightning Developer and interacted with various business user groups for gathering the requirements for **salesforce.com, Lightning and CRM implementation**.
* Responsible for writing **Apex, Visual force code** containing business functions.
* Developed **Custom objects, customizing tabs, Apex Triggers, Test classes for unit testing and code coverage.**
* Involved in **Salesforce.com Application Setup** activities and customized the apps to match the functional needs of the organization
* Working on Salesforce.com **Sales Cloud, Service Cloud and Force.com** product offerings and Health Cloud experience.
* Worked on to prioritize tasks across all their patients’ needs with health cloud.
* Mapped personal and professional caregiver networks with salesforce health cloud.
* Experience in **Data Loader for Data Management in Force.com platform**.
* Experience with custom application development in **Force.com, utilizing Visualforce and Lightning Components/Framework.**
* Implemented **pick lists, dependent pick lists, lookups, master-detail relationships, validation, and formula fields to the custom objects.**
* Maintained data cleanliness and accuracy by adding **custom validation rules, custom formulas, reports, and dashboards.**
* Created Tabs and Visualforce Tabs using Lightning Components.
* Developed component using **Lightning Aura Framework.**
* Developing and maintaining large volumes of deadline – driven email campaigns and assets management of email

channel calendar and direct mail.

* **Reporting** on email campaigns for various stack holders. Cross – departmental collaboration on major projects and new initiatives.
* Used **SOQL&SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Worked on **Apttus CPQ** configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc
* Developed **Apex Test Classes** with the assurance of maximum code coverage.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules, and actions, etc.
* 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
* Perform advanced salesforce administration (**Sandboxes management, Salesforce release and patches, User management, workflow).**
* Used **Force.com web service API** for implementing **WSDL** in the application for access to data from external systems and web sites.
* Performed **Steel brick CPQ** related configuration for **product setup, approval matrices, approval rules, process builders and flows**
* Integrated using **REST-based Web service callouts** to other external systems.
* Refactored the existing code by reducing the number of **SQLs and DMLs**.
* Used **Schema class** for fetching the Recordtype Object related data instead of **SOQL**.
* Written Batch Classes and Schedulable Classes for processing large sets of data like **Metrics and Field Updates**. **Used Messaging, Database Classes to send a Result Report to Admin Email.**
* Worked on various Visualforce components like **Actionfunction, ActionSupport, ActionRegion, PageBlockSection, PageBlockTable, JS Remoting etc.**
* Worked on Administration activities like **Workflow Rules, Validation Rules, Sharing Rules, OWD, Profiles, Permission Sets, Roles, Organization Role Hierarchy, Public Groups, Queues and Network IP filtering.**
* Written Apex test classes using the annotations @testsetup, @isTest and testMethod for creating test data, test methods, test class declarations.
* Performed deployments using **Ant Migration Tool, MavensMate, Sublime and Changesets.** Used Git Commands for pushing code to Repository and raised Pull Requests for deployments.
* Used GitHub as version Control tool to maintain Source Code.
* Developed **Apex REST Webservices** and **HTTP Callouts** for calling the API provided by downstream applications.
* Used **JIRA tool** for tracking the stories and creating tasks. Worked in **Agile environment with Scrum Methodology.**

**Environment:** Salesforce.com CRM, Lightning, Communities, Apex Language, Visualforce, Controllers, Service cloud, Web Services, REST, XML, JSON, Workflows, Approval Process, Vlocity, Data Loader, Java Script, HTML, AJAX, CSS, Eclipse, Force.com IDE, Developer Console, Force.com, Git, Health Cloud.

# Client: Accenture, Dallas, TX Dec 2018 to Jan 2020

**Role: Salesforce Developer**

**Responsibilities:**

* Involved and interacted with various business user groups for gathering the requirements for **CRM implementation**.
* Worked with various salesforce.com objects Lead, Account, Contact, Opportunity, Campaign, Cases, Solutions

Standard objects, and Custom Objects.

* Designed and customized visual force pages using c**ontroller extensions, custom controllers, and standard controllers.**
* Developed Visual Force Pages to include extra functionality and wrote **Apex Classes** to provide functionality to

the visual pages.

* Implemented/Implementing **Security Settings and configured profiles and permission sets.**
* Developed **Apex triggers, classes** to achieve user's desired functionality and have written the dependent test classes.
* Involved in Deployment, deployed all the **classes, triggers, objects, components, pages** from **sandbox environment to production environment.**
* 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.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response Rules** for automating business logic.
* Created **workflow rules and defined related tasks, email alerts, and field updates.**
* Implemented **pick lists, lookups, master detail relationships, validation, and formula fields to the custom objects.**
* Developed and Configured **Dashboards, Reports and Report Folders** for different user profiles based on the need in the organization.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Used Force.com developer toolkit including **Apex Classes, Apex Triggers and Visual force pages** to develop custom business logic.
* Developed applications visually using custom-built Lightning components.
* Leveraging the rich features and flexibility of Salesforce Files from **standard Salesforce objects and custom objects** using the **lightning framework**.
* Administered, configured, and maintained Salesforce.com application **user profiles, roles, assigning permission, generating security tokens, validation Rule, upgrade installation.**
* Designed, developed, and deployed the **Custom objects, Components, Visual Force Pages** to suit to the needs of the application.
* Integrated the **API and Web Services** for extracting the data from external systems to display in the pages of Salesforce.com using the **SOAP and REST services.**
* Integrated the web services by generating the necessary stubs from the **WSDL files** for extracting the data from the homegrown applications by using the homegrown web services.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Deployed Salesforce components from Sandbox to Production using **Force.com ANT** **migration tool** and **change sets.**
* Managing Repositories using **Jenkins and GitHub**.
* Scheduling deployments in the **Salesforce Marketing Cloud** application and providing completion communications to the client.
* Developed Test cases for Unit Testing of the **Mappings** and was involved in the **Integration Testing**.
* Worked with Salesforce Senior architect to learn and suggest Solutions for **Lightning bugs** and work around.
* Involved in fallout analysis and fixing the issues.
* Used the sandbox for testing and migrated the code to the Production environment after testing.
* Build marketing camping reports in Salesforce and utilize it as a main source of data to integrate with marketing cloud.
* Proficient in using **Eclipse** based **Salesforce.com IDE** to develop and deploy **force.com** software.

**Environment:** Saleforce.com platform, APEX Language, Visual Force (Pages, Component & Controllers), Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Security Controls, HTML, Java, Web Services, Sandbox.

# Client: Wolverine Worldwide / Syntel India, Rockford, Michigan Oct 2017 – Nov 2018 Role: Salesforce Developer/ Administrator

**Responsibilities:**

* Involved in identifying, planning, and implementing new **Salesforce.com** features and functions (new screens,

workflow, **force.com** objects, reports, apex code) to meet business requirements.

* Used the force.com IDE (**Eclipse**) for development and code promotion.
* Developed batch interfaces and processes to integrate **Salesforce.com** with external systems.
* Experience in using Data loader and scheduling timely data backup operations using **Apex scheduler**.
* Implemented **escalation rules**, **Automatic Case generation** and their escalation to call center representative and generated emails alerts for quick issue resolution.
* Developed various Custom Objects, Tabs, Entity-Relationship data model, validation rules, Components and **Visual Force** Pages.
* Developed several **Triggers, Apex Classes and Visual force Pages** as a part of an application development
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on **record detail pages and edit pages**.
* 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.
* Created Master-Detail and Lookup relationships on **Standard and custom objects** and defined **junction objects** to establish connectivity among objects.
* Written **Batch Apex** to handle progressed opportunities.
* Implemented **field level security** along with the page layouts to control access to certain fields.
* Maintained version control using **GITHUB** along with auto rabbit to manage all the **deployment**
* Audited, uncovered, and resolved data integrity issues with **legacy systems**
* Involved in developing tests for custom **apex code**.
* Extracted the data from Salesforce.com application into the external **databases** (**Oracle 10g**) for generating large data reports using the Informatica on demand.
* Created various RAML resources to implement **REST Based APIs** as a part of project implementation.
* Involved in the **Data Transformation** and Data Cleansing activities while transferring the data to the external system using Informatica on demand.
* Involved in establishing and maintaining the change control processes for **multiple sandbox environments.**
* Developed and performed training for the sales staff on the use of the **system**.

**Environment:** Apex, Force.com, Triggers, API integration, Workflow & Approvals, Salesforce.com Platform, Web Services, HTML, CSS3, SQL, PL/SQL, JavaScript, jQuery, Oracle, SOAP UI, SOAP, API, Chatter, Sandbox data loading, Git, DML Query, Web Service integration, Metadata API, SaaS/PaaS.

# Client: Techno Facts, Hyderabad, India. Jul 2016 to Sep 2017 Role: Salesforce developer/Administrator

**Responsibilities:**

* Designing an Expense reporting module to manage the expenses.
* Involved in the customization of Salesforce.com application Setup activities to meet the functional needs of the organization.
* Translating business requirements to smart solutions in **Salesforce.com.**
* Implementing **Email-to-Case features** to record cases automatically into the database and developed Assignment rules to assign cases to healthcare service providers, eg. Nurses, Physical therapists, Occupational therapists, Social workers, and Home health-aids.
* Setup Salesforce to Salesforce (S2S) by creating connections between different environments thereby enabling the client to share data records with their partners.
* Worked with various Salesforce objects including **Leads, Account, Contact, Opportunity, Cases and Custom Objects**.
* Configured **workflows and approval processes** to enhance business logic whenever necessary.
* Implemented security access to the user profiles by creating **Object level, Field level and Record level securities.**
* **Created Communication Templates**.
* Migrated existing standard and custom object data into **CRM** using **Data Loader** and **Import/Export Wizard tools.**
* Designed and developed **Custom Buttons and Links, Visualforce pages using Apex classes, methods, Constructors, Controller classes** and **various Visualforce Attributes**.
* Developed **triggers** for complex **workflow rules working** around the **governor limits**.
* Developed **Census reports, Case reports, Visit schedules, Expense reports,** and **Administrative rep**orts.

**Environment:** Sales Cloud, Data loader and Data management, Workflow rules and Approval Processes, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules.

# Client: Circle IT Solutions, Hyderabad, India. May 2012 to Jun 2016 Role: JAVA developer

**Responsibilities:**

* Implemented **agile methodology** for development of application.
* Developed the presentation layer in **JSF** using **components** like **Input, Output, Command, Selections and Data table**.
* Responsible for requirements gathering and designing the application architecture.
* Developed the code for **JSF event handling**.
* Extensively involved in the development of **PL/SQL Queries**, **Stored Procedures, Triggers, Functions and Packages**.
* Developed the **Session Beans**.
* Developed **ANT** required for the project.
* Worked on the validations part of JSF.
* Used **spring framework** for Dependency Injection.
* Designed, developed, and maintained the data layer using the **ORM framework** in **Hibernate**.
* Developed the **AJAX code** for dynamic population of values to the screen without having to reload the screen.
* Developed a **JAX-WS Web service** to expose business methods for other applications.
* Setup the testing environment for the project.
* Used **Java** **WSDP** for developing **Web services** for the application.
* Developed the JavaScript code.
* Configured the **CVS** for the project

**Environment**: J2EE/JEE, JavaScript, Struts, JAVA, JSP, Servlets, Oracle, Ant, Hibernate, Sublime text, JSON, XML.