

# MAHALAKSHMI JANGAM

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## PROFESSIONAL EXPERIENCE

- Working as a Salesforce Administrator & Developer in Dhruvsoft Services Private Limited since 2018.
- 5 years of experience as an Administrator and Developer in Salesforce.com.

## PROFESSIONAL SUMMARY

- Skilled in customizing the Standard Objects, developing the Custom Objects, Custom Fields, Validation Rules, and Formulas as per requirement.
- Experience in Record Types, Page Layouts, Mini-Page Layouts, Compact Layouts, Search Layouts, and Tabs.
- Good knowledge of building Reports, Dashboards, and folder sharing for users, and user groups.
- Expertise in user management, OWD, Profiles, Permission Sets, and sharing rules.
- Experienced in Lead management (integrated SF with LinkedIn and ActiveCampaigns and other web-to-lead forms).
- Well-known about Case management and assignment rules.
- Hands-on experience with Email Templates and Email Alerts.
- Hands-on experience in SFDC Workflow rules and Process Builder.
- Used data migration tools such as Data Loader, Apsara, Salesforce Import, and Export Wizard.
- Hands-on experience in SFDC Triggers and Apex classes.
- Have knowledge of VisualForce pages and Aura Components.
- Code optimization by considering the Governor's limits of Salesforce and best practices.
- Experienced in working with test methods for Apex classes and Triggers.
- Worked on Migration tools like Visual Studio Code, Workbench, and Change Sets.
- Installing packages from AppExchange and doing org setup.
- Experienced in building the communities in Salesforce and Data securities as per the requirements.
- Experience in Integrating Chargify and Salesforce with SOAP API.
- Knowledge of integrating Pardot into Salesforce for improving lead information.
- Ability to learn, adapt to new technologies quickly and work independently.
- Ability to develop good relationships across the organization.
- Good communication skills to get the client's requirements and to collaborate with the working team.

## CERTIFICATION

- Salesforce Certified Platform Developer – 1  
Certification Credential Id - 19802346

## TECHNICAL SKILLS

<b>Salesforce.com CRM</b>	Apex Classes, Triggers, Visualforce Pages, Aura Components, LWC (basic), Batch and Schedule Classes, Process Builder, Flows, Workflows, Approval Process, Declarative Customization
<b>Salesforce.com CRM Tools</b>	Visual Studio Code, Apex Data Loader, Workbench, Salesforce Import and Export Wizard, Apsara for Salesforce, DLRS
<b>Web Technologies</b>	HTML, CSS, JavaScript
<b>Version Control</b>	GitHub
<b>Integrations</b>	Chargify, LinkedIn, ActiveCampaign, HubSpot, Calendly

<b>Other Tools</b>	WordPress, WPEngine, FileZilla, Google Search Console, Wincher, Google Analytics, Google Tag Manager, ActiveCampaign, AdRoll, LinkedIn Ads, Google Ads, Calendly
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## PROJECT EXPERIENCE

<b>Project 1</b>	License Management Application
<b>Period</b>	Oct 2019 to Current
<b>Team Size</b>	2
<b>Role</b>	Admin & Developer
<b>Description</b>	<ul style="list-style-type: none"> <li>• Creating Users, and cross-checking/modifying the OWD, Roles, Profiles, and Permission sets.</li> <li>• Designed and customized the objects, fields, and relationships.</li> <li>• Sharing settings, validation rules, and formula fields creation.</li> <li>• DLRS roll-ups creation and scheduling them.</li> <li>• Automations - Lead assignment rules, Workflow rules, Process builder, email alerts, and email templates.</li> <li>• Managed Campaigns and lead flows</li> <li>• Integration with Pow, Chargify Systems, Calendly, ActiveCampaign, and LinkedIn LeadGen Forms.</li> <li>• Development of Apex classes, Triggers, Batch Classes, and schedule classes.</li> <li>• Implemented REST API to get 'Job Postings' data from POW to SF.</li> <li>• Code coverage and deployment through ChangeSets.</li> <li>• Managed the Sandboxes for other App developers and PartialCopy for internal purposes.</li> <li>• Reports and Dashboards and their sharing settings.</li> <li>• Built the Partner Community Portal and data security efficiency for the external partners.</li> <li>• Apsona to manage the bulk Data.</li> <li>• Migrating FreshDesk Support Articles to SF.</li> <li>• Make the GitHub repository up to date.</li> </ul>

<b>Project 2</b>	Breadwinner Website
<b>Period</b>	June 2019 to Current
<b>Team Size</b>	2
<b>Role</b>	Admin & Developer
<b>Description</b>	<ul style="list-style-type: none"> <li>• Setting up WordPress and WPEngine</li> <li>• Theme configuration, creating Users and web pages</li> <li>• Maintaining the Media Library, Redirects</li> <li>• Managing the Pages, Post, and Projects based on Categories</li> <li>• Added Google Analytics, GTM, LinkedIn, Google AdWords, and Chat Bots</li> <li>• Updating site maps and regular issue fixing in Search Console</li> <li>• Worked on website SEO</li> </ul>

<b>Project 3</b>	HubSpot for Sales and Marketing
<b>Period</b>	Sep 2019 to April 2021
<b>Team Size</b>	3
<b>Role</b>	Digital Marketer/Developer
<b>Description</b>	<ul style="list-style-type: none"> <li>• Build automation Lead flow in HubSpot that comes from the Breadwinner website.</li> <li>• Generated UTM params and created custom tracking by using the UTM params.</li> <li>• Integration with Salesforce.</li> <li>• Integrated the LinkedIn PaidAd Campaign account with HubSpot and tracked the Analytics.</li> <li>• Responsible for monitoring the monthly spending for the PaidAd Campaign.</li> <li>• Data accuracy maintenance.</li> </ul>

<b>Project 4</b>	O2O (Opportunity to Order)
<b>Company</b>	Dhruvsoft (Internal Project)
<b>Period</b>	Jan 2019 to July 2019
<b>Team Size</b>	2
<b>Role</b>	Developer
<b>Description</b>	<ul style="list-style-type: none"> <li>• Field mapping functionality between Opportunity line items and Order line items in Apex classes.</li> <li>• Field size and Field type changes issues after mapping the fields.</li> <li>• Render mapping issues on the VF page.</li> <li>• Test classes and improved code coverage.</li> <li>• Done security review and its fixes after that released/updated the package on AppExchange.</li> <li>• Provided support for the customers and cleared/fixes their issues.</li> </ul>

<b>Project 5</b>	TGH (The Green House)
<b>Period</b>	Oct 2018 to Feb 2019
<b>Team Size</b>	2
<b>Role</b>	Developer
<b>Description</b>	<ul style="list-style-type: none"> <li>• Data loader to manage bulk data updates.</li> <li>• Service triggers, helper classes, and test classes.</li> <li>• Reports with different report types as per the requirement.</li> <li>• Tried to learn the integration between Google SpreadSheet and Salesforce.</li> </ul>

## DECLARATION

I, Mahalakshmi Jangam, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Signature

Mahalakshmi Jangama