**Laxmi A picture containing drawing

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**Salesforce Administrator & Developer**

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**CAREER SUMMARY:**

* Having 6 years of IT professional Experience in application **software Designing**, **Development**, **Testing** and **Implementation** into **Salesforce CRM** platform both as **Developer** and as **Administrator**.
* Salesforce Administrator and Developer experience in evaluating company processes, developing **CRM** workflows and adapting applications for business needs.
* Proficiency in SFDC Development in implementing **Apex classes**, **Test classes**, **Triggers**, **Visual Force** (**Pages**, **Components**, **Controllers**), **Batch Apex**, **Scheduled Apex**, **Anonymous Apex**, **Change Sets Deployment**, Custom Settings.
* Skill at preparing technical documentation, supporting fellow developers and testing applications.
* Strong Knowledge in **Salesforce Administration** and **Customization**, **Data Validation**, **Sales**, **Marketing**, **Vlocity**, **Customer Service** and **Support Development team**.
* Hands on working experience in **Role Hierarchy, Custom Profiles** and **public Groups** creation and user management.
* Functional knowledge of the Salesforce product suite including **Sales Cloud, Service Cloud, Community cloud, Pardot** and **Eclipse.**
* Extensive experience in analyzing organization processes, **converting business workflows into exact Salesforce.com workflows and configuring Salesforce.com** to meet business requirements.
* Hands on Experience in creating **Custom Objects, Custom fields, Page layouts, Custom Tabs, Report** and various other components as per the client and application requirements.
* Experience in **SFDC** Administrative tasks like **creating Profiles**, **Permission Sets**, **Roles**, **Users**, **Record Types**, **master-detail** and look up relationships.
* Worked extensively on various **Salesforce.com** standard objects like **Accounts,** **Contacts**, **Opportunities**, Products, Cases, Leads and Campaigns.
* Extensive business knowledge and customization experience on various salesforce.com standard objects like **Accounts, Contacts, Opportunities, Products** and **Price books**, **Cases, Leads**, **Campaigns**, Forecasting, Reports and Dashboards.
* Experience in **Creating Roles, Profiles, Email Templates, Page Layouts, Workflows, Workflow Actions** and **Approval Process.**
* Experience in **Administration**, **Configuration**, **Implementation**, **Lightning**, and support experience with **Salesforce platform**.
* Experience in **Salesforce Customization**, **Security Access, Workflow Approvals, Data Validation**, **Data utilities**, **Analytics**, **Sales**, **Marketing, Customer Service**, and **Support Administration**.
* Expertise in SFDC Development using **Lightning Application, Apex Language**, **Visual Force Pages,** Classes.
* Good Experience on **Salesforce Lightning.**
* Programming experience with Salesforce technologies (Apex, LWC, Lightning, Visual force, etc...)
* Experience in third party integration with **ERP** (**Marketing Cloud**, **Service Cloud**).
* Knowledge on the **Field Service Lightning mobile app** how it works and aids on - site job management to a mobile workforce.
* Hands on experience in writing queries using **SOQL**and**SOSL** in Apex Classes and Triggers.
* Leveraged Salesforce Marketing Cloud product and services to move the client up along the sophistication scale and improve relevancy of their email and channel programs including social and mobile.
* Experience with the Lightning platform and LWC
* Experience managing Seismic or other enterprise scale sales enablement platforms.
* Involved in **CPQ** (**Configure**, **Price** & **Quote**) design and mapped to the Salesforce custom objects and involved in **Workflow** Approvals.
* Creating Custom Apps, **Custom fields, Profiles, Applying Sharing Rules**, Handling Page Layouts, **Search Layouts**, and Related List and defining Field Dependencies, custom buttons, **Validation Rules, workflows**, approval processes.
* Strong Knowledge in AppExchange Applications for integrating with third party applications.
* Strong knowledge of SFDC standard data structures and familiarity with **Force.com Explorer, Data loader** and Import Wizard.
* Experienced in languages like **XML, JASON, SOAP, REST** Web Services API development skills.
* Involved in various stages of **Software Development Life Cycle** (SDLC) including analysis, requirement engineering, **development, UAT, deployment** and maintenance.
* Analyzed Sales, Marketing & Customer Support business processes used by salesforce.com customers and recommended ways to improve their processes using **salesforce.com**.
* Worked as Developer as well as a Business Analyst for **full-cycle projects**, to complete consulting projects on time, and deliver outstanding consulting services to salesforce.com clients.

**CERTIFICATIONS:**

* Salesforce.com Certified Administrator
* Salesforce.com Certified Platform Developer 1

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce Technologies:** | Standard objects, Apex classes, workflow & approvals, reports, Dashboards, Analytic Snapshots, Custom objects, Visual force pages, Validation rules, profiles, roles, Security and sharing. |
| **CRM Tools:** | Salesforce.com |
| **Tools and Utilities:** | JIRA, Visual Studio code, CPQ, Apttus CLM, Pardot, Force.com (Sandbox and Production), Velocity, Seismic, Mavens Mate, Eclipse. |
| **Applications Databases:** | MS Office (Word, Excel, PowerPoint, Outlook), MS SQL Server. |
| **SD Methodologies:** | Agile, Waterfall, Kanban. |
| **Web Technologies:** | XML, JASON, SOAP API, REST API, Postman. |

**PROFESSIONAL EXPERIENCE**

**Client: Calheers,** **Sacramento, CA**

**Role: Salesforce Administrator/ Developer Dec 2019 - Present**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Worked in migrating from Classic to Lightning.
* Wrote batch classes, which can be invoked programmatically at runtime using APEX.
* Worked on Components in Lighting UI framework in web apps for mobile and desktop devices.
* Designed, built, and implemented marketing workflows through Pardot.
* Developed Lightning web components and server-side controllers to meet the business requirements.
* Deployed Metadata between various environments.
* Worked on creating Custom Survey Methodology involving time dependent triggering which involves changing of Record Types based on fulfillment of certain requirements by using Apex code.
* Wrote Apex classes, triggers to route the escalations to different queues and levels, assigned it to different users according to the business logic.
* Wrote batch classes, which can be invoked programmatically at runtime using APEX.
* Worked on optimizing the existing code to prevent hitting the governor limits.
* Developed APEX REST API for third party applications to consume data from Salesforce & developed HTTP callouts to send data from Salesforce to third party applications.
* Worked on Schema design and established Security controls to meet the application requirements.
* Experienced in using tools like Visual Studio Code, Mavens Mate and GitLab for version control and continuous integration.
* Leveraged out of the box features like Process Builder, Workflows, Lightning record pages, Profiles, Permission sets and email templates for various configurations as needed by the application.
* Worked with Business System Analyst to provide recommendation and designed the Best Solutions for implementing new business ideas.
* Implemented Salesforce projects, supported complex implementations for sales cloud, community cloud and Pardot B2B marketing cloud.
* Worked on design, develop and deploy Apex Classes, Controller Classes, Extensions and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Used Community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Worked on to Create service resources and service crews that represent field service technicians in Field Service Lightening app and added details about their skills, service territories, and availability.
* Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Used communities for sharing product tutorials, invoices, handle user feedbacks, and create product-based forum to promote discussion related to the product.
* Development, implementation and update focusing on **Sales cloud, Service cloud and Community cloud.**
* Experience in front end code / UI using LWC, Aura, Visual Force, Java Script
* Facilitated and maintained positive relationships with Marketing Cloud teams, clients and partners.
* **Tested** apps by appending multiple components to a **Lightning Application** thereby **deployed** Applications from **Sandbox to Production.**
* Designed and implemented solutions for the Apttus CLM system deployed on the Salesforce platform.
* Developed and implemented Wizard for APPTUS CLM to handle conditionality over Tabs, Sections, and Cross Section Conditionality Questions to generate the Agreement.
* Created and executed Pardot marketing campaigns designed to nurture and qualify leads that convert into new business.
* Integrated the Web Services for extracting the data from external systems to display in the pages of salesforce.com.
* Hands on experience with Lightning Web Component (LWC)
* Created Workflow Rules, Page Layouts, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Created and maintained Reports and Dashboards to provide fast access to key business metrics.
* Involved in end-to-end testing and configuration enhancements for the CPQ and CLM functionalities.
* Worked closely with other team of Salesforce administrators to identify opportunities and implement Pardot features.
* Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, Custom App, Field-level Security, Permission Sets for client services and marketing.
* Worked with **SOQL**, **SOSL** queries with **Governor Limitations** to store and download the data from Salesforce.com platform database.

**Environment:** Salesforce.com platform, Apex, Visual force, Salesforce.com Data Loader, Workflow and Approvals, Reports, Apex Triggers, HTML, JavaScript, Web services, Sandbox, Eclipse.

**Client: QHR Solutions, India.**

**Role: Salesforce Administrator/ Developer July 2015 – June 2017**

**Responsibilities:**

* Worked on various standard Objects like Leads, Accounts, Contact, Opportunities, Products and contracts that helps the company to maintain their information and make sales of the product.
* Created many of Roles and Profiles for the organization, which helps them in maintaining the Security for different individuals who are working in the organization.
* Created Field Service Lightning Set up for multi-level service territories that represent the regions where the agents and technician could work.
* Used seismic to store and organize all data in one location to save associates time searching for the right data.
* Worked on Salesforce.com Standard Objects and performed administrative tasks such as managing Accounts, Contacts and Cases, setting Workflows and Approval Process for approving new accounts and another business process.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Data Migration and Web service integration of marketing data like Accounts, Contacts, Opportunities, sales orders from Legacy Systems to Salesforce.
* Recognized and documented use of Salesforce Marketing Cloud application and services to support client's marketing & communication goals.
* Developed various Tabs, Components and Visual Force Pages.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Supported and improved sales cycles by implementing CPQ solutions effectively.
* Configured Salesforce and marketing cloud integration user along with configuration in Salesforce.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Components, Controllers & Extensions), Apex Triggers, Eclipse IDE Plug-in, Sublime Mavens Mate Plug-in, Developer Console, Force.com Beta Explorer

**Client: BinDal InfoTech, India.**

**Role: Salesforce Administrator May 2012 – May 2015**

**Responsibilities:**

* Administrated and monitored the company’s Salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Developed and Customizing salesforce.com application based on the user needs.
* Developed field & page layout customization for the standard objects like Account, contact, Leads.
* Maintained and gave permissions to communication templates based on Profiles.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created new custom objects, assigned fields, custom tabs, components, custom reports.
* Created workflow rules and defined related tasks, validation rules, Auto-response rules, approval process, email alerts and templates and filed updates.
* Customized page layouts for campaigns, leads, opportunity, contacts and accounts.
* Customized tab worked with various standard objects including accounts, contacts, leads, campaigns and cases.
* Designed, Implemented and deployed the custom objects, page layouts, custom tabs, and components to suit to the needs of the application.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Develop visual force pages, visual force custom controller’s components, advanced search functionality, custom objects, analytic snapshots, tabs, tags and components.

**Environment:** Salesforce CRM, Apex, Visual Force, Data Loader, Eclipse, C#, ASP.NET, XML, HTML, Microsoft Visual studio