**Venkata Meenakshi Lavu**

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**PROFESSIONAL SUMMARY:**

* Over 7+ years of IT experience in all phases of Software Development Life Cycle (SDLC) including analysis, requirement gathering, architecture design, development, Enhancements, testing, deployment and maintenance of enterprise applications.
* Involved in various projects in end-to-end implementations with multiple roles as an Administrator, Business Analyst, and Developer.
* Experience in working across various SFDC implementations covering Sales Cloud, Service Cloud, Marketing Cloud, Salesforce1 Mobile Administration and Chatter applications.
* Created Salesforce applications using JavaScript, HTML and CSS.
* Developed Apex classes, Controller classes, Apex Triggers and on Force.com platform to customize application according to the functional needs.
* Worked on Lightning Web Components and Aura Components.
* Experienced in developing Visual force pages and controllers.
* Developed Integrations using Web Services REST API, SOAP API.
* Worked on customization of Visual force to have lightning experience for desktop and mobile applications. Expertise in Service Cloud console with exposure to CTI adapters.
* Deployment using Copado, CI/CD Technologies (GIT, BitBucket, Jenkins), ANT migration
* Experience in Providing Training and Documentation on Salesforce Apps to the end users.
* Excelled in working with various salesforce.com standard objects like Accounts, Contacts,
* Opportunities, Products, Cases, Leads, Campaigns, Forecasts, Reports and dashboards.
* Experience in creating Custom Objects, Tabs, Fields, Formula fields, Validation rules, Reports, Workflows, Approval processes and Process Builder for automated alerts, field updates and Email generation according to the application requirements.
* Have knowledge in implementing various standard features like pick lists, Custom Formula Fields, Many to Many Relationships, Lookups and Master-Detail relationships.
* Experience in designing of Roles, Profiles, Custom Reports, Report Folders, Report Extractions to various formats, Snapshots and Dashboards.
* Implemented Security and sharing rules at Object, Field and Record levels for different users in the organization.
* Experienced in data migration using various data migration tools like Data loader, Import/Export wizard.
* Good exposure to AppExchange applications.
* Experienced in customizing compact Layout and Navigation for Salesforce1 Mobile App for end users.
* Excellent analytical, logical and programming skills, Self-Motivated, Self-Starter, and can work with minimal supervision with effective Communication skills and Organizational skills combined with attention and Time management skills.

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Apex Language, Apex Classes/ Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, Controls, Salesforce Outlook, Apex Web Services, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader, Lightning Process Builder |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Force.com, Data Loader, Force.com Excel Connector, Force.com Platform |
| **Databases** | MS SQL Server, PL/SQL, Oracle, MS Access, and MySQL |
| **Languages** | Apex, C, C++, Java, Java Script, Action Script, UML, HTML, XML, XHTML, DHTML, SQL, VB Script |
| **Documentation Tools** | MS Office, MS Visio Pro |
| **Operating Systems** | Windows Variants, UNIX/LINUX, MAC OS |

**PROFESSIONAL EXPERIENCE:**

**Client: VMware, Palo Alto, CA Nov 2019 – PRESENT**

**SFDC Developer**

**Job Responsibilities:**

* Participated in the identification, understanding, and documentation of business requirements, keeping in mind the need for the application based on the project scope and SDLC methodology.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs and Components.
* Worked on Sales Cloud and Community
* Implemented Security and Sharing rules at object, field, and record level for different users at different levels of organization.
* Created visual force pages over Bootstrap framework to customize the branding of community.
* Created various Profiles and configured the Permissions based on the organizational hierarchy.
* Created Workflow rules and defined related tasks, Time triggered tasks, Email alerts and filed updates to implement business logic.
* Migrated data from Traditional Applications to Salesforce using Import Wizard and Data Loader Utility.
* Configured the login, single sign-on and self-registration capabilities for the community.
* Developed Visual Force Pages, Apex Classes, Apex Triggers, Apex Controllers (standard, custom and extension), schedulable Apex classes, and Batch Apex to meet various functional needs in the application and schema builder for development.
* Integrated the application with in house legacy systems using REST API Web services.
* Extensive development experience with best practice implementations using Apex (triggers, batch classes, inbound email service classes), Visualforce, SOAP and Rest Web services, Force.com API's.
* REST API with MSTR system and SOAP API with Oracle SOA system.
* Developed Web Services callouts from Salesforce to External applications using SOAP and REST API.
* Involved in creating Salesforce mobile apps using Angular JS, Apex and Visual force.
* Worked on customization of Visual force to have lightning experience for desktop and mobile applications.
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Experience in Salesforce lightning features like activities, contextual Hovers, Opportunity board, Customizable dashboard.
* Good experience in developing Salesforce Lightning Apps, Components, Controllers and Events, Lightning Web Components
* Customized existing Visual force to align with Salesforce new Lightning UI experience.
* Involved in setting up lead management to web-to- lead.
* Performed unit testing, integration testing, bulk testing, staging and User Acceptance Test in full copy Sandbox.

**Environment:** Sales force platform, Apex, Salesforce communities, Sales Cloud, Visual Force Pages, Component Controllers, Data Loader, HTML, Security Controls, Java script, VS Code, Data Loader, SOAP, Rest, Dupe Blocker, Oracle and windows.

**Client: Contact Energy, Wellington, NZ March 2017 – July 2019**

**SFDC Developer**

**Job Responsibilities:**

* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, Packages, Visualforce Packages for various functional needs of the application.
* Worked on creation Of Lightning components using Aura Framework
* Analyzed the requirements with the business team and converted the requirements into detailed technical requirements.
* Preparation of design documents of various silhouette applications based on the gathered requirement.
* Developed the Custom objects, Validation Rules, Formula Fields, Page layouts, Custom tabs, Components, Custom Buttons and Links.
* Performed administration activities for SFDC including System Configuration, Analytics Reporting, Data Migration, User Acceptance Testing, End User Training Development & Delivery and System Testing.
* Created Custom Objects and defined Lookup and Master-Detail relationships on the objects and created Junction objects to establish many-to-many relationship among objects.
* Created Email templates for inbound emails using Visual force for the clients and customers.
* Worked on various Salesforce.com Standard Objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Implemented Web-to-Case, Email-to-Case to track Cases from the website.
* Worked on enhancements to related to Field Service Lightning
* Created different Workflow Rules and Approvals for various campaign processes.
* Maintained data cleanliness and accuracy by adding Custom Validation Rules and Triggers.
* Performed various Data Migration activities like Insert, Update, Upsert, Delete and Export using Apex Data Loader by writing SOQL queries.
* Created various Reports (Summary Reports, Matrix Reports, Pie Charts, and Dashboards) and Report Folders to assist managers to better utilize Salesforce to track the Cases and configured various Reports for different user profiles based on the needs of the organization.
* Extensively involved in writing Test classes and moved code into production environment.
* Participated in the training sessions provided by the Salesforce team and supported the end users.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Managed Users, hierarchical Roles, Profiles, Security controls.

**Environment:** Saleforce.com platform, Apex, Visual force, Service Cloud, Controller extensions, Data Loader, Workflow Approvals, Reports, Cases, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Sandbox Test.

**Client: Daifuku BCS, Auckland, NZ Feb 2014 –March 2017|**

**SFDC Consultant**

**Job Responsibilities:**

* Worked as enhancement team member and performed the roles of Salesforce.com Administrator and Developer in the organization.
* Customized page layouts for Products, Opportunity, Contacts and Accounts depending upon user roles, and groups.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Worked on Salesforce Lightning Environment for developing visual force pages, and for better event driven responses in the User Interface.
* Developed custom logic for the business transactions.
* Worked with SOQL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.
* Created various Profiles, Roles, and Page Layouts, Record Types and Configured the permissions based on the organization hierarchy requirements.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Complete mass data imports/exports as needed using the API tool, lead management, audit and resolve data integrity issues such as merging duplicate records and establishing proper ownership of existing accounts and contacts in accordance with sales territories.
* Created Workflow rules and defined related tasks, email alerts, and field updates.
* Implemented Pick lists, Dependent Pick lists, validation and formula fields to the custom objects.
* Create various profiles and configured the permissions based on the organizational hierarchy requirements.
* Developed business documents for Salesforce.com Custom objects.
* Developed several Custom Reports & Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Provided the training to Business users about the system.
* Supported the data migration activities for migrating the data from various business centers and business center users with the support of Saleforce.com.
* Was closely involved in all phases of testing – Unit Testing, System Integration Testing, User Acceptance Testing – Regression and Functional.

**Environment:** Salesforce.com, Apex Language, Visual Force (Pages, Component & Controllers), Custom Objects, Page Layouts, Force.com IDE, Security Controls, Eclipse IDE Plug-in, Reports, Dashboards, Sandbox.

**Client: CTE global solutions, India Dec 2011 – Jan 2013**

**SFDC Consultant**

**Job Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Implemented minor enhancements on standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Dashboards and Reports.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Developed a web-to-lead functionality which directs leads to Salesforce CRM.
* Wrote Custom Formula fields and Validation rules.
* Developed custom wizards for case management and opportunity management using Visualforce pages and Custom controllers.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Developed time dependent workflows as per the requirement.
* Evaluated Data entry, import processes and ensure proper Data quality standards exist for the Salesforce.com application.
* Created multiple Visualforce pages for various requirement needs.
* Created Custom Objects and defined lookup and master-detail relationships on the objects. Also created junction objects to establish connectivity among objects.
* Created VF pages using custom Controller to develop the functionality of updating multiple records on SFDC Designed various HTML Email templates for Auto-Response to customers.
* Used Translation Workbench on SFDC in-order to translate the custom labels, validation rules and email templates in different languages.
* Implemented escalation rules, automatic case generation and their escalation to call center representatives, and generated email alerts for quick issue resolution.
* Responsible for migrating existing data (Accounts, Contacts, Events and Tasks) from legacy systems to Salesforce.com using Data Loader.
* Helped integration team for accessing the SFDC data using Web Services.

**Environment:** Saleforce.com platform, Force.com Sites, Apex (Classes, Triggers), Visualforce (Pages, Component & Controllers), Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Data Loader.

**Certifications:**

* Salesforce Certified Administrator
* Salesforce Certified Platform Developer I
* Salesforce Certified Sales Cloud Consultant
* Salesforce Certified Service Cloud Consultant