**Lalitha K**

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## SUMMARY:

* Over 7+ years of experience in IT with more than 1+ years of experience in JAVA and more than 6+ years of Salesforce experience as an Administrator and Developer on integrating enterprise applications using **Force.com,Visualforce**, and Apex with **Salesforce customization**, **security access**, **workflow approvals**, and **support administration** in **salesfore.com CRM**.
* **Around 2 years of experience with Salesforce Lightning( Lightning Design Systems , App Design and Lightning Components)**
* Experienced in implementing **Visual force** pages, **Apex class**, standard **Salesforce** configuration which include **Workflow rules**, **Validation rules**, **Assignment rules**, **Page layouts**, **Record types**, etc.
* Experienced in building **Custom objects**, **Reports**, **Dashboards** and**Tabs**.
* Proficient in understanding of **Salesforce.com CRM** and its Development lifecycle.
* Experience in SFDC development using Apex classes, Triggers, Visualforce, Force.com IDE, SOQL, andSOSL.
* Developed Lightning apps and components to be more interactive to endusers.
* Familiar with SFDC sales policies andprocedures.
* Experience with the **Force.com** platform, including template solutions like **Sales Cloud and Service Cloud.**
* Knowledge in generating **reports**, **workflows**, **dashboard**, customized reports, analyzing data in Salesforce.
* Experienced in SFDC administrative tasks like creating and assigning **roles**, **profiles**, **Email services**, page layouts, Sharing rules, validationrules.
* Knowledge on warehouse management system (WMS) for commerce cloud.
* Experienced with SFDC platform to build **custom** applications which includes administration, configuration, implementation and supportexperience.
* Experienced in using **Import wizard** and **Data loader utility** for Datamigration.
* Implemented **security** and **sharing rules** for users at different levels of organization, **pick lists**, **lookups**, **master** detail relationships, **formula** fields to the **customobjects**.
* Administratorexperiencein**Marketing**Salesforce**Cloud**usingboth**Classic**and**Lightning**versions.
* Knowledge with **Eclipse IDE** and force.complug-in.
* Salesforce Commerce Cloud users are using multiple sales channels to deliver their retail strategy.
* Experienced in developing Salesforce Lightning Apps, events, components andcontrollers.
* Experienced in Web technologies – **HTML**, **CSS**, and **JAVA scripts**, **JDK**, and**WSDL**.
* Knowledge in object oriented programming languages – **C++**,**JAVA**.
* Experienced with profiles, permission sets, Organization wide defaults (**OWD**) androles.
* Experienced in **Object oriented analysis**, **Object oriented design**, **client/server architecture** based on Unified ModelingLanguage.
* Served as the functional expert on the Veeva CRM/Salesforceplatform.
* Knowledge in customizing Salesforce **CRM** for generating web-to-leads andweb-to-cases.
* Experienced in querying salesforce.com database using **SOQL** &**SOSL** queries using Force.com explorer.
* Excellent communication, problem solving and programming skills. Self-sufficient, flexible, and a good team player. Familiar to working with both large and small teamenvironments.
* Enthusiasticinlearningnewconcepts,applications,andimplementforasuccessfulproject.

## EDUCATION:

## Bachelors from SV University, India.

## Masters from SV University, India.

## TECHNICAL SKILLS:

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Classes, Apex Triggers, Apex Web Services, Apex Data Loader, Dashboards, Reports, Custom Objects, Force.com, Eclipse IDE Plug-in, AJAX, Visual Force (Pages/Components & Controllers), Veeva, Lightning (components and controllers), Workflow rule, Approvals, S-Controls, SOQL, SOSL, Custom Objects, Force.com IDE, Standard objects, Data loader, Data integration, Data migration, Sales cloud, Marketing Salesforce cloud, CRM. |
| **Salesforce Tools** | Eclipse, Force.com Explorer, Apex Data loader, Command Line Data Loader, Force.com Platform (Sandbox, and Production). |
| **Programming Languages** | Apex, PL/SQL, Java, C, C++ |
| **Web Technologies** | HTML, XML, Java script, CSS, JDK, and WSDL |
| **Databases** | Oracle, SQL server, PL/SQL |
| **Operating Systems** | Windows XP/Vista/NT/98/UNIX |

**PROFESSIONAL EXPERIENCE:**

**Client:Anthem,Atlanta, GA Sep 2018– Till Date**

**Role: SalesforceLightning Developer/Admin**

**Responsibilities:**

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* **Agile** Development Methodology was followed for the implementation
* Developed custom Business logic **using Apex Classes, Visual force pages**. Used Visual force components like **Page Block, Command Buttons, Action support, Action Function.**
* Worked with **SOQL, SOSL** queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Worked on **Sales Cloud, Service Cloud, Marketing Cloud/ExactTarget, Health Cloud** Platforms, and also Sales and Marketing Application Development.
* Designed Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Organized Email Templates and Mail Merge Templates and was committed in doing the mail merge for various standard and custom objects.
* Worked on various salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Installed the Call Center Applications and allowed the end users to maintain a track history of customer’s complaints.
* Generate Email Templates and have knowledge in bulk emailing users.
* Deliver continuing support in the areas of SFDC configuration, administration, reporting, data migration, solution design and project co-ordination.
* Deployed **Apex** using **Force.com IDE**, Force.com **Migration Tool** and **Web ServicesAPI**.
* Developed Custom responsive **VF** page with **bootstrap**, **CSS**, **JQuery** Touch and **JQuery** mobile for mobile devices.
* Used **Bootstrap**, **Accordion**, and Collapse in various Visualforce Pages.
* Written SQL queries to retrieve information from the database.
* Designed and deployed the custom **objects, custom tabs**, **entity relationship data model**, **validationrules**, **workflowrules**, **pagelayouts**, **visualforcepages**, **Apexcoding**, App Exchange Deployment to suit the needs of the applications using plugins like **JavaScript**, **JQuery**, **Bootstrap**.
* Performed Apttus **CPQ** related configuration for product setup, approval **matrices**, approval **rules**, process builders and flows.
* Technical Knowledge about Salesforce **lightning** schema builder, process **builder**, **appbuilder**, components and **lightning** connect.
* Worked on developing **Salesforce Lightning Apps**, Components, Controllers and Events.
* Experience in Salesforce lightning features like activities, **contextualHovers**, **Opportunity board**, Customizable dash board.
* Customized existing Visualforce to align with Salesforce new **LightningUI** experience.
* Created multiple **Lightning Components**, added **CSS** and Design Parameters that makes the Lightning component look and feel better.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in LightningApp builder.
* Specify timers that send **Ajax** update requests to **Force.com** according to a specified time interval.
* Used Tab permissions, Record Type permissions and Field Level Security to implement Component-based security.
* Worked on customization of **Visual force** to have lightening experience for desktop and mobile applications.
* Worked on **Service Cloud** and involved in configuring and integration of **CTI** for **Inbound** and **Outbound** calls.
* Worked on **Sales Cloud** and **Service Cloud** with functionalities like Opportunity Management and Case Management.
* Implemented Test classes to support Code Coverage for deployment to production and performed smoke tests before QE Validation.
* Written **SOQL** queries to fetch the data from **Workbench** and **Explorer**.
* Involved in Data Migration Activities to handle bulk loads using **APEXDataLoader**.
* Created test scenarios on **Sandbox** environment and migrated code to deployment upon successful testing.

**Environment:** Salesforce.com platform, Sales Cloud, Service Cloud, Apex Language, Visual Force (Pages, Component & Controllers), SOQL, SOSL and DML, CTI, Validation Rules, Workflow Rules, Approval Process, Process Builder, Custom Objects, Data Loader, Workbench, Sandbox, Eclipse IDE Plug-in.

## Client: T Mobile, Seattle, WA Apr 2017 – Aug 2018

## Role: Salesforce Developer

## Responsibilities:

* Using SFDC created detailed analysis of business and technical requirements and created solutions by customizing various standard objects along with Visualforce, Force.com API and web services.
* Created Custom objects, settings, Setup validation rules, Record types, custom tabs, field updates and email alerts.
* Worked with several SFDC objects like Accounts, contacts, leads, opportunities, reports and created custom objects based on Business need.
* Developed Lightning apps and components to be more interactive to end users for enhancements in enrollment, admissions and donations.
* Worked on data loader by uploading close to a million records and cleansing and de-duplicating bulk loads, created new reports, dashboards.
* To search objects using SOSL query.
* Lightning components added to record pages and lightning pages.
* Preparing and getting approval of design, functional and technical specifications from business using sales cloud.
* For transactional and contractual information created custom objects and fields. Created email alerts, field updated, workflow rules and defined related tasks.
* Organized fields, custom links, related lists, and record pages by creating page layouts and search layouts.
* Get real time data from external system using Lightning connect.
* Provided support to marketing team on Marketing Cloud.
* Within the Salesforce CRM and cloud computing model created custom Apps and reports.
* Developed, administered, configured, implemented and support of Salesforce CRM.
* Implemented various relationships using master detail relationships, pick lists, validation and
* Formula fields to custom objects.
* To complete development and deployment activities worked with CRM application development team.
* Used Salesforce marketing cloud to create journey and sync data from Salesforce CRM to Marketing cloud.
* Used lightning components and visual force to create new tabs for improved look and experience.
* Experience in Marketing Salesforce Cloud environment using both classic and lightning.
* Automatically log the call information and interaction time used CTI in Salesforce.
* Made customizations, implementation, integration with existing applications, community portals and mobile apps including marketing and service cloud implementations.
* Connected to various Salesforce orgs using Salesforce marketing cloud.
* Using WSDL created Apex classes and for integration with external web services to the system wrote business logic layer according to the functional needs.
* Implemented and developed Apex classes, triggers to manage the workflows, develop custom business logic.
* Created and managed custom objects, page layouts, fields and reports within Veeva.
* Implemented new changes and updates like application configuration, new functionality, reports and dashboards to the Veeva application.
* To extract the data from external systems to display the pages of salesforce.com by integrating the web services.
* Implemented object level and field level security for the profiles to hide sensitive information.
* Worked with visual force pages, apex classes, controllers, triggers to develop custom business logic using force.com developer tool kit.
* Developed visual force pages, test classes.
* Implemented new products and packages within Veeva.
* Salesforce CRM application was administered and monitored. Created automated lead routing, lead escalations and email alert.
* Using Apex data loader, loaded territory alignments, call plans and other planning data into Veeva.
* Implemented fields, customized page layouts for objects like accounts, contacts, leads.

**Environment:** SFDC platform, Lightning (controllers and components), CRM, Data loader, workflow, Email services, and security controls, sandbox data loading, Apex language, Visual force, Eclipse IDE.

## Client: State of OR, OR Sep 2015 – Mar 2017

**Role: SALESFORCE BUSINESS ANALYST / ADMINISTRATOR**

## Responsibilities:

* Design, develop and maintain all company, team, and individual dashboard metrics. Design and develop workflow rules, validation rules, email notifications, etc
* Develop, run, update and export salesforce.com reports, analytics and dashboards to support and monitor daily activity and key performance measures
* Establish and implement best practice procedures for system maintenance and optimization, configuration development, testing, data integrity, backups, etc
* Develop, maintain and perform processes to continuously monitor data quality and integrity in platform applications
* Determine plan and timeline for implementation of approved Change Management cases. Develop, test and deploy solutions, applying best practices
* Consult with all stakeholders to improve business processes, including developing functionality to automate manual processes
* Working knowledge of APEX (classes and web services), Visual Force, Salesforce APIs, SOQL, Force.com platform
* Implements Salesforce projects, supporting complex implementations for sales cloud, Miller Heiman Sales Methodology support including Sales Access Manager (Strategic Selling/Conceptual Selling and Large Account Management Process), Informatica Cloud Integration platform, community cloud, and/or Pardot B2B marketing cloud and Avention Sales Prospecting platform
* Present data in visually attractive reports and dashboards that make complex topics easy to understand
* Collaborate with the IT Architects, Delivery Team, and Competency Center to ensure business processes are aligned with enterprise architecture and application standards
* Providing subject-matter expert’s input throughout the whole life cycle of Salesforce change development process (from idea to deployment stage)
* Working with test manager to define test cases
* Validates and assesses solution design throughout the project with customers and prospects. Identifies problem areas and provides recommendations for future enhancements
* Understands industry best practices in functional business areas (sales operations for example) in order to leverage business processes, driving improvements in work flow and applications

**Client: Genpact, NYC, NY Jan 2014 – Aug 2015**

**Role: Salesforce Admin / Business Analyst**

**Responsibilities:**

* Administrated and monitored the company's Salesforce CRM application
* Experienced in maintaining the Functional areas of Data Management, Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports
* Experienced in working on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform
* Implemented Case Management Automation to track and solve Customer's Issues.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Administered Salesforce setup functions for new users, roles, profiles, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce configurations.
* Assisted in the creation of various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles.
* Developed S-Controls to manage sales plan call sheets within Salesforce, capturing prep data and call activity.
* Organized business and end user meetings for discovery, business needs gathering and gap analysis.

## Client: SoftSol, Hyderabad,India. Jun 2012 – Nov 2013

**Role: Java Developer**

**Responsibilities:**

* Involved in designing the system based on UML concepts which include class diagrams, data flow diagrams, state diagrams using Rational Rose Enterprise Edition, sequence diagrams.
* Involved if design, implementation, testing, deploying and enhancement of the application.
* Stored procedures and developed data model.
* Using JSP and HTML designed and developed web pages along with JavaScript for client-side validation.
* To process update information developed servlets.
* Involved in maintenance and production support of the application documented design and functional aspects of the application.
* For communication with database used JDBC.
* Based on MVC architecture standards involved in design and development of the application in n-tier fashion and utilized struts frame work.

**Environment:** Java, Java Beans, Servlets, JSP, MVC, JMS, EJB2.0, Weblogic8.1, ORACLE8i, JavaScript, XML, HTML, DHTML, WindowsXP.