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**Lalitha**

Salesforce Developer/Admin

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**Certified Salesforce Admin/Developer** (**ADM-201, Platform Developer-1**) with **5+** years of extensive IT experience in various stages of **Software Development Life Cycle** (SDLC), ability to independently perform Analysis, Requirement gathering, Administration, Development, Testing, Classic to Lightening Migration, Deployment and Maintenance of Enterprise Level Applications including Techno-Functional experience in salesforce with proficiency as a **Salesforce Developer & Administrator**.

**Professional Summary**

* Good Knowledge on Salesforce **Lightning experience**. Worked on various lightning components for developing **dynamic web apps** for mobiles and desktop devices.
* Salesforce.com Configuration and Design of **Service Cloud**, **Sales Cloud** and Force.com solutions, with an emphasis on Service Cloud solutions
* Experienced in developing **Lightening pages** using **Aura Framework**.
* Expertise in developing UI components using **Visualforce pages**, **Visualforce components**, **Apex controllers**, **HTML** and **CSS**.
* Expert in salesforce deployment process like **Change set** (inbound and outbound Change set).
* Hands on experience on Salesforce.com developer toolkit **(force.com IDE), Triggers,** Visual Force Pages**, data migration** and **working knowledge of Apex classes, Controllers, SOQL & SOSL.**
* Experienced in using the Force.com Explorer to browse Data Model Schema, build and test SOQL queries.
* Good exposure to **AppExchange applications**. Able to find appropriate applications, install and customize.
* Expertise in Data Migration using Import wizard, **Workbench** and Apex **Data Loader** using **BULK API.**
* Extensive experience in designing of **custom objects, custom fields, master and lookup relationships, Record types, Validation rules, Workflow Rule, Assignment rules** and **Approval Processes**.
* Implemented **security** and **sharing rules** at object, field, and record level for different users at different levels of organization.
* Involved in every phase of Salesforce based CRM solution.
* Extensive business knowledge and customization experience on various salesforce.com standard objects like Accounts, Contacts, Configuration, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports and Dashboards
* Used **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Responsible for unit, integration and regression testing and end to end user testing.
* Good knowledge on scrum process which is part of **Agile** methodology. Involved in developing the applications using agile methodology with daily meetings to keep track of the progress and Issues pertaining to the project.
* Worked closely with Business Users to enabled business process using **SFDC**.
* Proven Interpersonal, Communicational, Organizational and Project Management skills.

**Technical Skills**:

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| **Salesforce Technologies** | Sales Cloud, Service cloud, Marketing Cloud. |
| **Business Processes** | Service Requests and Activities, Opportunities, Quotes and Proposals, Campaign Management, Case Management, Approval, Data Cleansing and De-duplication. |
| **Salesforce Concepts** | Lightning, Communities, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components, Apex Web Services, Integration, Salesforce.com API, Deployment, Triggers, Batch Apex, Scheduled Apex, Future Methods, Data Loader, Validation rules, Workflow rules, Approval Process, Lightening Process builder. |
| **Salesforce Tools** | Data loader, Workbench, change set (inbound and outbound) |
| **Configuration Skills** | Standard Object Configuration**,** Custom Object development, Page Layout creation/editing, Record Types, Field Level and Object level security, Role hierarchies, Security and Sharing Model, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Overall User Management, Web to Lead, Web to Case, Customer Portal, Email and Document Templates |
| **Integration** | Third-party integration using Web services such as REST and SOAP API |
| **Software Methodologies** | Agile, Scrum. |
| **Programming Languages** | APEX, Apex Triggers and Visual Force Pages. |
| **Database Languages** | ORACLE |
| **Operating Systems** | Windows and Macintosh |
| **Web Languages** | HTML, CSS, Java Script,JQuery |

**Certifications:**

* ***Certified Salesforce Administrator***
* ***Certified Salesforce Platform Developer I***

***Education:***

* ***Masters in Sociology ,2007, Sri Krishnadevaraya University.***
* ***Bachelors in Life Sciences 2004, N.T.R University of Health Sciences.***

**Professional Experience**

**Client: Duke Energy Corporation, Charlotte NC Nov 2019-Present**

**Role: Salesforce Developer**

**Description:** Duke Energy Corporation is one of the largest electric power holding companies in the United States, providing electricity to 7.7 million retail customers in six states. To manage the sales Duke energy wanted us to build a solution where they will be able to record their sales. Business uses applications that are automated and scale the capabilities through automation to keep pace with growing risk and compliance demands. By automating business control testing and monitoring, automating manual control processes, development of tools partnering with the reporting team we provide best solutions for data capabilities.

**Responsibilities:**

* Interface with internal business customers to **understand evolving business requirements** that drive the need for new and/or modified information systems and/or technologies.
* Good understanding of the capabilities and limitations of Force.com Platform's multi-tenant architecture in configuring and developing Cloud Implementations.
* Configuration and Design of **Service Cloud**, **Sales Cloud** and Force.com solutions, with an emphasis on Service Cloud solutions for Customer Enrollment Process.
* Implemented and created **users** with **permissions**, about **1000 users** nationwide on the **CRM** **platform**.
* Developed **reusable UI components** and pages with **Lightning component** framework and **Apex controllers**, **JavaScript,** **HTML** and **CSS**.
* Implemented Salesforce **Lightning Components** for small set of users for customizing **reports and dashboards** and processes to continuously monitor data quality and integrity.
* Working with management and end-users to create and manage workflow rules, data validation, processes, and flows.
* Worked with **Visualforce Pages, Custom Controllers, Extension Controllers, Apex Coding, Apex Classes, Apex Triggers**.
* DevelopedUnit test classfor Apex class and worked for improving **code coverage** for more than **85%**.
* Cleaned data from org and import new data using **Data Loader**.
* Participate in planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle.
* Executed security and sharing rules for Field, Record Level and Object for distinctive users at different levels of organization.

**Client: IHG, Atlanta, GA Aug 2017 – Oct 2019**

**Role: Salesforce Developer**

**Description:** IHG a hospitality industry, offers the world’s largest vacation exchange network implemented Salesforce to develop a dynamic and mobile-responsive email program that would allow IHG to connect with its members from 5,900 hotels and resorts across the world.

**Responsibilities:**

* Responsible for gathering business requirements and overall smooth delivery of the projects.
* Participates in cross-functional agile team that address strategic business issues involving CRM
* Assist sales with developing prototype demonstrations, as well as managing and completing system configurations.
* Experience integrating the 3rd party Apps with Salesforce
* Created business requirement documents, system requirement documents and maintain **Agile** Boards, and User Stories in **JIRA**.
* Created **journeys** and implemented **marketing campaigns** using marketing cloud tools like **Journey Builder, Email Studio and social studio**.
* Developed **Lightning components** and **Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Added Lightning Component to Lighting Pages and Record Pages. Have worked on **Apex classes, Visualforce Pages, Controller** and **Apex Triggers** for various functional needs in the application.
* Implemented SFDC Integration using **REST/SOAP** Web Service API'S. Integrated the SOAP/REST API based Web Services on Demand for extracting the data from external systems.
* Expertise in process integration (Synchronous and Asynchronous) with other platforms using **SOAP and REST** **Web services** and Enterprise tools.
* Created custom **Report types** and **Dashboards** so that users can generate reports and visualize data on dashboards.
* Created Visualforce pages for custom login and configuration of communities.
* Created and used **Email Templates** in the form of E-mail alert to fulfill business requirements.
* Written **SOQL** query language necessary for the application in Apex Classes and Triggers.
* Developed Visualforce pages using components like **Action Function, Page Block, Input Field, Action Support, Data Table, Data list, Command Link** and **Command Button**.
* Developed various Batch Apex Classesand scheduled those using Apex Schedulable classes on hourly basis.
* Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* Performed data cleanup and/or **Data migration** to/from salesforce.com.

**Environment**: Salesforce.com, Force.com, Apex Classes, Controllers, Triggers, Visual Force, Data Migration, SOQL, SOSL, Workflow & Approvals, Lightning Process Builder, Lightning Components, SOAP callouts, Service cloud, Email services, AppExchange, Sales cloud, Marketing cloud, Community Cloud.

**Client: Care Cloud, Miami, FL Mar 2015-July 2017**

**Role: Salesforce Developer/Admin**

**Description:** CareCloud is a cloud-based practice management, electronic health record, and medical healthcare services company that helps you improve outcomes, lower cost and restore the Joy of Medicine to physician practice. CareCloud, simplifies the evolution to value-based care and drive collaboration between health plans, providers and employers.

**Responsibilities**

* Followed **Agile methodology** for the execution of day to day work related activities
* Interacted with various business user groups, SMEs for gathering requirement for Salesforce implementation & developed and documented the Business and Software Requirements.
* Implemented **picklists, dependent picklists, lookups, master- detail relationships**, validation and formula fields to the **custom objects**.
* Implemented Salesforce for small set of users for customizing **reports and dashboards** and processes to continuously monitor data quality and integrity.
* Developed **custom controller classes** and extensions to **standard controllers** using Apex. Implemented **Apex Triggers**, **Apex REST Services** and Custom Apex Controllers.
* Created Custom Visual force pages and Visual Force Templates to customize the user experience.
* Worked as an admin for Creating **Users, Profiles**, setting up organization role hierarchy and **public groups**.
* Involved in creating the Tabs, Links and **Visual Force pages** to configure the application in Salesforce Managed ongoing support requests and administrative needs of users.
* Maintained users, roles, profiles, sharing rules and **public groups** as part of managing security on SFDC.
* Developed **training plans**, **materials**, and **documentation** for Salesforce.com users to keep materials updated.
* Developed and communicated a schedule for future releases/enhancements. Involved in data import into SFDC using **Data Loader** through CSV files.
* Developed Unit **test class** for Apex class and worked for improving code coverage.
* Created custom **Dashboards** for manager's homepage and gave access to dashboard for authorized people for individual divisions.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects.
* Collaborated with the QA team in reviewing and validating test plans and test cases and ensure that the application meets user requirements.
* Supported end users with solutions and issues they face with any functionality.
* Administrated and monitored the company's Sales force CRM application.
* Developed on **Sandbox** environments and performed timely **deployments** on production servers.

**Environment:** Salesforce.com Production, Salesforce.com Sandbox, Visual force, Apex, Data Loader, Approval process, Workflow rules.