**Venkata Lakshmi Purnima.M**

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**SUMMARY:**

* Over **4+ Years** of experience in Salesforce Administration designing, modelling, analysis and maintenance of CRM systems.
* Remarkable experience in product life cycle management, excellent configuration skills, familiarity with administration and security controls, and amazing ability to aid technical team members, developers and support teams, outstanding troubleshoot workflow issues.
* Worked on Salesforce.com Customization, Creation and maintenance of Record types, Page Layouts, Objects, Tabs and Fields. .
* Extensive Knowledge in building Custom Applications, Custom objects, Picklist, role-based page layouts, Email to Case, Web to Lead, Workflow Alerts and Actions, Flows, Validation Rules, Approval Processes, Custom reports, Report folders, Report extractions to various formats, Dashboards, and Email generation according to application requirements.
* Experience in configuring **users**, **profiles**, **roles** and **permissions** as per the business.
* Implemented **security** and **sharing rules** at object, field, and record level for different users at different levels of organization.
* Have a good experience in Agile Methodology.
* Superior communication skills and inter-personal skills, accustomed to working in both large and small team environments.

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**Education**

Bachelor of Technology (CSE) from Brahmaiah College of Engineering in 2014 (Affiliated to JNTU, Anathapur

**Professional Experience**

* Currently Working in Tech Mahindra as a Salesforce Administrator from February 2018 to Till date.
* Worked as a volunteer teacher and system administrator in ZP High School, Srikolanu, from July 2014 to April 2017.

**Technical Expertise**

**CRM :** Salesforce CRM

**IDE Environments :** Data loader, Data import wizard

**Operating system :** Windows

**Project: 1**

**Project Name : Insurance Management Project June (2021) –Till Date**

**Client : Reliance General Insurance**

**Role :** Salesforce Administrator

**Description:**

The main aim of Insurance management project is developed to maintain the data about agents, customers, plans, Premium etc. This developed by using Force.com

**Roles & Responsibilities:**

* Involved in SFDC application setup and configuration to match the functional needs of the company.
* Worked as Salesforce admin support governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile.
* Involved in setting up field level access for each custom object created based on the user’s role within the organization.
* Developed various Custom objects, Tabs, Relationship data model, validation rules, workflow rules and defined related tasks, email alerts, filed updates to implement business logic using automated tool.
* Involved in field & page layout customization for the standard objects and custom object.
* Involved in security levels module by customizing Salesforce.com Profiles and Roles**.**

**Project 2: GWP**

**Client: Greater Washington Partnership 2019(May) –2021(May)**

**Role :** Salesforce Administrator

**Description:** The Greater Washington Partnership brings together civic-minded business leaders who share a commitment to the future of their region, from Baltimore to Richmond. The Partnership focuses on creating solutions for the major issues of transportation, human capital, innovation and entrepreneurship in order to make the Capital Region a centre for business growth and innovation.

**Roles & Responsibilities:**

* Created Enrolment form using Web-to-Lead to register students through their website.
* Working on SFDC Administrative tasks like creating Custom Objects, Profiles, Roles, Users, Page Layouts, Workflows, and Process Builders.
* Implementing and Handling Program Management Module as per their business requirement.
* Deploying the metadata and automations using Standard Sales force change sets.
* Work with clients and end users to gather, understand, and define business.
* Collaborate with developers to test and verify that solutions will meet the business requirements.
* Participate in key meetings with clients including requirement sessions, system demos, user acceptance testing and end user training
* Gathering, and analysing user input and requirements.
* Documenting user stories and creating to-be process flow diagrams.

**Project 3:**

**Project Name: CG Sales &Services**

**Client**: **CG power and Industrial solutions Limited 2018(February) –2019(April)**

**Role:** Salesforce Administrator

**Description:** CG power and Industrial solutions Limited Previously Known as Crompton Greaves is an Indian multinational company engaged in design, manufacturing and Marketing the products related to the Power generation and Transmission and disributation based in India. Involved in SMB sales and activities .This SMB Sales is related to Small Medium scale of business like LoB’s

**Roles & Responsibilities:**

* Created Enrolment form using Web-to-Lead to register customers through their website.
  + Created Enrolment form using Web-to-Case to register Cases through their website.
  + Working on SFDC Administrative tasks like creating Custom Objects, Profiles, Roles, Users, Page Layouts, Workflows, and Process Builders.
  + Implementing and Handling Program Management Module as per their business requirement.
  + Deploying the metadata and automations using Standard Sales force change sets.
  + Work with clients and end users to gather, understand, and define business.
  + Collaborate with developers to test and verify that solutions will meet the business requirements.
  + Participate in key meetings with clients including requirement sessions, system demos, user acceptance testing and end user training
  + Gathering, and analysing user input and requirements.
  + Documenting user stories and creating to-be process flow diagrams.

**Date: Purnima.M**

**Place: Bangalore.**