Stratos

25-27-24,
1/5 Lakshmi Nagar,Near Mirchi Yard 🏠
9030203292 📞
ashalatha.v@stratos.studio ✉
https://www.linkedin.com/in/asha-
latha-a282bb237 in

ASHALATHA V
SALESFORCE CONSULTANT

CAREER SUMMARY

4+ years of technical experience with the expertise in Salesforce.com , good communication and leadership skills and ability to perform well in a fast-paced business environment.

In-depth knowledge of business across domains with specialized skills in designing highly efficient end-to-end CRM solutions. Performance-driven and hard-working with strong technical and functional expertise and a track record of success in leveraging the Salesforce platform to provide organizations with capabilities, functionality, process builder automation, flows and reports. Experience in designing, developing and implementing applications like Sales, Marketing, Partner Portal, and Service and Support modules. Worked on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Reports and Dashboards.

SALESFORCE PROJECTS & LIVE PROJECTS

- Recently worked on Project Resource Allocation Management in Salesforce
- Worked on NCT (**National Childbirth Trust**) Project
- Worked on TargetRecruit – Recruiting App

SALESFORCE CERTIFICATIONS, BADGES & SUPER BADGES

√ **Salesforce Certified Administrator**
√ **Salesforce Certified Platform Developer1**

√ **Apex Specialist**
√ **App Customization Specialist**
√ **Business Administration Specialist**
√ **Process Automation Specialist**
√ **Security Specialist**
√ **Lightning Experience Reports & Dashboards Specialist**
√ **Lightning Web Components Specialist**

- Follows my Trailhead Profile link : https://trailblazer.me/id?lang=en_US

SALESFORCE EXPERIENCE

Project Skills:

Stratos Studio   2nd March 2022 to till date
Role : Senior Consultant

Project Description : Project Resource Allocation is the customised application dealing with Employee is assigned to particular project based on Client requirement.

Responsibilities:

- DataModel design, definition & setup.
- Creation of Flows, Validation Rules, Formula Fields, Record Types, Approval Process, Quick Action and Dynamic Forms, Duplicate and Matching Rule
- Worked on Path Settings(Guidance for Success), Lead Management(Web-to-Lead), Assignment rule, Auto-Response Rules.
- Worked on Sales Process and Support Process
- Worked on Experience Cloud, Setup Omni-Channel (Live Agent Feature) inbuilt for Service Process.
- Worked on Configuration of Different profiles and Permission sets.
- Communities setup, exposing of salesforce objects in to community.
- Had Salesforce Sessions on Admin, Development and LWC.
- Worked on Changesets for Deployment process.

Client: NCT 9th May 2018 - 10th May 2019
Role: Senior Engineer

Project Description: The National Childbirth Trust (NCT) is the largest charity in the UK providing support for couples in their journey of becoming parents, prepare them for childbirth and early parenthood. Since 1956, they have supported millions of women and parents and also secured major advances in professional practice and public policy. They are movement of parents supporting parents, through our 327 local branches and over 5,000 volunteers. Their practitioners provide practical and emotional support for expectant and new parents before and after their baby arrives. Their breastfeeding counsellors and peer supporters support mums with feeding entirely free of charge. Their online information centre and national support line provide information to over five million parents each year. The upcoming changes in handling personal information of the citizens of the European Union, known as GDPR, will have effect on how companies will manage and process their European customer's personal data. As a preparation for this change NCT started a program (formerly known as Project Lego) to evaluate their systems and identify the readiness of the organization to comply with the regulation.

Responsibilities:
- DataModel design, definition & setup.
- Creation of workflows , Validation Rules, Process Builder and Email Templates.
- Worked on Configuration of Different profiles and Permission sets.

- ➢ Worked on Visual force pages and Apex Classes and Creating Custom settings, Custom labels and different pages with custom buttons.
- ➢ Communities setup, exposing of salesforce objects in to community.
- ➢ Migration of Visualforce pages in to communities.
- ➢ Creation of Custom Buttons using JavaScript in classic Salesforce and Custom Links/Custom alerts on Lightening application.
- ➢ Hands on Experience on designing custom applications on both Classic and Lightening.
- ➢ Hands on work experience on Lightening App builder and knowledge on Communities.
- ➢ Knowledge on Flow design Implementation on Lightening application.
- ➢ Conducted all data migration using the salesforce.com import tool.
- ➢ Data Integration into Salesforce.com through Data Loader and Import Wizard.
- ➢ Creating dynamic, data driven web pages and directly integrated with your SF Organization.
- ➢ Creation of Duplicate Rules and Matching Rules.
- ➢ Creation of Users, Roles and Profiles and applying securities at all levels.
- ➢ Configured Data Loader and Uploaded data in CSV file into Salesforce, checking the correctness of the data.
- ➢ Hands on Work experience in Agile Methodology.

Client: Avankia LLC Software Pvt.Ltd   Jan 2016 – May 2018
Role: Salesforce Admin/Developer.

Project Description: TargetRecruit – the easy to use, flexible, fully customizable cloud-based CRM applicant

tracking system (ATS) that simplifies your Staffing and Recruiting process. Make your recruitment process easier and effective with our industry – leading application tracking, mobile and social apps . Contact relationship management (CRM). Increasing candidate database, Increase job order, Increase individual company performance and placements. And need flex ability technology, social recruiting and staffing industry changes. Guide both candidates and clients through the Recruit process.

Responsibilities:

- ➢ Recruiting App (Salesforce.com) for the Organization is computer technical soft solution onSalesforce.com, Force.com, Apex and Visual Force.
- ➢ Creation of workflows and Validation Rules, Email Templates.
- ➢ Worked on Configuration of Different profiles and Permission sets.
- ➢ Worked on Visual force pages and Apex Classes and Creating Custom settings, Custom labels and different pages with custom buttons.
- ➢ Conducted all data migration using the salesforce.com import tool.
- ➢ Data Integration into Salesforce.com through Data Loader and Import Wizard.
- ➢ Creating dynamic, data driven web pages and directly integrated with your SF Organization.
- ➢ Creation of Duplicate Rules and Matching Rules.
- ➢ Creation of Users, Roles and Profiles and applying securities at all levels.
- ➢ Configured Data Loader and Uploaded data in CSV file into Salesforce, checking the
- ➢ correctness of the data.
- ➢ Creating in App Exchange, Managed packages and Unmanaged packages with versions

Client: Bausch & Lomb (APAC Region).   **Dec 2014** - **Jan 2016**
Role: Salesforce Admin/ Developer

Project Description: B+L have implemented salesforce for the business unit VC, SU and RX mainly to sales and market their eye care products. Salesforce application is extensively used by entire Globe (around 36 countries with multilingual implementation) to sales and marketing the new Products. For each business unit there are three different application with around 3000 users per application. Enhancement, maintenance and support is presently in our scope for APAC region. Enhancement includes new module implementation for various regions, integrating with BPCS, TACTIC server and support activity includes data cleansing and resolving issue related to the end user.

Responsibilities:

- Involved in Building Custom Objects, Fields, Relationships and Tabs.
- Implemented and customized the following objects: Contacts, Accounts, Leads (including Web-to-Lead form), Opportunities, Campaigns, Documents, Reports, Products, Cases, and Solutions.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
- Creating and maintaining workflow rules.
- Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
- Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.
- Responsible for creating Users, Profiles and Roles.
- Responsible for building Reports and Dashboards.

Work Experience:

- Currently working in Stratos Studio from 2nd March 2022 to till date

- Previously worked in Enterprise SoftLabs Pvt Ltd from 10th Jul 2019 to 30th Aug 2019
- Previously worked in **CSS Corp private Limited** from 9th May 2018 to 10th May 2019
- Previously worked in K Max IT Professionals from 15TH Dec 2014 to 25th April 2018

Degree:	BTech (EEE)
College/Institute:	KECW,JNTUK
Year of Passing Out:	2013
Marks Scored:	75%

PROFESSIONAL SKILLS

- CRM Business processes re-engineering and solution designing
- Requirement gathering and gap analysis
- Exceptional time management
- Good team management and leadership qualities
- Data management and data modelling
- Web technologies: HTML, JavaScript
- Methodologies: Agile, SDLC
- Strong communication skills

REFERENCES

[Available upon request.]