



ASHA LATHA

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PROFESSIONAL SYNOPSIS

Over **5+ years** of experience of IT, and **4 years** as a **Salesforce.com** Platform Developer and excellent experience as a **Salesforce Admin** as well. It will include analysis, design, testing and implementation of application. Having strong problem solving and programming skills in Internet and Internet based applications. Possess excellent interpersonal and communication skills in dealing both technical and business personnel.

SALESFORCE SKILL SET

- Experience in **SFDC** development implementing the **Apex classes, Apex Triggers, Visualforce pages**
- Created **Lightning components**, added **CSS, HTML** and design parameters that's make the component look and feel better.
- Worked on **Lightning web Components** as per the requirement
- Used events in both **Aura & LWC** to pass the data from one component to another component.
- Customizing Standard **Reports** (Tabular, Summary and Matrix) along with creation of **Custom Report Types** for further customization.
- Utilized **Salesforce Lightning Design System (SLDS)** and Lightning data Service (LDS).
- Developed Web Service Callouts from Salesforce to External systems using **REST & SOAP API**.
- Responsible for writing **SOQL & SOSL quires**.
- Based on the requirement used Decorators- **@api, @Wire, @Track** in web components.
- Experience in **Data Migration** from one environment to another environment by using **Data loader, Import Wizard, Workbench**.
- Developed **Lightning Component Framework** and also built Lightning Component using **Aura Framework**.
- Worked on salesforce automations like- **Workflow rules, Flows, process builder and Approval process**.
- Expertise in **Lightning app builder** and implemented new applications based on Lightning to have compatibility of the app in mobile, Tab and desktop versions.
- Implemented **Security and Sharing rule** at Object, field and record level for different users in the organization.
- Customizing Security through **OWD, Roles, Sharing Rules and Manual Sharing**.
- Implemented Asynchronous apex like- **Batch apex, Schedule Apex, Queueable Apex and future method**.
- Worked with the **AJAX Toolkit and HTML, CSS**.
- Used **Changesets** to move the components.
- Used **LWC decorators like- @api, @wire, @track**
- Writing **Test classes** and checking the code by having different profiles in these classes and making sure we are covering more than **75%** lines of the apex classes before pushing them into the production.
- Sales and Service clouds along with Assignment Rules, Escalation Rules and other standard functionality.
- Worked on **Lightning Lifecycle hooks**.
- Utilized Salesforce Lightning Design System (**SLDS**) and standard web-based technologies.
- Extensively worked on **Agile methodology** and attended Daily status/standup meetings.
- Worked on **Reports & dashboards**.
- Used Post man toll to validate the end point URL's.
- Having knowledge on version controls like- Git hub & Bitbucket.
- Created Pull Request to move the components from one environment to another environments.
- Worked on administrative stuff using **Validation rules, Relationships, Page layouts, Record Types**.
- Having idea with Lead generation, Web-to-Lead, Email-to-case
- Involved in Developing, testing, Deploying the application in UAT and QA instances.

EDUCATION QUALIFICATION

- Completed **B.Tech(ECE)** from **JNTUH**, 2017.

PROFESSIONAL EXPERIENCE

- **Lead Software Engineer | Persistent Systems Ltd, Hyderabad.**
- **Sr. Associate Technical support | Tech Mahindra Ltd. Hyderabad.**

CERTIFICATION

<https://www.salesforce.com/trailblazer/ashayegi>

PROGRAMMING SUMMARY

Programming Languages : Apex, force.com

Scripting Languages : Visual Force, Lightning Aura & web Components, HTML, CSS

IDE : Apex Data Loader, import Wizard, Postman, workbench, ZOHO, JIRA, Service Now

PROJECT #1

Project : Order Management System

Technology : Force.com, LWC, Visual Force

Role : Salesforce Lightning Developer

PROJECT DESCRIPTION

Daikin Industries Ltd (Daikin) is a manufacturer of air conditioners and refrigerants. It provides a wide range of products and technologies related to air-conditioning, refrigeration systems, oil hydraulics, defense systems, chemicals, and other electronics. Daikin using 'Order Management System' as a web portal based primary distribution management tool for Westfield's employees it, allows investors and customers to interact with West Field Group. It is a CRM application built on Salesforce.com CRM solution and provides a single place to manage and view everything about the clients like its Account detail, contact information, pending orders, cases in pipeline.

ROLES & RESPONSIBILITIES

- Developed Apex Classes, Apex Triggers and Visual Force pages for various functional needs in the application.
- Having good experience on LWC file structure.
- Used Styling Hooks for lightning web components.
- Used asynchronous apex like-Batch apex, schedule apex, future method and queueable apex
- Good experience with data loader for data migration.
- Created visual force pages & LWC components.
- Created Lightning Aura components and server-side controllers to meet the business requirements.
- Customized different page layouts and assigned them for different profile users.
- Create workflows, validation rules and components to suits to the needs of the application.
- Involved in testing and test coverage for triggers, Apex classes.
- Created various custom objects and tabs, record types and approval processes including various actions.
- Implemented Batch apex based on the requirements.
- Worked on automation like Workflow rules, Process builder and Approval process.
- Having knowledge on Reports and Dashboard.

PROJECT #2

Project : **Customer Engagement –BOLT GSL SFDC Migration**
Technology : **Force.com, Apex, Visual Force**
Role : **Administrator/Developer**

PROJECT DESCRIPTION

Dell engages its existing and potential customers across its global locations through different events. For conducting a customer engagement event, the Account Executives for that account raises a request, which is forwarded to a scheduler. This request is assigned to an analyst who plans, facilitates and executes the event. Post completion, customer feedback surveys are done.

The phase I of Customer Engagement application has been developed in SFDC and launched in Jun 2010. The phase II constitutes additional requirements for both EBC and DSC that the business users need to be added to the current SFDC Customer Engagement application

ROLES & RESPONSIBILITIES

- Worked on Salesforce.com configuration and administration.
- Interacted with business users and I/T to understand business requirements
- Participated in ongoing discussions concerning data collections, study design, methodology and data analysis
- Analyzed data with standard statistical methods, interpreting the results and providing written summary of data analyses
- Responsible in executing data loading and data maintenance tasks in SFDC
- Assuring the integrity of project data, including data extraction, manipulation, processing and analysis
- Created documentation on all data migration work
- Executed data migration scripts using Data Loader
- Analyzed business data, created data migration templates, executed data loading and maintenance tasks.
- Created documentation on all data migration work.
- Salesforce Application Testing
- Interacting with the business team on a day to day basis on the progress of the project.
- Technical Document preparation.

PROJECT #3

Project : **Allergan Advantage**
Technology : **Force.com, Apex, Visual Force**
Role : **Developer/Administartor**

PROJECT DESCRIPTION

Allergan one being re-designed and re-branded as “Allergan-Advantage.” Allergan advantage is a website designed to provide US based Allergan medical aesthetics to customers (Healthcare providers and their office staff) in a single location to view and access the various programs and benefits offered by Allergan. This one also interfaces with these programs to present an overview of relevant practice data and ability to SSO into each individual program as needed. Practice data relevant to the physician and their office staff includes progression with loyalty programs and sales and savings statistics.

ROLES & RESPONSIBILITIES

- ❖ Worked as a developer and was involved in the daily meetings.
- ❖ Implemented requirements by using Triggers, Batch Apex, Schedule Apex, and visualforce pages.
- ❖ Having knowledge of the Future method, Queueable apex.
- ❖ Used automation like workflow, Process builder, flows, and approval processes.
- ❖ Used Data loader, Import Wizard, and Workbench for the data migration.
- ❖ Worked on Profiles, Permission sets, Validation rules, Relationships, Page layouts,
- ❖ Record types.
- ❖ Worked on SOQL/SOSL queries.

PROJECT #4

Project : **National grid**
Technology : **Force.com, Apex, Visual Force**
Role : **Support/Developer**

PROJECT DESCRIPTION

Nation grid provides services of gas and electricity for the states of Rhode Island, New York and Massachusetts, when customer calls any support with National grid help desk. CSR Creates case-based customer billing address or premise details. Case may be of different types like gas emergency, electric emergency. Work order can also be created through external systems and it will feed in to salesforce through Middleware.

ROLES & RESPONSIBILITIES

- ❖ Resolved user issues, which include login, configuration etc..
- ❖ Support administrative task for user management which includes user creation, user changes and user removal.
- ❖ Support business enhancement request.
- ❖ Involved in Defect resolution.
- ❖ Involved in creation of Page Layouts, Record Types for different kinds of programs offered by NG.
- ❖ Created Validation Rules for Data Authenticity and customized web to lead setup.
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- ❖ Created Reports like Sales figures for the different Programs and Services on a Monthly, Quarterly and Annual Basis.
- ❖ Created Workflow Rules and related Work Flow Actions like Lead Ownership, Due Amounts along with Time Triggers.
- ❖ Used Zoho & Service now tool to track the tickets.
- ❖ Created Visualforce pages by using Standard

Location: **Hyderabad**

Name : **Asha latha**