

**Full Name: Laxmana M**

**Mobile No: +91 9494596492,**

**Email ID:laxmansfdc011@gmail.com**

**PROFESSIONAL SUMMARY:**

- 5.5 years of experience in Salesforce CRM as Administrator and Developer.
- Analyzed business requirements and resolved case requests including configuration/customization of 80+ profiles, permission sets, public groups, roles, role hierarchy, forecasting, fieldlevel security, record types, queues, reports, dashboards, and identification of bugs.
- Worked on Custom objects, Page layouts, Workflows, Validation rules, Custom settings, Custom labels, etc.
- Defined lookup and masterdetail relationships on the objects and created junction objects to establish connectivity among objects.
- Worked on Sales Cloud & Service Cloud Creating of the Knowledge Base articles for Salesforce.com Customers.
- Provide the necessary technical training to the team members in resolving critical & complex performance and security issues related to the product.
- Maintaining test coverage for all the classes and triggers and supporting deployment activities.
- Worked on custom objects, application and custom report type. Dealt with queues, groups and created assignment rules email alerts and templates for case management

**Educational Qualifications:**

- B.Tech-Electrical and Electronics Engineering from JNTU Hyderabad in 2008.
- M.Tech –Power Electronics from JNTU Hyderabad in -2012.

**Work Experience:**

- Worked as software engineer in **Wipro Technologies Kollata** from 1<sup>st</sup> February 2017 to Jull-2021.
- Working as Associate-Project in **Cognizant Technology Solutions Chennai** from jully-2021 to till date.

## Technical Skills:

- Salesforce platforms: Sales Cloud, Marketing Cloud, and Service Cloud
- Skilled in process automation and system configuration

## Certifications

- Salesforce Certified Administrator.
- Salesforce Certified Platforms Developer-I.
- Business Administration Specialist (Superbadge)
- Lightning Experience Reports & Dashboards Specialist (Superbadge).

**ETL Tools** : Import wizard, Apex Data Loader.

**SFDC Technology** : Basic Apex Classes, Controllers and Extensions, Apex Triggers, Lightning Application, Visual Force Pages, SOQL.

**Languages** : Basic Apex, Basic Java, C.

**Web Technologies** : HTML, Java Script, CSS, Visual Force Pages.

Project #1: India Bulls (Dhani Loan).

**Description:** This CRM used by India bulls managements for personal loans and business loans. Sales their product like DOF cord, Dhaniemi ...etc. To get the feedback from the customers and Agents. Using this CRM India bulls Team management get the feedback and resolve the issues.  
Responsibilities:

- Created and maintained user profiles, workflows, dashboards on Salesforce and other CRM software.
- Set permissions for users using Object-Level and Field-Level security best practices.
- Implemented solutions to resolve system errors and data issues to avoid downstream effects on marketing or sales teams.
- Trained employees on the Lightning App Builder and other CRM tools/applications.
- Coordinated crossfunctional teams up to a size of 6 in acquiring software and hardware resources, monitoring status, and controlling project changes.
- Maintained security such as user accounts, sharing rules, user roles, user profiles, and field-level security.

## **Project #2: Hospital Management System(HMS)**

**Description:** This CRM used by Mount Elizabeth hospital to get the feedback from the patients and doctors. Using this CRM hospital management get the feedback and resolve the issues. This CRM is used by the Case team in Mount Elizabeth hospital. The CRM portal contains following main modules for Account, Contacts and Cases.

Responsibilities:

- Defined objects and Field Level Security for different profiles.
- Enhanced Apex Classes and Visual force Page to create a custom Related List, showing activities for selected contacts or clients.
- Created and maintained Reports and Dashboards to provide fast access to key business metrics.
- Worked in different sandboxes for development and testing, and involved in migrating the code to production instance in installments using Change Set.
- Responsible for weekly and monthly data export, updates, and backup for the organization.
- Used Apex data loader, Import Wizard to Insert, Update, and Import data from Microsoft Excel into Salesforce.com.
- Analyzed where Lightning can be implemented and use the Lightning framework.

## **Project #3: First Horizontal Pharmacy**

**Description:** The application is used in the US pharmacy stores. It is a windows forms application. This application is used right from the customer's Description till dispensing drugs and providing counseling to the customers. It maintains the End-To-End flow of the order. It is used to generate reports as well.

Responsibilities:

- Customizing standard objects and creating custom objects and building relationships between them.
- Worked on assigning Roles, Profiles and Security setup.
- Extensive experience on Record Types and Page Layouts according to the Business Requirements.
- Experienced in creating the Work Flow Rules.
- Responsible for Creating the Validation rules for standard and custom fields.
- Created workflows rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.

- Used the sandbox for testing and migrated the deployment instance after testing
- Contracted Salesforce Administrator to develop a comprehensive project management system using Salesforce.
- Working onsite with a client to develop workflows and processes to track, monitor and report on installation solar installation projects.
- Create a new object with multiple page layouts and record types.

Project #4: **StarPharma**

**Project Description:**

The Star Pharma deals with manufacturing and selling of different pharmaceutical products .They target pharmacies in multi-specialty Hospitals to sell their products. The field reps (FR) call and go to many hospitals to talk to the physicians about their products. The sales Manager (FSM) needs to track the effort of his team and determine which all products are selling.

**Responsibilities:**

- Create Salesforce Process Builders to create, schedule, open, close and advance tasks based on business requirements
- Create task views, reports, and dashboards for staff and management.
- Create Sales processes to automate Leads to Contacts, Accounts, and Opportunities and approval flows to further automate their sales process.
- Developed Custom Objects & Fields, Tabs and Visual force Pages.
- Customized Custom and Standard fields, Page layouts, Record types, searching list views, queues, reports, and dashboards. Maintained and created Workflow rules, Validation rules,Formula fields, Auto-assignment rules.
- Documented & Maintained overall system configuration, change control, and enhancements.
- Used SOQL&SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
- Involved in Mass Imports and Exports of data.

**Declaration:**

I hereby declare that all the above details are true to my knowledge.

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