

ANANTHA LAKSHMI K



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OBJECTIVE

Over 5+ Years of experience as Salesforce CRM Developer which involves Administrator, Development, Integration, communities, and lightning like classic to lightning migration and lightning component development

PROFESSIONAL SUMMARY

- Having 5+ Years of experience in various phases of Development, Testing, and implementation of Salesforce.com and CRM.
- Having working experience in Lightning Design System.
- Expertise in Visual Force Pages, Apex Controller and Classes, Apex Triggers, Validation Rules, Custom Settings and Custom components.
- Followed best practices in writing Apex Triggers for various functional needs in the application.
- Involved in Unit Testing and Code Coverage while testing and deployment.
- Hands-on experience in implementing Batch Apex, Scheduling Apex interfaces and Visual Workflow.
- Created Custom Objects, Custom fields, Custom Page layouts, and other standard Functionalities.
- Extensive experience in SFDC Administration and creating Roles, Profiles, Page layouts, Workflow Alerts and Actions, Approval Process, Record Types and Email Services.
- Experience in Data Migration using Import Wizard, Workbench and Apex Data Loader.
- Involved in Deployment process using Change Sets between various sandboxes.
- Having Experience in Deployment tools like Git Hub, Jenkins, Mavens Mate and Source Tree, Having knowledge of OOPS concepts.
- Salesforce CRM: Proficient in Salesforce CRM platform, including administration, configuration, and customization.
- Lightning Web Components (LWC): Strong knowledge and experience in developing Lightning Web Components to create responsive and interactive user interfaces.
- Apex: Skilled in developing Apex classes, triggers, and controllers to implement custom business logic and automate processes within Salesforce.
- Visualforce: Proficient in creating custom Visualforce pages to customize the user interface and extend Salesforce functionality.

- **Velocity Framework:** Expertise in utilizing the Velocity framework to accelerate development and deliver scalable solutions on the Salesforce platform.
- **Integration (REST, SOAP APIs):** Experience in integrating Salesforce with external systems using REST and SOAP APIs, enabling seamless data exchange and real-time updates.
- **Process Automation:** Familiarity with declarative customization tools such as Process Builder and Workflow Rules to automate business processes and streamline operations.
- **Data Modeling:** Strong understanding of Salesforce data modeling concepts and best practices to ensure efficient data organization and management.
- **Test Automation:** Proficient in implementing automated testing strategies and tools, including unit testing and integration testing, to ensure the quality and stability of Salesforce solutions.
- **Agile Methodologies:** Experience working in agile development environments, following methodologies such as Scrum or Kanban, to deliver iterative and high-quality solutions on time.
- **Reports and Dashboards:** Proficient in creating and customizing reports and dashboards to provide actionable insights and support data-driven decision-making.
- **Security and Compliance:** Knowledge of Salesforce security best practices and compliance standards to maintain data security and privacy.
- **Troubleshooting and Support:** Skilled in identifying and resolving issues related to Salesforce configurations, customizations, and integrations.

TECHNICAL SKILLS

Salesforce.com Skills & Tools	Apex Classes, Apex Triggers, SOQL, SOSL, DML Statements, Visualforce Pages, Apex Data Loader, Eclipse – Force.com IDE plugin, Workflows & Approvals, Reports, Dashboards & Analytics, Lightning Development. IntelliJ+IdealBrain
Web Technologies	JavaScript, HTML, JQuery & CSS

EDUCATIONAL DETAILS

- B Com from Sri Sadineni Chowdaraiah Arts And Science College

WORK EXPERIENCE

- Working in TCS as a Sr Salesforce Developer from May 2018 to Till Date

Client: Aetna

About: Aetna is an American managed health care company that sells traditional and consumer directed health care insurance and related services, such as medical, pharmaceutical, dental, behavioral health, long-term care, and disability plans, primarily through employer-paid (fully or partly) insurance and benefit programs, and through Medicare.

Roles & Responsibilities:

- Involved in SFDC application setup and customization to match the functional needs of the Company
- Develop processes to establish and maintain quality standards of existing products and services.
- Experienced in migrating the standard and custom objects in standard experience to lightning experience.
- Created many Lightning Components and server-side controllers to meet the business requirements.
- Worked as Salesforce admin support governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup.
- 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, Entity-Relationship data model, validation rules, Components
- Involved in the Data Transformation and Data Cleaning activities while transferring the data to the external system using Informatics on Demand.
- Writing Apex Classes, Test Classes, Triggers, Process Automation as per requirement.
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
- Involved in customizing custom objects, tabs, fields, page layout as per the business need.
- Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
- Analyzed requirements, Involved in the development of modules.
- Developed Apex Classes & Triggers, Visual force pages to implement the business logic as per the requirements
- Created Email Templates, Approval Processes, and defined approval actions to automate the processes.
- Conducted all data migration using the salesforce.com import tool. Migrated data from MS Excel / CSV files to SFDC using Apex Data Loader.
- Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.

Client: UTC

About: UTC provides Onsite services to clients for various products servicing their install base which includes products ranging from HVAC (Heating, Ventilation, and Air

Conditioning, REF (Refrigeration), BMS (Building Management Systems), F&S (Fire & Security), etc.

Roles & Responsibilities:

- Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
- And same service will be handling the Email Notification to the customers & CSR's.
- Maintaining the different format Email templates for Email notifications.
- Involving in developing test classes for service class & Unit testing.
- Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
- For the operations of the data integrations and data management of the enterprise integration of the applications and for the ETL operations using Talend for the cloud storage and Big Data.
- Added Lightning Component to Lightning Pages and Record Pages. Have worked on Apex classes.
- Worked on a team to develop and enhance Salesforce CRM functionalities using Lightning Components and Visualforce.
- Collaborated with cross-functional teams, including business analysts and QA testers, to gather requirements and deliver robust solutions.
- Developed custom Apex classes, triggers, and Visualforce pages to meet complex business needs.
- Created and maintained data models, ensuring data integrity and efficient data management.
- Participated in code reviews and provided constructive feedback to improve code quality and maintainability.
- Assisted in user training and provided technical support to resolve issues and address user queries.
- Handle all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks
- Involved in Working with Standard Salesforce features like Objects, Workflows, Record Types, Page layouts, Workflow Rules, Case Assignment Rules, and Escalation rules, Validation rules, Profiles, Roles, Reports and Dashboards etc.
- Manage the user community on the system (e.g. set up user profiles, security roles and views)
- Using Data loader, involved in migration of data from one org to another.
- Create profiles and permissions documentation, governance framework, data mapping, and reporting and dashboard building.
- Create custom objects, page layouts and reports, and customize and maintain dashboards for the global sales teams. Involved in administration of various Salesforce Activity & technical support of the CRM.
- Worked on data migration, Data sanitization, Data validation, Data loads through data templates, mappings, coordination, implementation and / or enhancement.
- Implemented Field Level security for sensitive data holder fields.
- Involved in the Development of Apex Classes, Visualforce Pages.
- Followed Scrum Agile methodology for the iterative development of the application and participated in weekly Sprints, daily stand up meetings and customer reporting backlogs.

Client: Getty Image (Seattle, WA)

About: Getty Images Holdings, Inc. is an American visual media company and supplier of stock images, editorial photography, video, and music for business and consumers, with a library of over 477 million assets. It targets three markets—creative professionals (advertising and graphic design), the media (print and online publishing), and corporate (in-house design, marketing and communication departments).

Roles & Responsibilities:

- Designed Workflow rules, Approval process and its associated actions like time triggered tasks, email alerts, field updates to implement the business logic.
- Deployed application from Sandbox to Production environments using Change Set, Eclipse and Force.com Migration tool.
- Troubleshooting and configuring Data Loader operations and running the Data Loader in batch mode.
- Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
- Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality.
- Conducted sessions with the management, different third-party vendors, users, commercial and other stakeholders for open and pending issues to develop specifications.
- Built relationships across multiple technology, operations, services, sales, program, and product teams to accomplish end goal.
- Worked extensively in customization of Sales Cloud by embedding Visualforce pages in custom console components, highlight panel and interaction log.
- Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
- Designed, Implemented, and deployed the Custom objects, Page layouts, Custom tabs, and Components to suit to the needs of the application.
- Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
- Developed Different Rest services for exposing the Case, Activity & Customer level information to the front-end Application.
- Developed Rest Service for Capturing customer issues and CSR's Activities in Case & Activity tables.
- Developed the services in flexible way, the business can configure what data the service should expose and Capture into the SFDC.
- Maintained the Service-related data configurable in SFDC system.
- Involved in developing test classes for all rest services & Unit testing.