

### **Professional Summary**

- Salesforce Administrator and Developer with 9+ years of experience in Salesforce Administration, Development, and DevOps, specializing in Sales, Service, and Experience Clouds, with deep expertise in the Sales Cloud module and Nonprofit Cloud for Grantmaking.
- Extensive experience administering, configuring, and optimizing Salesforce environments, including managing user roles, profiles, sharing rules, workflow rules, process builders, and flows to ensure operational efficiency and data security.
- Proficient in Salesforce customization and automation, including Flow Builder, Process Builder, and Lightning App Builder, to streamline business processes and improve user experience.
- Experienced in managing Salesforce integrations with tools such as Slack, DocuSign, and third-party applications using out-of-the-box tools and APIs.
- Skilled in data management, ensuring data integrity, security, and compliance by leveraging Data Loader, validation rules, and custom automations.
- Proven expertise in release management and upgrade preparedness, including experience with Copado for CI/CD pipeline management, deployment automation, and version control (Git, Bitbucket).
- Strong knowledge of Salesforce architecture, security, and best practices, with experience in monitoring system health and performance to ensure seamless platform operations.
- Working knowledge of Apex, Visualforce, LWC, and Experience Cloud, enabling customization and development of scalable Salesforce solutions.
- Experienced in training and mentoring Salesforce users and administrators, driving adoption and empowering business teams to leverage Salesforce effectively.
- Effective collaborator with business units, IT teams, and consultants, managing Salesforce projects, prioritizing work items, and maintaining a Salesforce product roadmap aligned with organizational goals.
- Strong problem-solving and analytical skills, with the ability to translate complex technical concepts into actionable insights for stakeholders across various levels.
- Salesforce Certified Administrator, proficient in Agile methodologies and project management tools such as JIRA to drive efficient project execution.
- Customer-service oriented with a proactive approach to addressing ad-hoc Salesforce queries, troubleshooting system performance, and ensuring an optimal user experience.

### **TECHNICAL SKILLS:**

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CI/CD and Release Management	: Copado, Jenkins, Wokrbench and Change Sets.
Environment Management	: Salesforce Sandbox, Production, UAT
Salesforce Platform Configuration	: Security Concepts, OWD, Sharing Rules, Approval Process, Validation Rules, Flows, Formula Fields, Email-to-Case, Omnichannel, Experience Cloud
Salesforce Testing	: Manual Testing, API Testing(Postman).
Version Control	: SVN, Git, GitHub.
Data Migration &Integration	: Data Loader, MuleSoft, REST APIs, Data Import Wizard.
Project Management	: JIRA, Agile (Scrum).
Scripting Languages	: HTML,JavaScript, Apex, SOQL, SOSL, LWC.
Cloud Platforms	: Salesforce (Sales Cloud, Service Cloud, Marketing Cloud, Experience Cloud, Commerce Cloud).

### **EDUCATION:**

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- Bachelor of Technology (B.Tech) in Electronics & Communication Engineering from Jawaharlal Nehru Technological University, Hyderabad, India – July 2015.
- Secondary School Certificate and Intermediate from Jawahar Navodaya Vidyalaya, Nizamsagar, Central Board of Secondary Education (CBSE), Telangana, India – March 2009 & 2011

#### CERTIFICATIONS:

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- Salesforce Certified Administrator
- Salesforce Platform Developer I

#### PROFESSIONAL EXPERIENCE:

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**Moodle (EXTON-PA-USA)**

**Salesforce Developer (Administration)**

June 2024 to Till Now

##### Roles & Responsibilities:

- Administered, configured, and maintained the Salesforce platform, ensuring optimal performance, scalability, and security, with a strong focus on Sales Cloud, Service Cloud, Experience Cloud.
- Managed user roles, profiles, sharing rules, public groups, workflows, process builders, and flows to maintain data security, access controls, and compliance with best practices.
- Designed and implemented Salesforce automation using Flows, Process Builder, custom objects, and validation rules to enhance operational efficiency and streamline complex business processes.
- Developed and maintained reports, dashboards, and data visualizations, enabling stakeholders to make informed, data-driven decisions.
- Monitored system health and performance, proactively identifying and resolving issues to ensure a seamless user experience and operational stability.
- Led the transition of the Salesforce platform from IT-managed to business unit-managed, defining administration best practices and creating comprehensive documentation for smooth adoption.
- Integrated Salesforce with third-party applications, such as DocuSign, Slack, and ERP systems, using out-of-the-box tools and APIs to enable seamless cross-functional collaboration.
- Developed and customized Lightning Web Components (LWC) to enhance user experience, improve performance, and build scalable Salesforce solutions.
- Automated release management using Copado, optimizing CI/CD pipelines, managing deployments across multiple Salesforce environments, and ensuring efficient change management.
- Ensured and validated data integrity by implementing best practices for data security, accuracy, imports, and exports using Data Loader and validation rules.
- Supported ad-hoc Salesforce queries from business users, providing expert guidance and resolving issues efficiently to enhance user adoption and satisfaction.
- Co-created and managed the Salesforce product roadmap in collaboration with leadership, aligning platform enhancements with business objectives.
- Mentored and trained team members on Salesforce best practices, workflows, and automation tools, fostering a culture of continuous learning and innovation.
- Documented and implemented best practices for Salesforce administration, release management, CI/CD workflows, and deployment strategies, ensuring adherence to governance policies and industry standards.

**Campuswhiz(Hyderabad-India)**

**Sr. Salesforce Administrator**

August 2022 to May 2024

##### Roles & Responsibilities:

- Oversaw daily Salesforce platform operations, managing user access, roles, and data security to maintain compliance and ensure seamless functionality.
- Assisted in APEX development tasks, including minor triggers and batch jobs, to extend system functionality as per specific business use cases.

- Created and maintained dashboards and reports to deliver performance insights, sales trends, and pipeline health for business leaders.
- Designed and implemented custom objects, fields, workflows, and validation rules to meet specific business needs and streamline processes.
- Automated critical business processes using Salesforce Flow, increasing operational efficiency and minimizing manual tasks.
- Enhanced data integrity by implementing sharing rules, validation rules, and process-driven workflows to support secure and consistent operations.
- Developed and implemented Lightning Web Components (LWC) to enhance the UI, optimize performance, and improve user experience within the Salesforce platform.
- Designed and developed custom solutions such as record types, page layouts, and field-level security to address unique business needs.
- Configured and maintained Copado branches across multiple Salesforce orgs, enabling effective handling of complex interdependencies.
- Automated the deployment of key Salesforce components, including Profiles, Permission Sets, and Experience Builder portals, ensuring consistency across environments.
- Developed and maintained dashboards and reports, providing actionable insights for business leaders and supporting data-driven decisions.
- Managed data migration tasks using tools like Data Loader, ensuring accuracy and integrity of records during transfers between Salesforce orgs.
- Conducted regular audits of Salesforce environments to ensure data integrity and compliance with organizational policies.
- Trained users and team members on Salesforce features and best practices, promoting system adoption and efficient usage.
- Actively engaged with stakeholders to gather requirements, design solutions, and oversee their implementation to meet evolving business objectives.
- Provided prompt resolutions for deployment-related issues, minimizing disruptions to ongoing development and operations.

#### **AgriControl(Hyderabad-India)**

##### **Salesforce Administrator**

April 2018 to August 2022

##### **Roles & Responsibilities:**

- Configured and maintained Salesforce environments with a strong focus on the Sales Cloud module, ensuring efficient sales process management and system optimization.
- Administered user roles, profiles, workflows, and permissions to enforce access controls and meet evolving business needs.
- Streamlined critical processes by designing and deploying custom objects, validation rules, and process-driven workflows to address organizational requirements.
- Automated routine deployment activities such as managing Profiles, Permission Sets, and Sharing Rules, ensuring consistency across all Salesforce environments.
- Developed custom reports and dashboards to provide insights into sales trends, pipeline health, and operational metrics for leadership decision-making.
- Worked closely with stakeholders to gather business requirements and deliver tailored Salesforce solutions aligned with organizational goals.
- Enhanced system reliability by continuously monitoring Salesforce performance and resolving performance issues proactively.
- Trained Salesforce users, offering technical support to promote platform adoption and ensure a seamless user experience.
- Established and managed CI/CD pipelines using Copado, streamlining deployment processes across multi-org environments and reducing deployment errors.
- Implemented Salesforce integrations with ERP systems and marketing platforms, enabling seamless data exchange and enhanced system interoperability.

- Ensured data security and integrity by conducting regular audits and enforcing best practices for Salesforce configurations and operations.
- Authored detailed documentation for deployment workflows, system configurations, and best practices to support team collaboration and knowledge sharing.
- Collaborated with development teams to troubleshoot deployment-related issues, providing quick resolutions and maintaining project timelines.
- Assisted in APEX development and configuration tasks, enhancing Salesforce capabilities and delivering customized solutions for complex business scenarios.

## **OneControl (Hyderabad-India)**

### **Salesforce Administrator**

(July 2015 to April 2018)

#### **Roles & Responsibilities:**

- Administered and configured Salesforce environments, focusing on creating and managing user roles, profiles, permission sets, and sharing rules to maintain secure and efficient access control.
- Conducted routine audits of user access and permissions to align with organizational security policies and evolving business requirements.
- Implemented and optimized workflows, validation rules, and approval processes to streamline key business operations, ensuring consistency and accuracy across processes.
- Managed Salesforce objects, including Accounts, Contacts, Leads, Opportunities, and Campaigns, to ensure data accuracy and enhance operational efficiency.
- Designed and maintained dashboards and custom reports, providing actionable insights for stakeholders to monitor performance and make informed decisions.
- Coordinated with cross-functional teams to gather requirements for system enhancements, translating business needs into technical solutions within Salesforce.
- Supported deployment activities, ensuring the smooth transition of configuration changes and updates across multiple Salesforce environments.
- Maintained sandbox environments, performing refreshes and configuration updates to support development and testing activities.
- Provided end-user training and support on Salesforce functionalities, promoting effective adoption and maximizing productivity.
- Participated in data migration activities using Data Loader and ensured data accuracy and integrity during imports and updates.
- Troubleshooted and resolved technical issues related to Salesforce configurations, proactively maintaining system reliability and uptime.
- Monitored system performance and addressed potential issues using built-in Salesforce tools, ensuring optimal platform operation.
- Documented processes, configurations, and deployment steps to ensure clarity and consistency in administration and support activities.
- Ensured compliance with data governance and security policies, implementing organization-wide defaults and enforcing sharing rules.
- Collaborated with stakeholders to design scalable solutions that align with long-term business goals and Salesforce best practices.