

Debasis Das

Salesforce Developer

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SUMMARY

Dedicated Salesforce Developer with 5+ years of hands-on experience in Cloud Experts India a Service Based Company. Successfully managed over 10+ projects as a Project Manager, showcasing strong leadership and organizational skills. As a Developer, contributed to numerous projects and conducted R&D initiatives, demonstrating a passion for innovation. Enthusiastic about development, I thrive on learning and eagerly embrace new challenges to drive continuous improvement. Excited to bring my skills in Salesforce development and project management to contribute to dynamic teams and create impactful solutions.

SKILLS

Salesforce Integration

- Understanding of REST and SOAP APIs
- Integration with common connectors for Salesforce (e.g., Microsoft Outlook, Gmail)
- Hands-on experience on integration with SAP, ERP, IndiaMart, WhatsApp, SharePoint, Google API Services etc. using Rest APIs

Salesforce Development

- Apex programming language with OOPs concepts,
- Asynchronous Apex & Apex Triggers
- Visualforce pages and components
- Lightning components and Lightning web components

Salesforce Administration

- Custom Objects, Fields & Relationships, Record Types, Validation rules and Formula fields
- Custom Applications and Tabs
- Automation with Flows, Workflows, Approval Process
- Profiles, Org - Wide default, Sharing Rules, Roles
- Understanding and implementing AI-powered features
- Einstein Activity Capture
- Einstein Bot

Functional Understanding

- Business Process Understanding, Creating
- Application Architecture

PROFESSIONAL EXPERIENCE

Cloud Experts India • 25 February, 2019 – 15 December 2019

Salesforce Developer • Intern

- Working as a Salesforce Developer and Salesforce Administration.

Cloud Experts India • 19 December, 2019 – Present

Salesforce Developer • Full Time

- Working as a Project Manger with dynamic responsibility
- Actively engaged in Research and Development initiatives aimed at enhancing the company's assets.

PROJECT HISTORY

Sara Health Care • July 2020 – December 2021

Salesforce Developer

This project focuses on streamlining Sara HealthCare's sales process by implementing a comprehensive Sales and Lead Management system.

- Leads captured through various channels will be automatically converted into Accounts, Contacts, and Opportunities within the system. This eliminates manual data entry and ensures accurate customer information.
- Centralised management of customer details will be established within Accounts and Contacts. This fosters improved communication and relationship building with clients.
- The system will facilitate the creation, tracking, and management of Opportunities, allowing sales representatives to effectively move potential sales through the pipeline.
- The project will enable the creation and version control of quotations. This ensures accurate and up-to-date proposals are presented to clients, with the ability to track different versions for reference.
- The system will integrate with functionalities for managing Sales Orders and capturing Payment Receipts. This provides a holistic view of the sales cycle, from lead generation to payment collection.

Midmark India Pvt. Ltd. • May 2021 – November 2021

Salesforce Developer

This project aims to improve Midmark India's sales efficiency by implementing a new Sales and Lead Management system.

- The system is integrated with Pardot, a marketing automation platform, to seamlessly capture leads generated through marketing campaigns.
- A centralised system will be established to manage customer details within Accounts and Contacts.
- The project will enable the creation and management of Opportunities, allowing for efficient tracking of potential sales.
- The system will facilitate the creation and version control of quotations, ensuring accurate and up-to-date proposals are presented to customers.

Anandapushp Technologies PVT. LTD • March 2022 – July 2022

Project Manager • Senior Developer

To implement a comprehensive sales automation system integrating with WhatsApp, LinkedIn, Facebook, and the company website, along with backend development. The focus will be on using contacts for campaigns across these platforms.

- Automate sales processes from lead generation to deal closure.
- Implement workflows to nurture leads, manage customer interactions, and track sales performance
- Use WhatsApp Business API for automated messaging, customer engagement, and follow-ups.
- Manage Facebook ad campaigns, track lead conversions, and engage with potential customers.
- Integrate LinkedIn to run targeted campaigns, track interactions, and engage with prospects.

Quadgen • May 2022 – September 2022

Project Manager • Senior Developer

To develop a comprehensive Project Management System for Quadgen, incorporating extensive automation, a complex user interface, and backend development. The system will manage tasks with a timer feature, provide a Gantt chart for project planning, and include various other project management functionalities.

Develop a UI component for task management that includes a start/pause timer to track time spent on tasks.

- Ensure the timer can handle multiple tasks simultaneously, showing inverted time (counting down) and total time spent.
- Implement a Gantt chart feature to visualize project timelines, dependencies, and milestones.

BO International • August 2022 – January 2023

Project Manager • Senior Developer

To implement a comprehensive sales and lead management automation system, integrating with IndiaMart, Shopify, BO International Website and other backend and Frontend functionality.

- Automatically capture leads from various sources (IndiaMart, Shopify, BO International Website) and assign them to sales representatives based on predefined criteria.
- Automate follow-up actions and nurturing workflows to engage leads through email, SMS, and other communication channels.
- Streamline the sales process from initial contact to deal closure, ensuring all stages are tracked and managed efficiently.

Agriplast • February 2023 – Janapriya 2024

Project Manager • Senior Developer

To automate the sales and lead management process for Agriplast using a CRM system. The integration will capture leads from Google Ads, Meta Ads, the Agriplast website, and IndiaMart. Additionally, a Track Visit module will be implemented to monitor sales personnel field visits.

- Integrate with Google Ads, Meta Ads, IndiaMart to capture leads generated from paid search campaigns.
- Capture leads directly from the Agriplast website through forms.
- Track sales opportunities from initial contact to deal closure.
- Implement workflows for managing sales stages, forecasting, and reporting.
- Implement a module to track sales personnel field visits, including scheduling, check-ins, and activity logging.
- Integration with SAP for invoicing and payment details.

FoundIt • February 2023 – Present

Project Manager • Senior Developer

To develop a comprehensive sales automation system for FoundIT that manages Customer, Opportunity, Quotation, Order Details, and Lead Management. The system will integrate with multiple communication channels (WhatsApp, LinkedIn, Facebook, website).

- Automate the sales processes from lead generation to deal closure.
- Maintain a centralised database of all customer information, tracking interactions and purchase history.
- Integrate with ZeroBounce, DocuSign to reduce the manual work for sales team.

Janapriya Properties • July 2022 – April 2024

Senior Developer

To configure a comprehensive CRM system for Janapriya Properties to streamline their real estate sales process, including handling lead assignment and lead claim, customer support via WhatsApp bot, generating various agreements, and managing payment schedules and receipts.

- Automatically assign leads to sales representatives/Tele caller based on predefined criteria such as location, property interest, and source.
- Allow sales representatives to claim unassigned leads/unqualified leads, ensuring a fair distribution and timely follow-up.
- Implement a WhatsApp bot for customer support to handle inquiries, provide property information, schedule viewings, and follow up with potential buyers.
- Create and generate various types of agreements such as purchase agreements, rental agreements, and service contracts with customisable templates.
- Track payment schedules, send reminders for upcoming payments, and ensure timely collection.
- Generate and manage payment receipts, ensuring accurate record-keeping and customer transparency.

EDUCATION

Syamaprasad College (University of Calcutta) • 2018 – 2021

Bachelor of Science (Computer Science) • 66.39%

Khukurdaha I. C. M. M. High School • 2016

Higher Secondary (XII) • 70%

Khukurdaha I. C. M. M. High School • 2016

Secondary (X) • 65%

INTERESTS

- Playing Volleyball
- Gardening
- Competitive Coding