

# Nitta Hrudaya Raju

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## PROFESSIONAL SUMMARY

A highly motivated and skilled fresher with a solid understanding of Salesforce platform tools and technologies. Proficient in **APEX (Salesforce)**, **Basic Lightning**, **Asynchronous Processing Services**, and scripting languages like **JavaScript** and **Python**. Experienced in **Salesforce CRM customization** using **Force.com**, with hands-on knowledge of **Visualforce**, **Triggers**, and essential web technologies like **HTML**, **CSS**.

Possesses strong skills in working with **SOSL** and **SOQL** for database operations and an understanding of Proficient in Salesforce **Process Automation** using tools like **Process Builder**, **Flow Builder**, and **Data Loader**.

<b>Operating Systems</b>	Windows 7/8/8.1/10 /11
<b>Programming Skills</b>	APEX (Salesforce), Lightning AURA, Basic Python, Asynchronous Processing
<b>Scripting Languages</b>	Basic Python
<b>Salesforce Tools</b>	Force.com - Apex and Salesforce CRM customization, Visual Force, Triggers.
<b>Web Technologies</b>	Visualforce, HTML, CSS.
<b>Database</b>	SOSL & SOQL

## PROJECTS

### Automated Lead Assignment System

- **Description:** Developed a custom Apex trigger and class to automate the assignment of leads based on predefined criteria such as geographic location, product interest, and lead source. Utilized Salesforce's Sales Cloud to integrate this system into the existing lead management process.
- **Key Features:** ○ Implemented a round-robin lead assignment algorithm. ○ Created custom objects and fields to track lead assignments and success rates. ○ Designed custom reports and dashboards to monitor lead distribution and conversion.

### Case Escalation and Resolution Management

- **Description:** Built a comprehensive case management system using Salesforce Service Cloud and Apex to streamline the process of case escalation and resolution for a customer support team. The system ensured that high-priority cases were automatically escalated to the appropriate support tiers.
- **Key Features:** ○ Developed Apex classes and triggers to automate case prioritization and escalation. ○ Integrated email-to-case and web-to-case functionalities.

- Created custom Visualforce pages to allow support agents to view and manage case details more efficiently.

## Custom Sales Dashboard with Performance Analytics

- **Description:** Created a custom Salesforce dashboard for sales managers to track key performance indicators (KPIs) such as pipeline value, close rate, and sales velocity. Leveraged Apex to pull data from multiple objects and present it in a user-friendly format within Sales Cloud.
- **Key Features:**
  - Developed custom Apex classes to aggregate data from opportunities, leads, and accounts.
  - Designed a Lightning component to display real-time sales performance metrics.
  - Enabled role-based access to the dashboard, ensuring that only authorized users could view sensitive data.

## EDUCATION

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- Bachelors in Electronics and Communication Engineering – Vikas College of Engineering and Technology - 2022

