SNEHA KUMARI

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SUMMARY - Experienced Salesforce developer with 3.5 years of expertise, holding PD1, OmniStudio Developer, Salesforce AI Associate Certification. Skilled in creating custom solutions, app development, and system integration. Dedicated to driving business growth through efficient and effective Salesforce implementations.

TECHNICAL COMPETENCIES

Salesforce Technologies: Apex, Visualforce, LWC, SOQL, SOSL, REST API, Omnistudio, Flex Card, OmniScript, IP

Programming Languages: Apex, LWC, SOQL, APIs, Automation, Java, XML, HTML, CSS

Tools: VsCode, Developer Console, Postman, Mysql, Workbench

CERTIFICATES

Salesforce Certified Platform Developer I
Salesforce Certified OmniStudio Developer
Salesforce AI Associate Certification

RECENT EXPERIENCE

Exavalu Solutions India Pvt Ltd, India   **Dec-2021 – April-2025**
Salesforce Developer
American Insurance Company

- American insurance company that leverages Salesforce to manage its insurance business processes.
- Omnistudio plays a vital role in the process, particularly for document generation, which is a key component of their business operations.
- Generated all type of insurance documents in OmniStudio by using of Flex cards, Integration Procedures, Data Raptors, Templates Designer.
- Configured page layouts, lightning record pages as per the UI requirement, and Analysed LWC components and fixed bugs.
- Wrote apex triggers, apex classes and test classes to ensure high code coverage for Apex triggers, Lightning components, Omniscripts, and flows, making sure the code was ready for production.
- Implemented security using profiles, permission sets, sharing rules, public groups and OWD.
- Prepared change sets, handled deployment challenges, made deployments using VS code and ensured the smooth delivery of functionality.

Metadata Extractor Project

- The Metadata Miner tool authenticates Salesforce orgs, extracts metadata (ZIP & Excel), and provides in-depth org insights.
- Users can generate object schema lists, track field references, and compare Field Level Security (FLS) with detailed reports.
- Developed LWC Components and Apex classes for various metadata tools.
- Worked extensively with various Salesforce metadata in understanding their structure and format.
- Used the tools VS Code, Salesforce Workbench and Postman to test responses and data received from the APIs and developed the code accordingly.

Loyalty Management and Marketing

- Utilize Salesforce CRM to design and execute loyalty programs with customer data management, personalized marketing, multi-channel engagement, and analytics to enhance customer retention and drive sales.
- Developed Apex Triggers, Apex Classes, and Test Classes to enable and enhance loyalty program functionalities.
- Automated customer engagement workflows using Salesforce Flows and optimised process efficiency.
- Utilized Salesforce Analytics to track and improve program performance, boosting customer engagement and retention.

EDUCATION

Techno India University, Salt Lake, West Bengal   **Sep-2019 - Jul-2022**
Bachelors in Computer Science Engineering
88.8%

University Polytechnic BIT Mesra, Ranchi   **Jun-2016 - Jul-2019**
Diploma in Computer Science Engineering
82.4%

Munam Public School, Maharajganj   **May-2016**
Xth
PCM - 87.3%