

# RITESH MAURYA

## Salesforce Developer



1.5+ years of experience in designing, customizing, and implementing scalable applications on Salesforce.com. Proficient in Salesforce Administration and Development, with expertise in delivering high-quality, business-focused solutions. Looking for more challenging jobs.

PHONE: +91 7518725466

EMAIL: [ritesh19e@gmail.com](mailto:ritesh19e@gmail.com)

LINKEDIN: [linkedin.com/in/rm-ritesh](https://linkedin.com/in/rm-ritesh)

TRAILHEAD: [trailblazer.me/id/ritesh19](https://trailblazer.me/id/ritesh19)

## WORK EXPERIENCE

### Salesforce Developer

#### KLOUDCODEY

October 2023 – PRESENT

##### Work Highlights/Tasks

- Designed and implemented Salesforce solutions for clients in Home & Garden Services, Travel & Tourism, Manufacturing and Healthcare sectors.
- Improved lead conversion rates by 30% through Sales Cloud optimizations.
- Implemented Google reCAPTCHA and Salesforce Web-to-Lead integration to eliminate spam leads and ensure to store clean leads into Salesforce.
- Worked on design and implementation of customer portals using Lightning Experience.
- Migrated business units to Salesforce Sales Cloud, preserving business data and saving thousands of dollars annually by eliminating costs from other platforms.
- Developed reports and dashboards using CRM Analytics to monitor data quality continuously and provide enhanced visualizations.
- Worked on custom development using AURA and Lightning Web Components as needed to address specific scenarios and meet the enterprise's requirements.
- Integrated business data flows across multiple platforms using API and third-party integrations.
- Managed the data security for various users based on their roles, profiles, and permission sets.
- Worked on automation to perform actions such as CRUD operations, sending emails, and executing future actions based on customer actions or other factors, using APEX triggers and Flows.
- Hands-on experience in designing and developing AI agents.

## PROJECTS

### Leading Provider of Living, Landscape, and Lawn Services

January 2024 – September 2024

- Centralized customer data and optimized operations by migrating business units to Salesforce Sales Cloud, enhancing efficiency and streamlining workflows.

### Premier Tour and Travel Service Provider

October 2024 – Present

- Streamlined customer tour package management and consolidated data from multiple platforms into Salesforce Sales Cloud to enhance efficiency in tour and travel services.

## EDUCATION

### Bachelor of Technology (B. Tech)

#### BUNDELKHAND UNIVERSITY(BU) JHANSI

July 2019 – July 2023

Grade: 8.45

## SKILLS

**Programming Language:** HTML, CSS, JavaScript, Java, Apex.

**Development Framework:** Aura Component, Lightning Web Component (LWC).

**Working Tools:** Salesforce Developer Console, Github, VS Code Editor, Postman, Code Builder.

**Interpersonal:** Teamwork, Team Lead, Time Management.

**Area of Interest:** Salesforce Development, Artificial Intelligence, Photography.

## CERTIFICATIONS

### Platform Developer I

**Issued Date:** 19<sup>th</sup> March 2024

### AI Associate

**Issued Date:** 01<sup>th</sup> October 2024

### AI Specialist

**Issued Date:** 24<sup>th</sup> October 2024

## ACHIEVEMENTS

### Participation in Journey to Salesforce program

**Rewards:** Salesforce Sipper bottle, T-shirt & PD1 Certification Voucher.

### Participation in Road to Ranger Quest

**Rewards:** \$200 USD Salesforce Certification Voucher.