SNEHA NALAWADE
Salesforce Developer

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SALESFORCE CERTIFIED
Platform Developer I

OBJECTIVE

Certified Salesforce Platform Developer (PD1) with 3+ years of experience specializing in Salesforce Development, Lightning Web Components (LWC), and API Integrations. Proven track record in designing scalable CRM solutions to optimize business processes and improve customer engagement.

EDUCATION

- Master of Business Administration (Marketing Specialization) | College of Management | Pune | MIT ADT University | 74% | 2018-2020

CORE COMPETENCIES

- CRM Customization
- Project Management
- Client Relationship Management
- Data Management

SKILLS

- Salesforce Technologies - Apex, Lightning Web Components (LWC), Triggers
- Developer Tools: Salesforce Developer Console, VS Code with Salesforce Extensions, Salesforce CLI (SFDX)
- Languages- Apex, JavaScript, SOQL, SOSL, DML, HTML, CSS
- Asynchronous Processing: Batch Apex, Future Methods, Queueable Apex, Schedulable Apex
- API Integration: REST API, SOAP API, Bulk API
- Data Management: Apex Data Loader, Data Import Wizard, Data Export, Mass Data Operations

PROFILE SUMMARY

- Proficient in Salesforce Development, Lightning Web Component (LWC), Administration, CRM Customization, Data Integration, User Interface Enhancement, and Integration, with a strong grasp of Apex Trigger, Apex Class, Visualforce Pages, SOQL/SOSL, Flows, and Reports & Dashboards, enabling the development of comprehensive and efficient Salesforce solutions. This indicates over 3.2 years of hands-on expertise, including experience at ESH Technology Pvt. Ltd. from 2021 to 2024.
- Orchestrated the successful implementation of Salesforce's Sales Cloud and Service Cloud for AL-Shamali Auto Parts LLC, resulting in a significant increase in customer engagement and an improvement in sales and marketing efficiency.
- Spearheaded the development of custom objects, tabs, relationships, and integrations with third-party tools, leveraging Integration and automation tools such as Process Builder, Flow, and Approval Processes to enhance user interfaces and streamline critical business workflows at ESH Technology Pvt. Ltd.
- Possess strong soft skills including communication, leadership, team management, problem-solving, and adaptability, ensuring effective collaboration across cross-functional teams.
- Demonstrated expertise in building, deploying, and integrating Lightning Web Components to create dynamic, responsive, and highly interactive user interfaces, enabling seamless user experiences and significantly improving operational efficiency and scalability.

WORK EXPERIENCE

ESH Technology Pvt. Ltd. | Pune | Salesforce Developer | Oct 2021 – Dec 2024

Project 1
- Implemented Salesforce Sales Cloud at AL-Shamali Auto Parts LLC to optimize sales and marketing strategies, enhance customer relationship management (CRM), and drive operational efficiency. Focused on streamlining customer interactions, automating marketing campaigns, and enabling data-driven decision-making to support business growth in Dubai's competitive automotive market.

Role - Salesforce Developer
Client - AL-Shamali Auto Parts LLC, Dubai
Team Size – 15
Environment - Apex Language, Visualforce Page, Triggers, Test Classes, LWC

Key Result Areas:
- Designed LWC components seamlessly with Salesforce data and external systems, utilizing Apex, JavaScript, and REST APIs, enabling smooth data synchronization and collaboration between Salesforce and third-party platforms.
- Crafted sophisticated Lightning Web Components to enhance the user interface, providing a dynamic and interactive user experience while extending Salesforce functionality to meet complex business requirements.
- Developed multiple Lightning Components, including server-side controllers, Apex triggers, and Visualforce pages, to enhance system functionality, streamline user interfaces, and meet specific business needs.
- Led the development and creation of custom objects, tabs, and master-detail & lookup relationships, ensuring data integrity and streamlined business processes across the Salesforce platform.

- Automation Tools: Salesforce Flows, Approval Processes, Workflow Rules and Process Builder
- Sharing and Security Model
- Standard & Custom Objects

SOFT SKILLS
- Effective Communication
- Team Management and Collaboration
- Confident Decision-Making
- Adaptability in Dynamic Environments
- Quick Learner with a Growth Mindset
- Leadership and Mentoring Abilities

PERSONAL DETAILS
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- Enhanced user experience and simplified navigation within Salesforce using Lightning Navigation and Lightning Data Service, ensuring smooth, responsive interfaces across various devices and improving overall usability.
- Optimized data management by utilizing Lightning Data Service, Aura components, and SOQL queries within Governor Limits to ensure efficient data retrieval, storage, and manipulation while maintaining performance.
- Implemented complex data visualizations by using Lightning Components for tabular data displays, ensuring clean, user-friendly interfaces with real-time data updates and seamless integration with Salesforce records.
- Automated critical business processes with tools like Flow, Approval Processes, while leveraging Batch Apex to handle large volumes of data efficiently and improve overall process automation.
- Enhanced Salesforce UI by developing Visualforce pages, Apex classes, and Apex triggers, delivering customized solutions that seamlessly integrate with both the backend logic and the front-end user experience.
- Implemented time-triggered tasks, email alerts, and field updates within the application to automate and enforce business logic across multiple modules and enhance system functionality.
- Addressed complex functional requirements by developing Apex classes, controller classes, controller extensions, and Apex triggers, demonstrating expertise in Apex development and creating custom solutions within the Salesforce platform.
- Assumed full project ownership, maintaining strong client relationships, and delivering successful Salesforce solutions with confidence, leveraging deep technical expertise in Salesforce development, LWC, Apex, and integrations.

Project 2
- Developed a custom Salesforce app to streamline customer interactions by providing a platform for submitting product requests to local dealers based on regions, enabling customers to receive competitive quotes. The app improved data management using custom objects, Apex, and data integration, and enhanced communication through automated email and SMS. Administrators could tailor the system for tasks like inventory management, managing dealer/customer lists, ads, and overseeing geographical areas. This resulted in improved operational efficiency, better data organization, and enhanced customer-dealer interactions.

Project - Dealstore Application
Role - Salesforce Developer
Team Size - 15
Environment - Apex Language, Triggers, Test Classes, SOQL, SOSL

Key Result Areas:
- Designed and implemented tailored Salesforce solutions, developing custom objects, validation rules, page layouts, approval processes, Visualforce pages, and components to meet unique application requirements, enhancing user experience and business processes.
- Managed Salesforce security by configuring Organization-Wide Defaults (OWD), and creating and customizing profiles, roles, and permission sets, ensuring data access control and compliance with business policies.
- Developed and deployed complex reports and dashboards, utilizing Salesforce's reporting tools to provide actionable insights to stakeholders, aiding in data-driven decision-making.
- Spearheaded projects with strong client relationship management, taking full ownership of initiatives from development to deployment, and ensuring successful project delivery.
- Enhanced Salesforce functionality through Apex development, writing Apex classes, Apex triggers, and Visualforce pages to automate business logic and integrate with external systems.
- Developed and maintained comprehensive test classes for Apex code to ensure high code coverage and adherence to Salesforce best practices in test-driven development (TDD).
- Conducted training sessions and created detailed end-user documentation for administrators and users, facilitating smooth adoption and long-term success of the application.

CERTIFICATIONS

- Platform Developer 1 | Salesforce | Sep'23   (Credential ID- 3659870)
- AI Associate |Salesforce | Nov'24   (Credential ID- 5263316)
- AI Specialist |Salesforce | Dec'24   (Credential ID- 5455348)