

Keerthana T

Salesforce Developer

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CAREER OBJECTIVE:

A passionate Salesforce Developer with over 4.5 years of experience in e-commerce development. Expertise in Lightning Flow, Apex, Lightning Web Components and specializing in SFRA architecture, Business Manager configurations, and API integrations. Seeking to leverage my technical expertise and problem-solving skills to deliver high-quality solutions and enhance user experiences.

SKILL SET:

Category	Details
Salesforce Technologies	Salesforce Sales and Service Cloud, Salesforce Commerce Cloud, SFRA, Business Manager, Salesforce Marketing Cloud
Salesforce Tools	Lightning Web Components (LWC), Salesforce DX, Data Loader, Workbench, Salesforce Business Manager, Visual Studio
Programming Languages	Apex, JavaScript (ES6+), Node.js, HTML5, CSS3, jQuery, ISML
Tools & Platforms	Confluence, GitHub, Adobe Analytics, ServiceNow, Catchpoint, NewRelic, WinSCP, Payezz, Accertify, OneTrust
Methodologies	Agile Development, CI/CD
Office Packages	MS Office, MS Excel
Certifications	<ul style="list-style-type: none"><li>Salesforce Certified AI Associate</li><li>Salesforce Certified Data Cloud Consultant</li></ul>

PROFESSIONAL EXPERIENCE:

Salesforce Developer | Cognizant Technology Solutions Private Limited

Project Name: **Primo Water with BTB | Salesforce Sales and Service Cloud | June 2024 – Till Now**  
Client: Primo Water Corporation.  
Client Location: United States serves Worldwide.  
Duration: June 2024 – Present (8 Months).  
Role Description: Salesforce Developer.  
Technologies Used: Lightning components (LWC), Lightning Flow, Data Loader and Apex code.

Responsibilities Involved:

- Involved in end-to-end performance configuration and customizations based on requirements of the user stories.
- Performed data migration activity using Salesforce Data Loader tool.
- Perform unit testing and debugging of applications to ensure their functionality and performance.
- Collaborate with cross-functional teams to integrate applications with other systems.

- Worked on lightning flow, validation rules, record pages, custom settings, profiles, permission set/group and page Layouts.
- Handled and experience knowledge on Salesforce Standard and Custom Objects, Workflow rules, Custom layouts, Reports, Dashboards.

Project Name: **HotTopic Inc | Salesforce Commerce Cloud | October 2020 – May 2024**

Client: HotTopic (Ecommerce).

Client Location: United states.

Time Period: 3 Years and 8 Months.

Role Description: DevOps Engineer (Production Support and Enhancements).

Technologies Used: Demandware, Node JS, HTML5 and CSS.

- Acknowledged as an "**Asset for the Team**" for contributions to operational excellence.
- Appreciated as "**Innovative Developer**" and "**Team Player**".

#### **Responsibilitied Involved:**

- Led the team managing SFRA Demandware Business Manager configurations, ensuring seamless site performance and operational workflows.
- Oversaw production support, including third-party migrations and Windows server patching.
- Enhanced browser interactions through advanced JavaScript frameworks and HTML/CSS techniques, creating dynamic user experiences.
- Designed promotions and managed order workflows including processing orders to the Enterprise Order Management (EOM) system through batch jobs and manually fixing stuck orders, inventory processing and batch job optimization.
- Integrated with external services and created jobs for processing data and automated processes like splitting large inventory files using Node.js.
- Delivered quality-focused solutions during high-traffic events like Thanksgiving sales without escalations.
- Documented workflows and job processes for better team understanding and efficiency.
- Managed email suppressions to ensure compliance and optimize email campaign targeting.
- Implemented reusable frameworks and LWC-based components, elevating performance and interactivity.
- Spearheaded D2C OMS store development for efficient order processing and user experience.
- Contributed to compliance management through OneTrust and improved email campaign targeting.

#### **ACADEMIC PROFILE:**

**M.Tech in Data and Computational Sciences** | Indian Institute of Technology (IIT), Jodhpur | 2021 – 2023

**M.B.A in Operations Management** | NMIMS, Distance Education | 2021 – 2023

**B.Tech in Electronics and Communication Engineering** | Kalasalingam Academy of Research and Education | 2016 – 2020

#### **STRENGTHS:**

Adaptability | Analytical | Communicative | Collaborative | Quality-focused | Amicable