Bindu Pagad

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SUMMARY

Salesforce Engineer with 4+ years of experience delivering high-impact CRM solutions across Sales, Service, Health, and Experience Cloud. Proven track record of driving process automation, improving user engagement, and enabling business scalability through secure and efficient system design. Focused on delivering value to tech-forward, growth-oriented teams.

SKILLS

Salesforce Development: Apex (Triggers, Batch, Queueable), Lightning Web Components (LWC), Aura Components, SOQL/SOSL, HTML, CSS, JavaScript, Custom Metadata, Asynchronous Apex, VisualForce Pages

Integration & API Expertise: Web Services & REST APIs, BULK API, Data Loader, Salesforce Connect, External Services, Webhooks, EHR (SMART on FHIR)

Salesforce Lightning & Customization: Lightning Experience (App Builder, SLDS, LDS), Customization, and Analytics (Custom Report Types, Dynamic Dashboards, Report Builder)

Cloud & DevOps: AWS (Lambda, S3, IAM, SNS, EventBridge, API Gateway, Event Bridge, Step Functions), Heroku, GitHub Actions

Tools: Copado, Data Loader, Postman, Git, VS Code, JIRA, Asana

EDUCATION

Northeastern University *Boston, MA*
Master of Science in Information Systems *August 2025*

KLE Institute of Technology *Karnataka, India*
Bachelor of Engineering in Electrical & Electronics *June 2019*

PROFESSIONAL EXPERIENCE

Salesforce Developer May 2024 – Nov 2024
Selah Digital *Dallas, United States*

- Integrated **SmartMeter APIs** with Health Cloud for real-time patient vitals, enabling **HIPAA**-compliant monitoring.
- Streamlined provider search by integrating **Ribbon API**, improving access to real-time provider data.
- Built **AWS**-powered SMS system (Lambda, SNS, Step Functions) in Salesforce, cutting messaging costs by 25%.
- Automated document processing using **AWS Textract** and **S3** via LWC, boosting accuracy and compliance.
- Developed Node.js EHR integration app on **Heroku** using SMART on **FHIR** for real-time patient data readout.

Sr. Associate Consultant Apr 2022 – Aug 2023
Infosys Limited *Bengaluru, India*

- Built and optimized custom Salesforce applications for **Pfizer's Vendor Marketplace** using LWC, Apex, Flows, and Triggers, streamlining Sales and Service Cloud operations and reducing admin workload by 50%.
- Built an Experience Cloud marketplace used by 50K+ vendors and customers, boosting engagement by 25%.
- Led **Copado**-based CI/CD pipeline implementation, reducing deployment time by 30% and increasing reliability.
- Managed full SDLC with code reviews, version control, QA, and scalable deployments for enterprise-grade delivery.
- Enhanced platform scalability by optimizing object model design, enforcing governor limits, and integrating third-party systems via **REST APIs** and middleware.
- Implemented custom automation in Service Cloud for vendor support, routing inquiries, automating case creation, and reducing resolution times.

Engineer - Software Oct 2019 – Mar 2022
SLK Software Services Private Limited *Bengaluru, India*

- Migrated Salesforce Classic to Lightning for **AVO Automation**, modernizing their Sales and Service Cloud environment and improving performance by 20%.
- Developed scalable automation for opportunity, quote, lead, and case management, and integrated Salesforce with **Pardot** to enable lead nurturing, scoring, and marketing automation aligned with AVO's sales funnel.
- Designed custom Visualforce pages and batch Apex logic to generate quote PDFs for AVO's education-focused clients, reducing processing time by 40%.
- Experience with **Agile** Development or SCRUM methodologies.

CERTIFICATIONS

Salesforce Certified AI Associate November 2024
Salesforce Associate June 2023
Salesforce Platform App Builder December 2022
Salesforce Administrator December 2022
Salesforce Platform Developer I December 2021