

Bindu Pagad

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SUMMARY

Results-driven Salesforce Developer with 4+ years of experience in architecting scalable CRM solutions across Sales, Service, Health, and Experience Cloud. Adept at integrating complex APIs and leveraging AWS for secure, compliant automation. Passionate about delivering user-centric, high-performance systems that drive business growth.

SKILLS

Programming & Frameworks: Apex (Triggers, Batch, Queueable), Lightning Web Components (LWC), Aura Components (Lightning Components), SOQL/SOSL, VisualForce Pages, Java, JavaScript, HTML, CSS

APIs & Integrations: 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), Data Loading (Data Loader, Data Import Wizard, Workbench, MuleSoft, Dataloader.io, Boomi)

Cloud & DevOps: AWS (Lambda, S3, IAM, SNS, EventBridge, API Gateway, Event Bridge, Step Functions), Heroku, CI/CD Pipelines, Version Control, Automated Deployments

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

EDUCATION

Northeastern University

Master of Science in Information Systems

Boston, MA

August 2025

KLE Institute of Technology

Bachelor of Engineering in Electrical & Electronics

Karnataka, India

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 - Salesforce 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 (Mulesoft).
- Automated vendor support in Service Cloud by routing inquiries and cases, cutting resolution times.
- Set up CI/CD with Git, SalesforceDX, and Copado to automate deployments and code reviews.

Engineer - Software - Salesforce Developer

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