MURALI KRISHNA

SOFTWARE ENGINEER

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CERTIFIED
Platform
Developer I

OBJECTIVE

- Enthusiastic Software Engineer with hands-on experience in *Salesforce Admin, Apex, Lightning Web Components, Aura, and Integrations on the Sales and Service Clouds of Salesforce CRM* demonstrated through different projects.
- Result-driven professional adept at leveraging a practical approach to collaborative problem-solving, delivering insightful solutions while adhering to commercial and legal requirements and providing quality services to clients.

SKILLS

- **SALESFORCE DEVELOPMENT** | Apex (Triggers, Handler, Controller, Wrapper, Test), Asynchronous Apex (Future, Queueable, Batch), Error and Exception Handling, SOQL, SOSL, LWC (SLDS, Lightning Data Service, Lightning Message Service, Lifecycle Hooks, Shadow DOM), Aura Components, Visualforce Pages
- **SALESFORCE INTEGRATION** | REST/SOAP Web Services | Salesforce APIs | Custom Apex REST APIs | Apex Callouts | OAuth 2.0 Authorization | Postman | Platform Events | LeafletMap
- **SALESFORCE ADMIN** | Data Model | Security Model | BPA (*Flows, Process Builder, Workflow Rules, Approvals*) | Reports & Dashboards | Lightning Experience Customization | User Management | Data Management & Migration
- **OTHER TECHNICAL SKILLS** | JavaScript | HTML | CSS | Object Oriented Programming (OOPs) | Java | GitHub

EXPERIENCE

❖ Techtinium – Software Engineer – Jan 2025 – Present

- Solely manage the design, execution, and optimization of email marketing campaigns using Pardot for SETI (Search for Extraterrestrial Intelligence), driving donor engagement and fundraising efforts.
- Implement and refine automated lead nurturing programs in Pardot, optimizing lead scoring models to meet campaign goals and increase conversions.
- Integrate Salesforce NPSP with payment platforms including PayPal and iDonate, ensuring seamless online donation processing and accurate data synchronization.
- Oversee the integration of Eventbrite with Salesforce to streamline event registration and ensure smooth data flow between platforms.
- Monitor and analyze campaign performance, providing data-driven insights and recommendations to continuously improve engagement strategies

❖ Lean AgileNautics - Salesforce Developer - July 2023 – Jan 2025

- Worked on a healthcare project to develop a solution for managing patient records and appointments.
- Developed a logistics business solution using Batch Apex, Aura Components, and Rest API Integration in collaboration with a team of over five developers.
- Utilized Rest API Integration to retrieve records, and Batch Apex classes to process them automatically, enhancing the application's capability to handle between 5 and 6 million records.
- Conducted testing and identified issues within the project to ensure smooth functionality.
- Collaborated with Postman for Rest API integration, contributing to the successful implementation of the logistics solution.
- Contributed to test classes where code coverage was completed Not quite 85%

❖ **Lean AgileNautics -** Salesforce Developer Intern- April 2023 – June 2023

- Worked on Apex classes, Triggers, Batch Classes, REST API Integration, Flow for handling mass records.
- Develop customized solutions within the Salesforce platform.
- Designing, coding, and implementing Salesforce applications.
- Collaborate with cross-functional teams to define, design, and ship new features.

❖ **SmartInternz -** Salesforce Developer Intern- Jul 2022 – Sep 2022

- Trained extensively in Salesforce through Trailhead and bootcamp programs.
- Completed various modules on Salesforce CRM, Apex programming, Lightning components, and API integration.
- Worked on hands-on projects and real-world scenarios to apply learned concepts.
- Collaborated with peers and mentors to enhance problem-solving skills and technical expertise.

CERTIFICATIONS

- **Salesforce Certified Platform Developer I** | Credential ID: 4551043   **May - 2024**
- **Salesforce Developer Virtual Internship** | Credential ID: SISFVIPAD2022-11265   **Sep - 2022**
- **HackerRank JavaScript (Basic) Certificate** | Credential ID: SISFVIPAD2022-11265   **Sep - 2022**

EDUCATION

- **Jain University, Bangalore, Karnataka**   **2024 - 2026**

  Master of Computer Applications - MCA
- **NGM, Pollachi, Tamil Nadu**   **2020 - 2023**

  Bachelor of Science – B.Sc. Information
  Technology