**NAGESWARA RAO INNAMURI**

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# PROFESSIONAL SUMMARY

* Salesforce Developer/Admin with 7+ years of experience delivering scalable, end-to-end solutions across Sales Cloud, Service Cloud, Experience Cloud, Health Cloud, Financial Services Cloud, Public Sector Solutions, and Marketing Cloud.
* Proficient in developing and maintaining Apex classes, triggers, batch, queueable, and schedulable jobs for scalable automation.
* Extensive experience building Lightning Web Components (LWC), Aura Components, and Visualforce pages for responsive, modular user interfaces.
* Advanced skills in declarative automation using Flow Builder, Process Builder, Workflow Rules, Approval Processes, and Dynamic Forms.
* Strong background in integrating Salesforce with external systems using REST/SOAP/Bulk/Streaming APIs, Platform Events, Apex callouts, MuleSoft, Jitterbit, SAP, and AWS (S3, Lambda).
* Skilled in configuring and customizing Salesforce objects, fields, page layouts, validation rules, and metadata management to meet business requirements.
* Experience with Copado and Copado Robotics Testing for CI/CD automation, version control, and automated testing.
* Proficient in user management, security configuration, SSO, MFA, OWD, Profiles, Permission Sets, Shield Encryption, and security scan remediation.
* Adept at data migration and ETL using Data Loader, Import Wizard, Apex scripts, Workbench, and Heroku Connect.
* Strong focus on analytics and reporting, including building reports, dashboards, joined reports, SOQL queries, and Einstein Analytics solutions.
* Experienced in Agile/Scrum environments, using Jira and Kanban boards for tracking development activities and collaborating with cross-functional teams.
* Skilled in technical documentation, process flow diagrams, user manuals, and knowledge articles to support ongoing and completed development tasks.
* Committed to compliance and governance, including GDPR, HIPAA, SOX, SLA management, and root cause analysis.

# TECHNICAL SKILLS

* **Salesforce Development:** Apex (Triggers, Batch, Queueable, Schedulable), Lightning Web Components (LWC), Aura, Visualforce, SOQL, SOSL, JavaScript, HTML, CSS, XML, Salesforce1 Mobile, Chatter API, Lightning Events, SLDS
* **Administration & Security:** User Management, Roles, Profiles, Permission Sets, Sharing Rules, OWD, Login Flows, MFA, SSO, Record-Level Security, Event Monitoring, Shield Platform Encryption, Field Audit Trail, Transaction Security Policies
* **Cloud Expertise:** Sales Cloud, Service Cloud, Experience Cloud, Health Cloud, Financial Services Cloud, Marketing Cloud, Nonprofit Cloud, Public Sector Solutions, Government Cloud
* **Configuration & Automation:** Custom Objects, Fields, Page Layouts, Validation Rules, Flow Builder, Process Builder, Workflow Rules, Approval Processes, Dynamic Forms, Screen Flows, Assignment & Auto-Response Rules, Metadata Management, Omni-Channel Flows, Grant Management, Entitlement Process Automation
* **API & Integration:** REST APIs, SOAP APIs, Bulk API, Streaming API, Platform Events, Apex Callouts, Named Credentials, External Services, MuleSoft, Jitterbit, Dell Boomi, WSDL, SAP Integration, AWS (S3, Lambda, EC2)
* **DevOps & CI/CD:** Copado, Copado Robotics Testing, Salesforce DX, Scratch Orgs, Unlocked Packages, Git, GitHub, Bitbucket, Azure DevOps, Jenkins, Gearset, Ant Migration Tool, Version Control
* **Testing & Code Quality:** Apex Test Classes, Test Data Factory, Apex Mocks, Negative Testing, Checkmarx, PMD, SonarQube
* **Data Management & ETL:** Data Loader, Import Wizard, Apex Data Scripts, Workbench, Heroku Connect, External Objects
* **Monitoring, Debugging & Optimization:** Debug Logs, Developer Console, Lightning Usage App, Salesforce Inspector, Performance Tuning, System Health Monitoring, RCA
* **Analytics & Reporting:** Reports, Dashboards, Joined Reports, Reporting Snapshots, SOQL Queries, Einstein Analytics, Tableau CRM, Real-time Reporting
* **System Design & Architecture:** System Design Reviews, Technical Documentation, Large-scale Infrastructure
* Compliance & Governance: GDPR, HIPAA, SOX, SLA Management, Root Cause Analysis, Release Calendars, Backup & Rollback
* **Project & Collaboration Tools:** Agile/Scrum, Jira, Kanban, Confluence, ServiceNow, Slack, Microsoft Teams
* **Visualization & Enablement:** Trailhead, Knowledge Articles, Figma, Lucidchart, Draw.io, Documentation
* **Productivity & Office Tools:** Microsoft Excel, Word, PowerPoint, Adobe Photoshop

# PROFESSIONAL EXPERIENCE

**Canadian Pacific Kansas City (CPKC), Kansas City, USA**  
Salesforce Developer/Admin | Mar 2023 – Present

* Developed and maintained Apex classes, triggers, batch, and queueable jobs to automate business processes and support scalable solutions.
* Built Lightning Web Components (LWC), Aura Components, and Visualforce pages for responsive, modular UIs across Salesforce1 and desktop.
* Designed and implemented declarative automation using Flow Builder, Process Builder, Workflow Rules, Approval Processes, and Dynamic Forms.
* Integrated Salesforce with SAP and internal/external platforms using REST/SOAP APIs, MuleSoft, Platform Events, and AWS (S3, Lambda).
* Utilized Copado and Copado Robotics Testing for CI/CD automation, version control, and automated deployment/testing.
* Configured and customized Salesforce objects, fields, page layouts, validation rules, and metadata to meet evolving business requirements.
* Managed user access, security, SSO, MFA, OWD, Profiles, Permission Sets, and Shield Encryption, ensuring compliance with security policies.
* Executed data migrations and ETL using Data Loader, Import Wizard, Apex scripts, and Workbench, maintaining high data integrity.
* Built reports, dashboards, joined reports, and SOQL queries for analytics and operational insights, including Einstein Analytics solutions.
* Tracked and managed development activities using Jira Scrum and Kanban boards, collaborating with cross-functional teams in Agile/Scrum environments.

**Environment:** Sales Cloud, Experience Cloud, Apex, LWC, Aura, Visualforce, Flow Builder, REST/SOAP APIs, MuleSoft, Platform Events, SAP Integration, Copado, Copado Robotics Testing, GitHub, Azure DevOps, Jira, Kanban, Einstein Analytics, ServiceNow, Shield Encryption, SOQL, Data Loader, Import Wizard, Agile/Scrum

**Alliance One Industries India Pvt. Ltd, India**  
Salesforce Admin/Developer | Feb 2021 – Dec 2022

* Developed and maintained Apex code, Visualforce pages, and Lightning components for supply chain and marketing solutions.
* Customized Salesforce objects, fields, workflows, and platform features to meet business needs and support process automation.
* Integrated Salesforce with SAP and ERP systems via MuleSoft, Apex callouts, and external APIs, ensuring data integrity and process efficiency.
* Managed user access, authentication, SSO, Profiles, Permission Sets, and security health checks.
* Executed high-volume data migrations from legacy systems using Data Loader, Import Wizard, and Apex scripts.
* Built reports, dashboards, and complex SOQL queries to support operational and leadership KPIs.
* Authored technical documentation, process flow diagrams, user guides, and knowledge articles for development and configuration activities.
* Tracked and managed development activities in Jira, collaborating with cross-functional teams in Agile delivery cycles.

**Environment:** Sales Cloud, Service Cloud, Experience Cloud, Apex, LWC, Visualforce, Flow Builder, REST/SOAP APIs, MuleSoft, SAP Integration, SOQL, Data Loader, Import Wizard, Jira, ServiceNow, SSO, Agile/Scrum

**Microspark Solution, Hyderabad, India**  
Salesforce Administrator/Developer | Nov 2017 – Jan 2021

* Customized Salesforce CRM for healthcare workflows across Leads, Cases, Opportunities, Appointments, and standard objects (Accounts, Contacts)
* Designed and implemented Custom Objects, Validation Rules, Page Layouts, and Record Types tailored to healthcare operations
* Developed Apex Classes, Triggers, and email alert logic to automate processes such as lead assignment and case escalation
* Built Lightning Web Components (LWC) and Visualforce pages with Apex controllers for dynamic dashboards and user-specific interactions
* Implemented Salesforce1 features and mobile cards to support clinicians and field agents with on-the-go CRM access
* Configured robust security models using Roles, Profiles, Sharing Rules, Queues, Public Groups, and Single Sign-On (SSO)
* Ensured HIPAA and GDPR compliance through field-level security, audit trails, and secure sharing configurations
* Migrated and transformed legacy system data using Apex, Data Loader, and Import Wizard while preserving relational integrity
* Built Summary, Matrix, and Tabular Reports with interactive Dashboards to monitor KPIs, SLA metrics, and user engagement
* Delivered multiple release cycles via sandbox refreshes, Change Sets, and metadata deployments
* Collaborated with offshore/onshore teams to resolve incidents, apply bug fixes, and document known issues
* Authored Trailhead guides and internal enablement materials to support L1/L2 teams and continuous learning
* Participated actively in Agile ceremonies, including daily standups, retrospectives, and business analysis sessions

**Environment:** Sales Cloud, Apex, Visualforce, LWC, Salesforce1, SOQL, SOSL, Flow Builder, Process Builder, Workflow Rules, Approval Processes, Auto-Response Rules, Assignment Rules, SSO, HIPAA, GDPR, Data Loader, Import Wizard, Reports, Dashboards, Agile/Scrum

# CERTIFICATIONS

* [Salesforce Certified Administrator,](https://trailhead.salesforce.com/en/credentials/certification-detail-print/?searchString=mG7x/XG0rsiiksv/DCyYaREJKLKB705mOkQk6CB+hru9XhzDMsClt+zYYEhb+mjR)
* [Salesforce Certified Platform Developer I](https://trailhead.salesforce.com/en/credentials/certification-detail-print/?searchString=mG7x/XG0rsiiksv/DCyYaREJKLKB705mOkQk6CB+hru9XhzDMsClt+zYYEhb+mjR)

# EDUCATION

* Master’s in Business Analytics, Trine University, USA

# KEY ACHIEVEMENTS

* Led 10+ Salesforce implementations across Sales, Service, Experience, and Marketing Clouds for enterprise clients.
* Boosted deployment efficiency by 40% through end-to-end CI/CD pipeline automation using Salesforce DX and Azure DevOps.
* Achieved 99.8% data accuracy during large-scale data migration of over 1 million records using Apex and ETL tools.
* Improved CRM adoption by 45% by building user-centric Experience Cloud portals with dynamic, secure access controls.
* Reduced L2 escalations by 30% through the creation of 100+ Knowledge Articles supporting faster issue resolution.