DURGA PRASANNA PEDDIREDDI

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SUMMARY

Salesforce Data Engineer with 5+ years of experience designing CRM-centric data solutions using Salesforce (Apex, SOQL, integrations) and building scalable SQL and Python-based ETL pipelines. Experienced in optimizing Salesforce data models, ingestion workflows, and analytics to deliver reliable, BI-ready datasets for revenue and churn reporting.

EDUCATION

Texas Tech University
Master of Science in Computer Science
Spring 2024 - Fall 2025
Lubbock, TX, USA

SKILLS

Salesforce & CRM Data Engineering: Salesforce Platform, Apex Classes, Triggers, SOQL, SOSL, Bulk-Safe Trigger Frameworks, Salesforce Data Modeling, Object Relationships, Validation Rules, Flows, Security Model (Profiles, Permission Sets, Sharing Rules), Salesforce Reporting & Dashboards, Data Loader, REST API Integrations (JSON), Authentication basics (OAuth).

Programming & Query: Python (pandas, NumPy), SQL (advanced queries, execution plan optimization), JavaScript, Bash, Linux.

Data Engineering & ETL: ETL/ELT Pipelines, Salesforce Data Ingestion & Synchronization, Schema Design, Data Quality Enforcement, Referential Integrity Checks, Incremental Loads, SQL Optimization, Data Warehousing (Medallion Architecture).

Analytics, BI & Data Modeling: KPI Definition, Metrics Modeling, Revenue & Churn Analytics, SQL-based Reporting, Trend & Variance Analysis, Power BI, Tableau, Salesforce Data Model.

Platforms, Databases & Delivery: MySQL, PostgreSQL, Git, Docker, CI/CD Fundamentals, JIRA, Agile/Scrum.

PROFESSIONAL EXPERIENCE

Rawls College of Business, Texas Tech University   **Lubbock, TX**
Web Developer - *Graduate Assistant*   **January 2025 - December 2025**

- Maintained and enhanced 5+ institutional web applications using HTML5, CSS3, and JavaScript, improving page load times by ~20–25% through optimized DOM manipulation and asset handling.
- Introduced and standardized client-side form validation and structured JSON data handling, reducing invalid submissions by ~30% while ensuring cross-browser compatibility and input sanitization.

Data Analyst - *Graduate Research Assistant*   **March 2024 - December 2024**

- Designed and executed Python- and SQL-based ETL workflows to ingest, cleanse, and validate 100K+ financial records, applying schema enforcement, deduplication, and null-handling rules.
- Developed complex analytical SQL queries (CTEs, window functions, aggregations) integrated with Python automation to generate recurring research reports, reducing manual analysis effort by ~40%.

Infosys Limited   **Telangana, India**
Senior Salesforce Data Engineer   **September 2021 - November 2023**

- Architected Salesforce CRM data solutions using Apex, bulk-safe trigger frameworks, and optimized SOQL to process high-volume account, opportunity, and activity data, supporting analytics and revenue reporting use cases.
- Defined and maintained Salesforce CRM data and synchronization pipelines with downstream systems, improving data availability for BI dashboards and reducing reporting latency by ~30–35%.
- Enhanced CRM-sourced datasets, SOQL, and bulk trigger execution using validation rules and batch-safe patterns, reducing data integrity issues and governor-limit exceptions while improving performance by ~30–40%.
- Engineered SQL- and Python-based ETL pipelines for Salesforce data powering Power BI and Tableau dashboards, while managing JIRA-driven production triage to cut data quality incidents by ~30%.

Salesforce Software Engineer   **October 2020 - Aug 2021**

- Developed Salesforce backend automation using Apex classes, triggers, and optimized SOQL to process and manage structured CRM data across standard and custom objects, supporting scalable operational workflows.
- Implemented data validation rules, referential integrity checks, and exception handling logic to ensure accurate Salesforce data ingestion, consistency, and readiness for SQL-based analytics and BI reporting.
- Tracked enhancements and defects in JIRA, supporting releases and reducing data rework through efficient triage.

PROJECTS

Salesforce CRM Engineering: Churn Risk Automation

- Deployed a Salesforce Apex–based churn-risk automation using bulk-safe trigger and handler patterns to evaluate account activity signals and create follow-up tasks for sales teams.
- Integrated reusable Apex components with optimized SOQL and governor-limit–aware execution, logging customer risk events to support consistent CRM reporting and downstream analytics.

Medallion-Based Data Warehouse System

- Built a SQL-based analytical data warehouse using Medallion Architecture to deliver analytics-ready KPI datasets.
- Orchestrated automated Python + SQL ETL workflows with schema validation, data quality checks, and query optimization, reducing data inconsistencies and improving analytical query performance by ~35%.

CERTIFICATIONS & ACHIEVEMENTS

- *Better Together Award* (Infosys 2023)— Client recognition for collaboration and delivery excellence.
- Salesforce: AgentForce Specialist, Platform Developer 1. Coursera Certified: Data Analysis Using SQL, IBM Data Engineering.