

# ROHIT KUMAR

Salesforce Sr. Software Engg | CRM Implementation | Innovative IT Solutions

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## SUMMARY

Salesforce Senior Software Engineer with over 10 years of IT experience, including 6+ years of hands-on expertise in the Salesforce CRM ecosystem. Skilled in Salesforce application architecture, development, administration, and Lightning Web Components (LWC). Proven ability to design and implement scalable solutions, perform complex system integrations, and deliver robust configurations across Sales, Service, and Experience Clouds. Strong background in Apex, Visualforce, SOQL, REST/SOAP APIs, and deployment tools like Salesforce CLI, Gear set, and Copado. Adept at working in Agile environments, collaborating with cross-functional teams, and driving digital transformation initiatives.

## EXPERIENCE

### Software Engg

#### Skyway Technocom Consultants Pvt. Ltd

08/2014 - 02/2018 🌐 Pune, India

Software engineering company

- Customized SFDC applications to meet business needs, contributing to a 25% reduction in manual operations
- Managed governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup
- Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components
- Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles
- Engineered dynamic reports and dashboards customized to business unit needs for different user profiles based on the need in the organization

### Software Engg

#### SmartData Enterprises (I) Ltd

04/2018 - 11/2020 🌐 Nagpur, India

IT services and solutions company

- Mapped technical requirements and delivered 15+ design documents, enabling 30% faster CRM feature rollouts
- Developed in coding for modules for all the Sub-Application of the CRM application which involves extending existing SFDC standard components using Apex, Visual Force and other utilities
- Implemented Web-to-lead to track and solve leads from the website
- Validated and accuracy by adding custom validation rules, custom formulas, reports, and dashboards

### Technical Consultant

#### Perficient India Pvt. Ltd

12/2020 - 04/2022 🌐 Nagpur, India

Digital transformation consulting firm

- Requirement analysis and documentation
- Solution Design and development
- Developed in Implementation approach Decision

## SKILLS

Apex	ASP.NET	Apex Triggers
C#	CRM	Data Structures
Git	GitHub	GitLab
Middleware	Postman	MVC
Object-Oriented Design	Salesforce	
Salesforce CRM	SFDC	SOQL
SOSL	Spreadsheets	UML
Unit Testing	Visual Studio Code	
Visualforce	Force.com	LWC
Integration	REST API	SOAP API
VF Page	Aura	GitHub Actions

## DEPLOYMENT & DEVOPS



DevOps Center, Salesforce CLI, VS Code, GitHub, Gear set, Copado



Change Sets, Ant Migration, CI/CD Pipelines, PRE/Post Deployment Steps

## PROJECTS

### CRC Health Group

04/2018 - 11/2018 🌐 US

CRM management for CRC Health Group to transition from spreadsheets to Salesforce

- Improved system functionality by customizing SFDC applications, resulting in a {20%} productivity increase.
- Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components
- Maintained user roles, security, profiles, and workflow rules wherever necessary

# EXPERIENCE

## Sr. Software Engg

### Dell Technologies

06/2022 - Present 📍 Malaysia

Technology company that provides IT solutions

- Designed and developed the FAP platform using Salesforce Experience Cloud
- Implemented custom LWC components for an enhanced user experience
- Developed and optimized Apex classes and triggers for seamless data management
- Integrated Experience Cloud and Salesforce CRM, improving data sync accuracy by 40%

# EDUCATION

## B.Tech(IT)

### UPTU, Lucknow, India

06/2010 - 05/2014

# LANGUAGES

Hindi, English

# KEY ACHIEVEMENTS



### Certifications

Salesforce Certified (15x)



### All Star Ranger

Trailblazer



### Agent force Innovator

Trailhead

# PUBLICATIONS

### Blog

Salesforce Hunt

### Dark Theme

VS Code Extension - Marketplace

### YouTube Channel

Salesforce Hunt

### VS Code Tips and Tricks

Udemy

# PROJECTS

## Herbalife Inc

12/2018 - 11/2020 📍 US

Salesforce's implementation for Herbalife Inc. focusing on nutrition and weight management

- Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers, packages for various functional needs in the application
- Created different Workflow rules and Approvals for various campaign processes

## McKesson

12/2020 - 05/2021 📍 US

Salesforce's development for McKesson to improve distribution and services

- Requirement analysis and documentation
- Planning and delivery

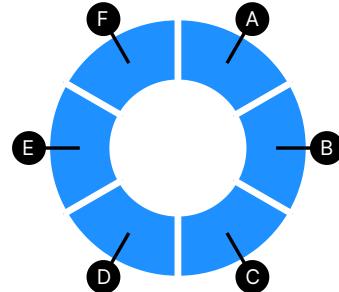
## Find A Partner

07/2022 - 09/2024 📍 Malaysia

Conceptualized a customer facing platform

- Designed and developed the FAP platform using Salesforce Experience Cloud
- Integrated Third-party systems using Dell Boomi middleware with Salesforce External Objects

# TIMELINE



- A Daily Stand-up & Sprint Planning
- B Development
- C Code Review & Peer Collaboration
- D Lunch & Self-learning (Trailhead/Udemy)
- E Requirement Analysis
- F DevOps / Deployment / Documentation