

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	Eclipse
Git	GitHub	GitLab	Mac OS
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

Tools

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

Methods

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

2010 - 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

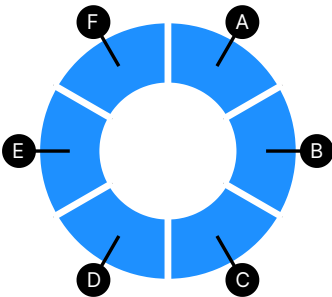
Find A Partner

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