

Shravya Parusha



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Professional Summary

A highly skilled Software Developer with 3.5 years of diverse experience in **IT**, including roles as a **Salesforce Admin/Developer, Data Scientist, and Digital Marketing Research Associate**. Demonstrated expertise in developing and optimizing software solutions, managing Salesforce CRM implementations, and leveraging data science to drive insights and improve business operations.

- Extensively worked on connecting to various data sources including Excel, SQL and **apex**, Salesforce CRM customization, Triggers, Visualforce pages, and workflow automation.
- Good understanding of **Tableau Server** options for publishing and sharing the reports across various user groups
- Experience in **Health Care, Insurance and Telecommunication** Industries.
- Hands on experience in **Administration and Development** of Salesforce CRM applications.
- Good experience in SFDC development in implementing **Apex classes, Apex Test classes, Apex Triggers and Visual force pages**.
- Ability to write complex **SOQL and SOSL** queries across multiple objects.
- Proficient in using **Visual Studio Code** with salesforce enabled plugin **for implementing of Apex Programming language using cloud platform**.
- Experience in **ETL** process with **Jitter bit Harmony** cloud integration tool.
- Hands on experience with **Salesforce Communities**.
- Experience in web technologies including **HTMLS, CSS3, JavaScript, Angular IS and JSON**.
- Exposure to Salesforce **Single Sign-On**.
- Proficiency in SFDC **Administrative tasks** like **creating profiles, roles, users, page layouts, email templates, workflows, approvals, validation rules, reports and dashboards**.
- Ability to adapt new techniques, tools and approaches.
- Excellent **analytical, de-bugging skills** and **documentation skills**.
- Experience in using different tools like **GIT, JIRA**.
- Expertise in using **servlets, JSP, JDBC, and HTML** for front-end and back-end integration.
- Handled unit testing and supported **user acceptance testing (UAT)** to ensure the quality and functionality of the implemented solutions.
- Experience in data preprocessing, exploratory data analysis, and model development using **Python libraries such as Scikit-Learn, Pandas, and NumPy**.
- Developed AI and machine learning models, packages, or COTS tools, with corresponding model risk management of **AI and ML (Deep learning models)**.

TECHNICAL SKILLS:

Category	Skills/Technologies
Salesforce Technologies	Apex Language, Apex Classes/Controllers, SOQL, SOSL, Visualforce Pages/Components, Workflow & Approvals, Dashboards, Custom Objects, SOAP/REST Web Services, Sandbox data loading
Salesforce Tools	Apex Data Loader, Force.com IDE, Eclipse IDE Plug-in, Force.com Explorer, Data Loader
Certifications	Salesforce Administrator and Platform Developer 1
Databases	MS SQL, SQL Server
Computer Skills	SQL, Advanced Excel (Data functions, Pivot tables, Reference Lookups), Access
Languages	Apex, C, C++, Python, SAS, Java, J2EE, JSP, PL-SQL, JavaScript, HTML, XML
Documentation Tools	MS Office (Word, Excel, PowerPoint), MS Visio Pro
Operating Systems	Windows, Linux
Technical Skills	Java, Python, .NET, JavaScript (React, Angular), MySQL, Agile methodologies (Scrum or Kanban), GIT, JIRA, Slack, Zoom, Microsoft Teams, Google Analytics, Adobe Analytics, SEMrush, pycharm, Buffer, CMS, HubSpot, AI/ML.

Professional Experience**Sysintelli Inc., San Diego, CA****Role: Software Developer****Jan 2024 – Present****Responsibilities:**

- Designing, coding, testing, and maintaining scalable and reliable software applications.
- Create and maintain custom applications using Salesforce Lightning Web Components (LWC) and Apex to meet business requirements.
- Configure Salesforce objects, fields, workflows, and validation rules to streamline business processes.
- Implement and manage integrations between Salesforce and external applications using REST and SOAP APIs.
- Utilize SOQL and SOSL to manage and query Salesforce data efficiently, ensuring data integrity and performance.
- Identify and resolve issues in custom Salesforce applications, providing timely fixes and improvements.

- Developed a Lightning Web Component (LWC) for calculating and displaying Body Mass Index (BMI) with real-time input validation and results.
- Created an LWC alarm clock with sound and animation features, allowing users to set and manage alarms directly within Salesforce.
- Built a weather application with client-server API integration to fetch and display real-time weather data based on user location.
- Configured an employee survey within Salesforce using declarative tools, eliminating the need for custom code while capturing and analyzing employee feedback.
- Work closely with cross-functional teams, including business analysts and project managers, to gather requirements and deliver solutions that align with business needs.
- Provide end-user training and ongoing support for Salesforce solutions, ensuring smooth adoption and usage.
- Participate in code reviews and adhere to Salesforce best practices and coding standards to maintain high-quality deliverables.

Environment: Sales cloud, Service cloud, LWC, Apex, Visualforce, Salesforce CLI, REST, SOAP, SOQL, SOSL, Java, Python, JavaScript (React, Angular, or Vue), and databases MySQL, Agile methodologies (Scrum or Kanban), JIRA or Trello for project management, collaboration tools like Slack, Zoom, or Microsoft Teams.

Polaris, Chennai, India

Jan 2021 – May 2022

Role: Salesforce Admin/Developer

Description: Customized and optimized Salesforce CRM to enhance business operations by gathering and documenting requirements, setting up and customizing applications, and managing user roles and permissions. Implemented Sales Force Automation (SFA) for lead and opportunity management, developed Apex Classes, Triggers, and Controller Classes, and configured Email to Case for automated case management. Created comprehensive reports, dashboards, custom objects, and analytic snapshots for sales performance tracking.

Responsibilities:

- Interacted with various business team members to gather the requirements and documented the requirements.
- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users
- Created profiles and implemented Object and field level security to hide critical information from the profile users.
- Used Sales Force Automation (SFA) for Sales Lead Management, Opportunity Management, Account and Contact Management.

- Implemented “Email to Case” for automatic case creation for business groups of Med risk. Created automated-responses, assignment rules, email alerts and templates for Case Management.
- Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
- Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistic.

Environment: Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, Visualforce Pages/Components, SOQL, SOSL, Apex Data Loader, Force.com IDE, Force.com Explorer, Force.com Migration Tool.

Client: MediaMint Vuchi Media Pvt. Ltd., Hyderabad, India **June 2019 – Aug 2020**

Role Description: Digital Marketing Research Intern

Responsibilities:

- Conducted research on digital marketing strategies to enhance online marketing activities.
- Analyzed user experience metrics and provided insights for improvement.
- Assisted in developing and implementing digital campaigns across various platforms.
- Collaborated with team members to brainstorm and execute innovative marketing initiatives.

Environment: Digital Analytic tools (Google Analytics, Adobe Analytics), SEO tools (SEMrush, SEO Audits), Hootsuite, Buffer, CMS, Email Marketing Platforms, CRM (Salesforce, HubSpot).

Client: SMARTBRIDGE, Hyderabad, India.

April 2018 - May 2019

Role: Data Scientist

Project Description:

The objective of this project was to predict Black Friday purchase amounts using a dataset comprising 550,069 rows and 12 columns of sales transactions captured at a retail store. The dataset, sourced from Kaggle, posed a regression problem where the goal was to accurately estimate the purchase amounts based on various features such as user demographics, product details, and purchase history.

Responsibilities:

Data Preprocessing & Exploration

- Cleaned and preprocessed a dataset of 550,069 rows and 12 columns of sales transactions from Kaggle.

- Conducted exploratory data analysis (EDA) to understand data distribution and relationships between features.

Model Development & Training

- Implemented and trained a Random Forest Regressor model using Scikit-Learn for purchase amount prediction.
- Evaluated model performance using metrics such as Mean Squared Error (MSE) and R-squared and optimized for accuracy.

Application Development

- Developed a Flask application to serve as the interface between the frontend and backend.
- Created routes for handling data input and prediction requests.
- Designed and implemented a user-friendly web interface for inputting feature values and obtaining predictions.

Integration & Deployment

- Integrated the trained regression model with the Flask backend to enable real-time predictions.
- Ensured seamless data flow between the frontend and backend to provide accurate and timely purchase predictions.

Team Collaboration & Communication

- Collaborated with team members to align project goals and deliverables.
- Communicated progress and findings through regular updates and documentation.

Problem Solving & Troubleshooting

- Identified and resolved technical issues related to data preprocessing, model training, and application deployment.
- Applied problem-solving skills to enhance model performance and application functionality.

Environment: Python, HTML, CSS, JavaScript, Flask, Scikit-Learn, Pandas, NumPy, Jupyter Notebook, Seaborn, Matplotlib.

Certifications

- Salesforce Administrator (Credential ID: 4602255) – 2024
- Salesforce Platform Developer I (Credential ID: 4654393) – 2024
- AWS Cloud Technical Essentials – 2024

- Python for Data Science and AI Development (IBM) – 2024
 - Microsoft Technology Associate – 2021
 - CLA: Programming Essentials in C & CLP: Advanced Programming in C (Cisco) – 2019
 - CCNA Routing and Switching: Introduction to Networks (Cisco) – 2018
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Academic Projects:

Accurate Classification of True Face Trajectories in Video Data

- Improved facial recognition accuracy using distance-based K-NN classification with Python.

Object Detection and Tracking using OpenCV

- Developed real-time motion detection and object identification using Python and OpenCV.

People Counting and Tracking System

- Implemented a high-accuracy people counting system using MATLAB.
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Education:

- **M.Sc. Computer Science and Information Systems**
Sacred Heart University, Fairfield, CT
Aug 2022 – Dec 2023 | CGPA: 3.77/4
- **B.E. Computer Science Engineering**
Malla Reddy Engineering College for Women, India
Jun 2017 – Apr 2021 | CGPA: 3.20/4