

VENKATESHAPERUMAL S

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EXECUTIVE SUMMARY

I have 3 years of experience in Salesforce CRM as both Administrator and Developer, covering analysis, design, development, testing, and maintenance of applications. Skilled in Salesforce Lightning, I've worked on Apps, Custom Objects, Flows, Apex (Triggers, Jobs, Batch, Schedule), Lightning Web Components, and Web Services. Proficient in SFDC administration tasks including Profiles, Roles, Users, Validation Rules, and Approval Processes, with strong knowledge of Lightning Design System, HTML, CSS, and JavaScript. Known for creating detailed documentation, ensuring smooth deployments, and bringing commitment, interpersonal skills, and a results-oriented approach to every project.

TECHNICAL SKILLS

Salesforce.com: Administration, Configuration, Lightning Web Component, Apex, Triggers, Asynchronous Apex, SOQL Flows, Web services

Salesforce Portfolio Projects:

- Built a personal Salesforce portfolio using Lightning Web Components and Apex, showcasing 4–5 mini projects.
- Developed Salesforce applications leveraging LWC, Apex, and Einstein Prompt Builder for AI-driven integration.
- Implemented custom UI, backend logic, and REST API integrations to demonstrate end-to-end application design.

Link: <https://lwc-scratch-new-org-dev-ed.develop.preview.salesforce-experience.com/portfolio-banner>

Certifications: Salesforce Certified Platform Developer I, Salesforce Certified Administrator, Salesforce Financial Service Cloud, Salesforce Certified App Builder, Salesforce AI Associate, Salesforce Certified Omni Studio Developer.

PROFESSIONAL EXPERIENCE

Nov 2022 – Present

Project: U.S. Bank

Role: Programmer Analyst

Environment: Salesforce Lightning, LWC, Aura Components, Apex (Classes, Triggers), Workbench

Worked on the Mortgage module across applications like Consumer Direct, Field Retail, Corporate Program, and Direct Consumer Lending. These applications manage customer mortgage loan validation and processing, integrating data from manual entry, Marketing Cloud, and third-party databases into Salesforce via REST APIs. The process spans lead acquisition, validation, conversion to applications, and outbound data sharing with external systems.

Roles & Responsibilities:

- Managed lead workflows and implemented dynamic components for mortgage and retail functionality.
- Developed Apex classes, triggers, batch jobs, test classes, and REST API integrations.
- Enhanced UI using Lightning Web Components.
- Designed custom objects, fields, page layouts, and relationships, configured metadata, profiles, and roles.
- Automated processes with Flows (email alerts, field updates, UI changes).
- Participated in daily standups, demos, and collaborated with architects, testers, and business analysts.

EDUCATION

2018-2022

Kalasalingam Academy of Research and Education, Kalasalingam University, Virudhunagar, Tamil Nadu.
B.Tech In Information Technology | CGPA – 7.06