Vipin Kumar

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🔖 YEARS OF EXPERIENCE

10

🧭 TECHNICAL EXPERTISE

Salesforce Development: Apex Language, Apex Trigger, Apex Class, Apex Test Class, Asynchronous Apex, Visual Force, Lightning Web Components (LWC), SOQL and SOSL

Languages & Frameworks: Apex, LWC, AURA, Visualforce, JavaScript, HTML, CSS

Asynchronous Apex: Queueable, Batch, Future, Schedulable

Integrations: REST/SOAP APIs, Acuity, KIPU, LLM-based applications.

Tools & Utilities: Process Builder, Flow Builder, Data Loader, Workbench, Change Sets

Access & Security: Profiles, Permission Sets, MFA, Sharing Rules, Record Types

Sr. Salesforce Analyst

💡 PROFILE SYNOPSIS

- A PD1 Certified Salesforce Developer specializing in Salesforce Sales, Service, health and Community Clouds. I have over 10 years of technical experience, including more than 7 years dedicated to IT as a Salesforce Developer.
- Extensive hands-on experience and deep expertise in Salesforce Sales Cloud, Service Cloud, Marketing Cloud, and Health Cloud, specializing in lead management, quote automation, campaign automation, and customer journey optimization.
- Proven ability to design, implement, and optimize end-to-end Salesforce solutions integrating sales automation, marketing campaigns, healthcare data models, and analytics to drive customer engagement and business growth.
- Designed, developed, and maintained tailored Salesforce solutions utilizing Apex, Lightning Web Components (LWC), Visualforce, Aura Components, and more, to meet diverse client needs.
- Provided proficient support for Salesforce Sales with CPQ, Marketing, and Service Cloud implementations, streamlining business operations for commercial entities.
- Designed, architected, and implemented Salesforce Communities to optimize interactions between partners, customers, and internal teams.
- Successfully deployed communities in Production with visually engaging reports and dashboards.
- Established seamless direct & indirect integration between Salesforce with external applications through REST APIs, enhancing data flow and functionality.
- Successfully integrated AI use cases into sales and service cloud processes, driving ongoing client success.
- Hands-on experience in Lightning Process Flow, Complex Validation Rules, Workflow, Process Builder, Lightning Page Components, Data Loader, Data Security, and Approval Processes.

💼 WORK EXPERIENCE

Sr. Salesforce Analyst
Value Labs Solutions Pvt. Ltd
Hyderabad, Telangana

August 2024 - Current

Roles & Responsibilities
- Conduct in-depth analysis of business requirements to design and implement **customized Salesforce solutions** that meet organizational needs.
- **Design, configure, and customize Salesforce CRM**, including creating custom objects, fields, record types, and page layouts to enhance data management and user experience.
- **Collaborate with cross-functional teams** to align Salesforce functionality with business processes and ensure seamless system adoption.
- **Develop and maintain integrations** between Salesforce and external systems using REST APIs and other integration tools to ensure smooth data flow.
- Deliver **comprehensive user training and ongoing support** to maximize Salesforce adoption and efficiency across departments.
- **Administer and maintain Salesforce security** through effective management of roles, profiles, permission sets, sharing rules, workflows, and public groups.

Sr. Salesforce Consultant
Seven N Consulting Pvt. Ltd
Bangalore Rural, Karnataka

March 2023 - July 2024

SKILLS

Salesforce Platform Development
Salesforce Security Model
Salesforce Sales, Service & Experience Cloud
Implementation
Integration & API Development
CRM Customization & Configuration

EDUCATION

Master of Engineering / Master of Technology, Computer Science
Master of Technology
jamia Hamdard –
North East Delhi

Completed,
May 2014

TRAINING & CERTIFICATIONS

- Salesforce Platform Developer - 1, Salesforce, January 2019
- Salesforce App Builder, Salesforce, January 2020
- Salesforce Administrator, Salesforce, January 2020

EXTRA CURRICULAR ACTIVITIES

Trailhead Learning Challenges
Regularly complete Salesforce Trailhead modules and superbadges to stay current with new Salesforce features and certifications.

Cross-Functional Project Participation
Volunteer for cross-departmental initiatives to gain exposure to various business processes and improve communication skills.

Mentoring Junior Developers
Guide and mentor junior Salesforce developers, helping them improve their skills and navigate complex projects.

Tech Meetups and Conferences
Attend or present at Salesforce or cloud computing conferences, webinars, or meetups.

LANGUAGES

Roles & Responsibilities

- Led the **planning, execution, and delivery of Salesforce projects**, collaborating with stakeholders to gather requirements and align solutions with business objectives.
- Designed and implemented **Salesforce solutions** using **OmniStudio (OmniScripts, DataRaptors, Integration Procedures)**, with a strong focus on the **Healthcare (HLS) domain**.
- Developed and maintained **Salesforce cloud architecture and CRM solutions**, supporting multiple global clients across various industries.
- Ensured all solutions adhered to **Salesforce security best practices** and compliance standards, maintaining data integrity and platform stability.
- **Monitored application performance** and identified optimization opportunities to enhance scalability and efficiency.
- Mentored and guided team members, fostering a **collaborative, knowledge-sharing environment** to improve project outcomes.
- Participated in **end-to-end project lifecycle**, including design, development, testing, deployment, and post-production support.
- Executed **cost optimization initiatives on Azure**, achieving significant infrastructure savings.
- Managed **IT assets and project delivery** within budget and timelines, aligning with modern **DevOps and CI/CD practices** for continuous improvement.
- Analyzed existing systems for **integration and architecture enhancements**, providing strategic recommendations to improve system interoperability and performance.

Sr. Analyst
INVENTIV INTERNATIONAL PHARMA SERVICES PRIVATE LTD.
Hyderabad, Telangana

October 2019 - March 2023

Roles & Responsibilities

- Designed and implemented **personalized care plans**, continuously tracking patient progress and outcomes.
- Developed **workflows, assessment tools, and task management systems** to streamline care coordination.
- Enhanced **patient engagement** through targeted communication, efficient appointment scheduling, and portal integration.
- Managed **SaaS healthcare applications**, ensuring compliance with SLAs and maintaining high system uptime.
- Oversaw **on-premises and multi-region cloud environments**, optimizing performance and scalability.
- Led **cloud migration projects** to AWS and Azure, demonstrating strong expertise in cloud architecture and deployment.
- Managed and mentored a **20-member IT team**, fostering a culture of continuous learning and innovation.
- Served as a **client-facing lead**, driving implementation processes and conducting comprehensive cloud assessments.

ENTERPRISE SOLUTION SPECIALIST
UST Global Pvt Ltd
Hyderabad, Telangana

October 2018 - October 2019

Roles & Responsibilities

- **Implemented and customized enterprise solutions** to align with client-specific business requirements and objectives.
- **Managed end-to-end software project lifecycles**, ensuring on-time delivery, budget compliance, and quality outcomes.
- **Conducted in-depth business process analyses** to guide system design, configuration, and process optimization.
- **Provided ongoing application support and maintenance**, ensuring system stability, reliability, and high user satisfaction.
- **Authored comprehensive technical documentation** to support end-users, training, and long-term system sustainability.

🎵 PERSONAL INTERESTS

1. Learning a new skill.
2. Explore new technology skills

📷 PERSONAL INFORMATION

Nationality:

India

- **Monitored and analyzed system performance**, recommending and executing upgrades to improve efficiency and scalability.

Salesforce Developer

Salesforce Freelance Projects

Hyderabad,

August 2015 - August 2018

- Design and develop custom Salesforce solutions using Apex, Visualforce, and Lightning Components.
- Create and manage complex workflow rules, data validation, and system triggers.
- Manage Salesforce data using tools like Data Loader for data import, export, and updates.
- Provide ongoing Salesforce system administration, including user management and security settings.
- Troubleshoot and fix bugs in Salesforce applications to ensure smooth user experience.

lecturer

Apostle Engeering College

Gautam Buddha Nagar,

July 2008 - June 2015

- Teach foundational and advanced concepts: ER modeling, normalization, SQL, transaction processing, and database architecture .
- Develop hands-on lab activities and projects involving table creation, query writing, triggers, and indexing.
- Guide students through designing, implementing, and optimizing relational databases using real-world scenarios.
- Assess and grade student work, offering feedback to improve database design, query efficiency, and data integrity.
- Deliver lectures, tutorials, and practical sessions that foster analytical thinking and problem-solving skills.
- Prepare and evaluate assessments (quizzes, assignments, exams), providing timely, constructive feedback.
- Mentor and guide students in academic development, research skills, and critical argumentation techniques.
- Stay updated with curriculum standards and incorporate educational best practices and new teaching aids.

📊 PROJECTS

Project 1

Period:

Client:

Project Type:

Implementation of project : Insurance Service & Sales Automation

August 2024 - Current

Gravie

Insurance project:

- Gather and analyze business requirements from insurance stakeholders including underwriting, claims, and policy management teams.
- Document detailed functional and non-functional requirements and create use cases/user stories.
- Facilitate workshops and meetings to clarify requirements and resolve ambiguities.
- Act as a liaison between business users and technical teams to ensure requirements are fully understood and implemented.
- Design the overall technical solution aligned with insurance domain needs and compliance standards.
- Define system architecture, integration patterns, and data flow between insurance applications and third-party systems.
- Provide technical guidance to development teams and ensure best practices in design and coding.
- Evaluate and select appropriate technologies and platforms to support insurance workflows.

- Develop and customize Salesforce Insurance Cloud or related modules to meet project requirements.
- Build Apex classes, triggers, Omni Studio, Lightning components, and integrations with external insurance systems.
- Implement automated workflows and validation rules to streamline insurance processes such as policy issuance and claims handling.
- Collaborate with QA to ensure thorough testing and defect resolution.

Project 2	Implementation of Project - Integrated a third-party customer service portal with Salesforce CRM
Period:	April 2023 - Current
Role:	Integration Developer

- Led planning and execution phases, coordinating closely with stakeholders to gather requirements and ensure alignment with business goals and successful delivery of Salesforce projects.
- Served as Salesforce Lead, developing integration between a third-party customer service portal and Salesforce ecosystem using Apex controllers to meet business needs, enabling end users to access content from the Content Hub web portal within Salesforce.
- Developed custom APIs to enable seamless, real-time data flow between the third-party portal, Salesforce, and other connected systems.
- Ensured integration complied with security protocols and data protection standards.
- Collaborated closely with customer service and IT teams to tailor the solution to specific business requirements.
- Implemented monitoring and logging mechanisms to track integration performance and facilitate prompt troubleshooting.
- Designed and implemented API solutions to facilitate real-time data exchange between the e-commerce portal and SAP systems.
- Conducted data mapping and transformation to maintain data consistency and accuracy across platforms.
- Coordinated with external vendors and internal teams to resolve integration issues and optimize system performance.
- Developed comprehensive technical documentation and provided training sessions for support staff to ensure smooth handover and maintenance.

Project 3	Implementation of Project – Sales and service customer interaction with Omnistudio
Period:	February 2022 - May 2022

- Created an OmniScript to assist sales reps through the order process by managing product selection, pricing, and validation efficiently.
- Employed DataRaptor for accurate extraction and transformation of product and pricing data, loading it into Salesforce seamlessly.
- Developed Integration Procedures to synchronize inventory data with an external system, ensuring up-to-date product availability and stock levels.
- Designed FlexCards that provide quick visibility into service request status, history, and relevant customer details.

Project 4	Implementation of Project – Revenue Compilation
Period:	March 2021 - August 2022
Role:	Technical lead
Project Type:	Revenue Compilation
Team Size:	3

- Successfully collaborated with Delivery Managers, Business Analysts, Stakeholders, and Subject Matter Experts (SMEs).

- Received data from stakeholders and deployed it to the target environment.
- Allocated sufficient time to analyze and develop all required data transformations.
- For Quality Assurance (QA), User Acceptance Testing (UAT), and production migration runs:
- Schedule dates that allow adequate time for the jobs to execute fully.
- Ensure availability to dedicate necessary time for monitoring and troubleshooting.

Project 5	Implementation of Syneos Migration Project
Period:	January 2020 - February 2021
Team Size:	3
Technologies:	Salesforce Lightning, Custom Code, Data Loader,

Implementation Highlights:

Planned and executed comprehensive data migration strategies to transition critical data from multiple legacy systems into Salesforce, ensuring high data fidelity and minimal operational disruption.

Key Activities:
- Designed and implemented meticulous ETL (Extract, Transform, Load) processes to efficiently migrate data from various legacy platforms into Salesforce.
- Identified, prioritized, and validated key data sets for migration, establishing a single source of truth across disparate systems to maintain data integrity and consistency.
- Managed and mentored a team of junior consultants and data analysts, delegating tasks, conducting thorough quality reviews, and ensuring timely delivery throughout all project phases.

Technical Implementation:
- Developed and customized Salesforce solutions tailored to business needs, including Visualforce pages, Apex classes, and Lightning components to enhance user experience and streamline processes.
- Executed rigorous data validation and reconciliation processes post-migration, achieving over a 90% reduction in data defects and ensuring data accuracy and completeness.

Post-Implementation Support:
- Delivered comprehensive post-migration support, including user training sessions to facilitate smooth transition and encourage user adoption within the new Salesforce environment.

Business Impact:
- Ensured seamless migration of critical business data with minimal downtime, supporting continued operational efficiency.
- Enhanced Salesforce functionality aligned with business requirements, improving user productivity and satisfaction.
- Strengthened data governance and quality through robust validation and reconciliation mechanisms.

Project 6	Implementation of Project – Enhanced user experience for a suite of business applications using WalkMe.
Period:	September 2022 - Current
Role:	Technical lead
Client:	Syneos Health
Team Size:	3
Technologies:	Walk me Tool

Implementation Highlights:
- Configured WalkMe to personalize content using Salesforce user attributes
- Designed walkthroughs, SmartTips, Launchers, and ShoutOuts for different user personas
- Integrated WalkMe Insights with Salesforce for deep user behavior analytics
- Conducted usability testing; refined flows based on feedback
- Improved task completion rates by 35%, reduced training costs by 20%

- Delivered training sessions, user guides, and post-deployment support
- Ensured cross-browser/device compatibility with IT coordination

Project 7   Implementation of Project - CUDA

Period: November 2018 - September 2019

Implementation Highlights:

Salesforce is utilized by Customer Service Agents at Experian to handle service and support operations. The objective is to integrate Salesforce as an additional channel for managing credit bureau-related services such as Freeze, Opt-in, and Opt-out. This enables agents to efficiently enable or disable credit-related services for customers directly within Salesforce.

Solution Design:
- Developed custom Lightning components to provide an intuitive UI for Customer Service Agents (CUDA).
- Integrated these components with backend logic to invoke corresponding REST APIs, enabling seamless execution of customer requests in real-time.

Technical Implementation:
- Successfully leveraged APEX controllers to handle external API calls, retrieving required data from multiple third-party services.
- Ensured the retrieved data and functionality from external APIs are displayed dynamically within the Lightning components.
- Implemented robust error handling and optimized data rendering for improved user experience.

Business Impact:
- Delivered a cohesive solution meeting business requirements by consolidating credit service operations within Salesforce.
- Enabled Customer Service Agents to perform credit-related service requests efficiently, reducing manual effort and improving customer satisfaction.
- Facilitated seamless data retrieval and display from third-party APIs, enhancing system reliability and responsiveness.

Project 8   Implementation of Project – CPQ Optimization

Period: September 2022 - March 2023

Optimized an existing CPQ implementation to enhance performance and user experience.

- Conducted a thorough analysis of the current CPQ setup and identified bottlenecks.
- Implemented performance improvements and UI/UX enhancements.
- Streamlined approval workflows and reduced steps in the quoting process.
- Provided ongoing support and training to ensure continuous improvement.

Project 9   Implementation of Project – Led the implementation of Salesforce Field Service Lightning to optimize field operations

Period: January 2021 - November 2021

- Analyzed and documented existing field service processes and identified areas for improvement.
- Configured FSL features including service territories, operating hours, service resources, and work types.
- Customized the mobile app for field technicians, ensuring ease of use and access to necessary information.
- Developed automated workflows to streamline scheduling, dispatching, and reporting processes.

- Coordinated with stakeholders to ensure the solution met business requirements and user needs.
- Provided training sessions for dispatchers, field technicians, and managers.
- Outcomes: Increased first-time fix rates by 20% and reduced scheduling conflicts by 30%.

Project 10	Implementation of Project – Led the implementation of Salesforce Data Migration project
Period:	January 2017 - August 2018

- Conduct stakeholder meetings to define and finalize the project scope.
- Identify and document the source (legacy) and target systems for data migration.
- Perform detailed data mapping and create comprehensive documentation.
- Evaluate and select an appropriate ETL tool, such as Talend, based on project requirements.

🍃 DECLARATION

I, Vipin Kumar, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Vipin Kumar

Hyderabad
October 23, 2025