

# VINAY ALSA

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## Summary

A highly motivated and results-oriented Salesforce Developer with 4+ years of experience in building, deploying and managing Salesforce applications. Proficient in Salesforce CRM, Configuration, Development, Deployment, and system design, with a strong understanding of Apex, Visualforce, Lightning Web Components, and SOQL/SOSL. Possesses expertise in developing complex workflows, custom objects, and integrations to streamline business processes and enhance user experiences. Proven ability to quickly adapt to new technologies and work collaboratively in Agile scrum teams to deliver high-quality solutions.

## Key Skills

- **Salesforce Development:** Apex, Visualforce, Lightning Web Components, Lightning Aura Components, Lightning App Builder, Salesforce APIs (REST API, SOAP API, Bulk API), Apex Triggers, Apex Controllers, Custom Controllers, Apex Classes, Apex Test Classes, Salesforce DX, and Salesforce CLI.
- **Salesforce Administration:** Profiles, Roles, Users, Permissions, Sharing Rules, Workflow Rules, Approval Processes, Validation Rules, Custom Objects, Custom Fields, Data Loader, and Data Import Wizard.
- **Data Management:** SOQL, SOSL, Salesforce Data Loader, and Data Import Wizard.
- **Integrations:** REST API, SOAP API, and Salesforce Connect.
- **Development Methodologies:** Agile Scrum, Waterfall, and Kanban.
- **Programming Languages:** Apex, Java, and C.
- **Web Technologies:** HTML, CSS, JavaScript, and jQuery.
- **Databases:** Force.com Database, SQL, and MySQL.
- **Tools:** Eclipse IDE, Salesforce Developer Console, Salesforce CLI, and Git.
- **Cloud Platforms:** AWS, Salesforce.

## Professional Experience

### Salesforce Developer

Cognizant Technology Solutions India Private Limited | November 2021 - December 2022

- Developed and deployed complex custom solutions for Direct Line Insurance Group (DLG) using Apex, Visualforce, and Lightning Web Components to streamline business processes, improve user experience, and enhance data management capabilities.
- Designed and implemented custom objects, custom fields, and workflow rules to automate business processes and improve data accuracy.
- Developed and deployed Lightning Web Components to provide a modern and intuitive user interface.
- Integrated DLG systems with external systems using REST APIs and create custom integrations using Apex to meet specific business requirements.
- Utilized SOQL/SOSL to retrieve and manipulate data effectively, ensuring data accuracy and consistency.
- Implemented best practices for coding, testing, and deployment to ensure code quality and maintainability.
- Collaborated with business stakeholders to understand requirements and translate them into technical solutions.
- Managed the development lifecycle, ensuring adherence to project deadlines and budget constraints.

## **Salesforce Administrator & Support**

Mindtree | September 2018 - October 2021

- Provided technical support and troubleshooting for Salesforce users.
- Managed user accounts, profiles, roles, and permissions to ensure security and access control.
- Configured Salesforce workflows, approval processes, and validation rules to automate business processes and improve efficiency.
- Developed custom reports and dashboards to provide insights into business performance and identify areas for improvement.
- Assisted with Salesforce implementation and configuration projects for various clients across different industries.
- Utilized Salesforce tools such as Data Loader and the Salesforce Developer Console to efficiently manage data and debug issues.
- Stayed up to date on the latest Salesforce features and best practices.

## Education

- **Master of Science in Computer Science**, Auburn University at Montgomery (2024) | GPA:3.78%
- **Bachelor of Technology in Computer Science**, Jawaharlal Nehru Technological University Hyderabad, India (2018) | GPA: 68.9%

## Certifications

- Salesforce Certified Platform Developer I
- Salesforce Certified Administrator
- AWS Certified Cloud Practitioner

## Projects

- **Direct Line Insurance Group (DLG)** | November 2021 - December 2022
  - Implemented a comprehensive Salesforce solution for DLG to streamline insurance processes, improve customer service, and enhance data management capabilities.
  - Designed and developed custom objects, fields, and workflows to automate business processes and improve data accuracy.
  - Integrated DLG systems with external systems using REST APIs to enhance data flow and streamline workflows.
  - Created custom reports and dashboards to provide insights into business performance and identify areas for improvement.
  - Utilized SOQL/SOSL to retrieve and manipulate data effectively.
  - Implemented best practices for coding, testing, and deployment to ensure code quality and maintainability.
- **HP e-portals** | October 2020 - November 2021
  - Developed and deployed a custom Salesforce solution for HP to enhance the customer experience and provide a seamless online portal for business brokers and customers.
  - Designed and implemented complex workflows and approval processes to streamline the sales process and improve efficiency.
  - Developed and deployed custom Visualforce pages to create a user-friendly and intuitive online experience.
  - Utilized Salesforce Marketing Cloud to create and manage marketing campaigns, track customer engagement, and provide personalized communication.

- Implemented best practices for code quality, maintainability, and security.
- **GM OnStar** | May 2019 - September 2020
  - Developed and deployed a custom Salesforce solution for GM OnStar to improve the customer experience and provide a comprehensive online portal for customer service and support.
  - Designed and implemented custom objects, fields, and workflows to automate business processes and improve efficiency.
  - Developed custom reports and dashboards to provide insights into customer service performance and identify areas for improvement.
  - Utilized Salesforce Knowledge to create and manage a comprehensive knowledge base for customer service agents.
- **Telecom Resource Management System (TRMS)** | September 2018 - April 2019
  - Developed and deployed a custom Salesforce solution for Windstream Communication to manage telecom resources and provide a seamless online experience for technicians and customers.
  - Designed and implemented custom objects, fields, and workflows to automate business processes and improve efficiency.
  - Developed custom reports and dashboards to provide insights into resource utilization and identify areas for improvement.
  - Implemented best practices for code quality, maintainability, and security.

## Volunteer Experience

- **Salesforce Developer for [Student Management Org.]** (2022-Present) | Contributed my Salesforce expertise to develop custom solutions for a non-profit organization.

## Professional Affiliations

- **Salesforce Developer Group** | Active member and contributor to the local Salesforce Developer Group.

## Personal Interests

- Technology Enthusiast
- Volunteering.
- Traveling | Reading.
- Fitness and Health | Cooking.
- Music | Art and Design.