Vinay Alsa

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PROFECITINAL SUMMARY

Salesforce professional with over 4.3 years of experience as a Developer and Administrator, specializing in Salesforce CRM. Proven expertise in Configuration, Customization, System Analysis, Design, Development, Deployment, and Application Support. Skilled in managing Reports and Dashboards for Business Analysis and leveraging advanced features of the Lightning platform. Strong understanding of the Force.com platform and the Salesforce development lifecycle, with experience in Performance Testing to ensure optimal system functionality.

TECHNICAL SKILLS:

- **Salesforce Development:** Apex programming language, Asynchronous and Synchronous Apex, Batch Apex, Triggers, SOQL, SOSL, triggers, DML, Visualforce, Lightning Web Components Framework, Integration, REST API, SOAP API.
- **Salesforce Administration**: Custom and standard objects, fields, page layouts, record types, validation rules, schema builder, flow Builder, Process Builder, workflow rules, approval process, permission sets, Org, object-level security, salesforce CPQ, Assignment Rules, Email Alerts, OWD, Data Management.
- **Salesforce Clouds**: Sales Cloud, Service Cloud, Community Cloud.
- **Programming Languages and Database:** C++, Java, Python, MySQL, SQLite.
- **Web Development**: HTML, CSS, JavaScript, Bootstrap, React.js, Redux, JavaScript (ES6+), XML, GitHub.
- **Backend Development:** Node.js, REST APIs, Server-side logic, data integration.
- **Tools and software**: Agile Methodology, Technical Documentation, Software Development Lifecycle, Jira, Project Management, Scrum Methodologies, Microsoft Visual Studio, and Deployment tools.
- **Soft Skills:** Leadership, Communication, Time management, Teamwork, Problem-solving, Work ethic, Effective Communication, Analytical and Problem-Solving Skills, Creativity.

CERTIFICATIONS

Salesforce certified Platform Developer I | Salesforce Certified Administrator | Salesforce Certified AI Associate

PROFESSIONAL EXPERIENCE:

Salesforce Developer at Cognizant Technology Services, Hyderabad, India.   **Nov 2021 - Dec 2022**

- Implemented multiple integration **APIs** to retrieve data from external sources, provided **live service support**, particularly in the insurance industry project (DLG-Direct line group), And used Tools like **Jira**, **GitHub**, and **Visual Studio code.**
- Responsible for implementing component-based security by configuring **user permissions**, **record type permissions**, and **field-level security** within the Salesforce org, **Debugging** and **troubleshooting** issues raised by users, and ensuring the smooth functioning of the Salesforce applications.
- Involved in customizing various aspects of the Salesforce platform, including **custom objects, fields, record types, forms, layouts, custom tabs**, and **applications**, as well as maintaining **workflow rules, approvals,** and **relationships** between **objects.**
- Worked on **Data Loader** To perform **CURD** Operation and Implemented various advanced fields like **Picklist Fields, Master-Detail Fields, Custom Formula Fields,** and defined Field **Dependencies** for custom Picklist fields.
- Integrated XML-based **data exchange** processes for real-time **data synchronization** between Salesforce and external applications, enhancing system interoperability.
- Implemented **RESTful** APIs to support backend processes, ensuring secure, scalable interactions between Salesforce and external systems.

- Developed **backend** functionalities using **Java** for custom integrations and business logic, supporting seamless data processing for insurance industry applications.
- Utilized Redux and **React.js** to create dynamic, user-friendly **UI** components, improving customer portal interactions and **data visualization**.
- Understanding and analyzing business requirements, mapping them to Salesforce functionality, and implementing applications using **Agile Scrum Methodology** with change-sets for **sandbox-to-sandbox** deployments; collaborating with stakeholders to translate requirements into technical specifications for **role-based access controls, permission sets, queues,** and **data security measures**; modifying configurations like **page layouts** and **triggers** to streamline case management processes, deploying changes via **user stories** across sprints after thorough testing and UAT.
- Led **project management** tasks, coordinating with cross-functional teams to meet project milestones and deliverables, and leveraging **Agile** practices to streamline the development lifecycle and ensure timely deployments.
- Implemented **CPQ** processes in Salesforce for streamlined quoting, pricing, and configuration in client projects.
- Developed custom **Apex classes, triggers,** and **flows** to extend the functionality of Salesforce which included the enhancement of registration request functionality for a customer portal, effectively addressing data inconsistencies and slashing ticket counts from 50-60 per month to a mere 5-6 over a month-long period.
- Created detailed **technical documentation** for Salesforce **Integration** projects, outlining API specifications, **data flow**, and configuration steps to ensure consistent deployment and maintenance.
- Developed a user-friendly digital UI web-based signup form for onboarding new regions, seamlessly **integrating LWC Framework** with **Apex** and **triggers**. Ensured robust communication between systems through **REST and SOAP APIs**, deploying the new functionality within the existing platform framework.

SFDC developer & Admin at LTIMindtree Ltd, Hyderabad, India.   **Sep 2018 - Oct 2021**

- Developed **Apex classes, triggers, Visualforce pages, components,** and controller extensions to create custom functionality and user interfaces within the Salesforce platform, including public-facing websites using **Force.com** Sites.
- Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, **Web-to-Lead** and **Auto-Response rules**, Configured Campaign Management, **Campaign Influence**, and **Lead Conversion.**
- Maintain workflow rules and approvals, creating relationships between **objects**.
- Managed user **accounts, roles, profiles,** and **sharing rules** to define **access levels**, and **permissions,** implemented data management processes, including data migration using the **Data Loader tool**, and configured security settings like **tab permissions, record type permissions, field-level security,** and **sharing rules** to control access and data visibility.
- Collaborated on **UX** design enhancements for client-facing applications, leveraging **XML** for configuration management in **data migration** projects and developing **RESTful** backend services to improve user **workflows,** ensure secure data transactions, and maintain an accurate data structure within the Salesforce environment.
- Involved In customization, creating **custom labels** and **Custom settings, custom buttons, Customizing fields, record types, forms and layouts, custom tabs,** and **applications**.
- Used Visualforce Templates and Placeholders to encapsulate **page elements** to be reused across several Visualforce pages, **Tab permissions, Record Type permissions,** and **Field Level Security** to implement **Component-based security**.
- Implemented Data migration using **Data Loader**, Creating/adding, managing **Users, Roles, and Profiles,** and setting up **sharing rules**.
- Involved in **Salesforce.com** Application Setup activities and customized the apps to match the functional needs of the organization Worked with standard Salesforce objects like **Accounts, Contacts, Leads, Cases,** and **Opportunities**

- Created Custom **Visualforce components** and **attributes** to override the look and feel of standard Visualforce components.

EDUCATION:

Auburn University at Montgomery, MS, Computer Engineering, Montgomery, AL, United States.
January 2023 - December 2024.

Coursework – Could computing and Advanced Data Structures, Computer Science, Architecture, Algorithms, Object Oriented Design, Introduction to Database Management Systems, Cyber Security, Advance Networking Technologies, object-oriented programming design.