Vinay Alsa

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| [LinkedIn](https://www.linkedin.com/in/vinay-alsa/) | [GitHub](https://github.com/alsavinayau) |[Trailblazer](https://www.salesforce.com/trailblazer/vinayalsa) |<https://alsavinayau.github.io/Portfolio/>

**PROFECITINAL SUMMARY**

I am a professional with 4+ years of experience as a Salesforce developer, including Salesforce CRM, Configuration, Development, Deployment, and System Design. I also manage Reports, Dashboards for Business Analysis, and advanced features like the Lightning platform.

**TECHNICAL SKILLS:**

* **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, Assignment Rules**,** Email Alerts, OWD, Data Management.
* **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 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, Microsoft Visual Studio, Deployment tools.
* **Soft Skills:** Leadership, Communication, Time management, Teamwork, Problem-solving, Work ethic, Creativity.

# CERTIFICATIONS

# [Salesforce certified Platform Developer I](https://www.salesforce.com/trailblazer/vinayalsa) | [Salesforce Certified Administrator](https://www.salesforce.com/trailblazer/vinayalsa)

**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.
* 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

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* 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,** andsettingup **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.