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**

A professional with overall 4+ years of experience in Salesforce as a Developer. which includes Salesforce CRM, Configuration, Development, Deployment, and system design, and managing 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, and object level security, 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++, Python, MySQL, SQLite
* Web Development: HTML, CSS, JavaScript, Bootstrap, GitHub.
* Tools and software: Agile Methodology, Software Development Lifecycle, Jira, Microsoft Visual Studio, Deployment tools.
* Soft Skills: Leadership, Communication, Time management, Teamwork, Problem-solving, Work ethic, Creativity.

**PROFESSIONAL EXPERIENCE:**

**Salesforce Developer at Cognizant Technology Services, Hyderabad, India. Nov 2021 - Dec 2023**

* 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.
* Understanding and analyzing business requirements and mapping them to **Salesforce functionality** to ensure effective implementation, deployed using **Change-sets** for the sandbox-to-sandbox environments. Implemented the salesforce.com applications using **Agile Scrum** Methodology.
* Collaborated with stakeholders, business analysts, and clients, to translate requirements into technical specifications for **role-based access controls** and **permission sets** in **Salesforce queues**, enhancing **data security** and compliance measures.
* Strategically modified configurations, including **page layouts** and **triggers**, to streamline case management processes, ensuring cases were efficiently routed to specific teams. Successfully deployed changes via user stories across 2 sprints, following meticulous testing and UAT procedures.
* 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.
* 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.
* Recognized for exceptional **problem-solving** and **analytical skills**, consistently delivering timely and effective solutions that met and exceeded client expectations. Executed changes following comprehensive analysis, rigorous testing, and user acceptance procedures, ensuring seamless implementation and client satisfaction.

# 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.
* Collaborated with Stakeholders and Attended meetings with business analysts and Clients to understand the application requirements better, Daily issues are discussed with the **Onsite** **coordinator** and **respective** **Users**.
* 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.**
* Maintaining **Workflow rules** and **Approvals**, creating relationships between the **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.
* Involved In customization, Creating **custom labels** and **Custom settings, custom buttons,** and **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, and 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, Algorithms, Object Oriented Design, Introduction to Database Management Systems.

**Jawaharlal Nehru Technological University, B-Tech, Hyderabad, India. August 2018 - June 2021** Coursework - Computer Organization and Architecture, Cyber Security, Advance Networking Technologies, object-oriented programming design.

# CERTIFICATIONS

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