Assay Poulose Peenikkaparamban

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[LinkedIn](#) | [GitHub](#) | [SalesForce](#) | [Portfolio](#)

Professional Summary

Certified Salesforce Administrator, Agentforce Specialist, and AI Associate with a strong foundation in full-stack web development. Brings over 5 years of experience in CRM management, software development, and client-facing roles. Skilled in customizing Salesforce to automate business workflows and enhance customer engagement, while building responsive web applications using React.js, Node.js, and AWS. Adept at data analysis, project coordination, and cross-functional collaboration. Seeking roles in Salesforce administration or CRM-integrated full stack development to support digital transformation and customer success.

Professional Experience

Web Development Intern
Unified Mentor Private Limited – Haryana, India . Remote
08/2024 – 10/2024

- Developed and launched 4+ responsive web apps, improving load speed by 25% and user engagement.
- Participated in 4+ Agile sprints, collaborating in a 5-member remote team to deliver key features on time.
- Debugged and tested cross-browser functionality to maintain high-quality user experience.
- Maintained clean Git workflows and published regular updates to GitHub.

Junior Project Manager
ITS (Innovative Travel Solutions) – Riga, Latvia . On-site
12/2022 – 01/2024

- Supervised a sales team of 12 agents; implemented KPI tracking that increased lead-to-sale conversion rate by 18% within 6 months.
- Managed projects using Jira, proactively identifying and managing risks.
- Leveraged MS Office to track KPIs, monitor leads and revenue metrics, create dashboards, and calculate commissions.
- Conducted 15+ CRM onboarding sessions and product walkthroughs, reducing new team member ramp-up time by 30%.

Tourism Information Consultant
ITS (Innovative Travel Solutions) – Riga, Latvia . On-site
06/2022 – 11/2022

- Provide consultations on issues related to the travel industry by maintaining successful customer relationships.
- Processed 300+ travel bookings via Apollo, Amadeus & Sabre; introduced templates that cut booking time per client by 20%.

- Prepare reports, analyse the performance of different travel projects and improved service quality by 20%.

Logistics Operations Manager
Richmark Group – Bengaluru, India . On-site
02/2021 – 05/ 2022

- Designed and implemented logistics plans coordinating suppliers, warehouses, and sites.
- Oversaw distribution, optimized inventory, and reduced waste by 15%.
- Led logistics optimization across 3 regional hubs, reducing delays by 25% and saving an estimated $12K/year through risk mitigation.
- Negotiated contracts with 8+ vendors and transport partners, securing favourable terms that reduced transportation costs by 15% and improved on-time delivery performance by 22%.

Independent Freelance Contractor
UBS (Universal Business Systems) – United Kingdom . Remote - Freelance
02/2019 – 01/2022

- Managed CRM tasks and client communication independently, generating repeat business.
- Sold travel services using Apollo, Amadeus, and Sabre via ASAP tickets, handling 200+ PNRs.

Independent Travel Agent
International Travel Network– Riga, Latvia . On-site
11/2018 – 01/2019

- Built complex flight connections using Apollo GDS, Amadeus, and Sabre systems to deliver seamless travel booking experiences.
- Used travel APIs for seamless distribution and payment integration.
- Assisted clients with personalized itineraries, handling bookings and pricing strategy.

Skills

Salesforce Platform	Salesforce Agentforce, Administrator, AI Associate, CRM Customization, Workflow Automation, Reports & Dashboards, Salesforce LWC, Salesforce Implementation.
Frontend	HTML5, CSS3, JavaScript, TypeScript, React.js, Next.js, Tailwind CSS
Backend	Node.js, Express.js, RESTful APIs, Authentication (OAuth, JWT)
Databases	MongoDB, MySQL, MariaDB (SQL & NoSQL systems)
Cloud Services	AWS (Lambda, S3, EC2, RDS), Firebase, Docker, Kubernetes
Tools & Methodologies	Git, GitHub, VS Code, Jira, Postman, Slack, SDLC, Agile
Programming Languages	Java, Python, C, C#, SQL, APEX
UX/UI Design	Responsive design, mobile-first approach, cross-browser compatibility
CRM & Travel Tech	Apollo GDS, Amadeus, Sabre, Travel API Integration, Itinerary Planning,

Client Support

Full-Stack Projects

Developed using the MERN stack with responsive design, deployed on Vercel/Netlify. Featuring Auth system, cart, order dashboard, Appointment scheduling, real-time updates, Email integration, Firebase-hosted responsive site, Trainer showcase & membership plans, SEO-optimized job listings with contact form using Next.js & MongoDB.

- Food Delivery App – Live
- Clinic Booking Platform – Live
- Gym Website – Live
- Career Page – Live

Salesforce Projects

Apex projects for building lightning web components from trailblazer account using VS Code.

- HelloWorldLightningWebComponent
- myFirstWebComponent

Education

- **M.Sc. Aviation Transport**
  Riga Technical University – Riga, Latvia | Aug 2018 – Jun 2020
- **B.E. Aeronautical Engineering**
  Nehru Institute of Engineering and Technology – Coimbatore, India | Aug 2011 – Jun 2015

Certifications

- Salesforce Certified – Agentforce | AI Associate | Admin (2025)
- Oracle Java Foundations Associate – Oracle (2024)
- Full-Stack Developer – Guvi (2022)
- Achievements : Salesforce Trailhead – Ranger, Agentblazer Champion | Java Explorer | C Shell Scripting (42 Heilbronn)

Languages

English (Fluent), German (A2 Level)

Additional Information

- **Availability:** Immediate
- **Work Authorization:** Eligible to work in Germany (Familiennachzug zum Ehemann gem. § 18g AufenthG. Erwerbstätigkeit erlaubt)
- **Hobbies:** Coding challenges (LeetCode), exploring cloud tech, contributing to open-source.