Bala Preethika J

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Salesforce Developer with 2 years of hands-on experience delivering end-to-end Salesforce solutions. I've worked on multiple projects including Service Cloud and Marketing Cloud implementations, as well as building custom solutions tailored to business needs. I bridge the gap between technical solutions and business goals.

Work Experience

Appstrail Technology [Apr'23 - Present]

- **Marketing Automation**

  The solution helps to streamline customer engagement, enhance lead nurturing and improve campaign effectiveness through personalized email campaign, automated customer journeys.
  Role Played: As part of a two-member team, I focused on developing and implementing the marketing automation workflows
  Skill: Email Studio, Journey Builder, Marketing Cloud, Automation Studio

- **Customer Case Management**

  The system provided tools for case creation, tracking, and escalation, ensuring faster resolution times and improved customer satisfaction.
  Role Played: As part of a two-member team, I worked on the development and on-site deployment of the project.
  Skill: Service Cloud, Apex, Rest API, Flows

- **Lead Management Solution**

  Developed a custom solution using Experience Cloud to improve the lead capture, tracking, and conversion process, enhancing sales team efficiency.
  Role Played: As part of a two-member team, I worked on development part
  Skill: Experience Cloud,Reports,LWC,Security

Education

B.Tech - Computer Science and Business Systems	April 2024
Bannari Amman Institute of technology, Erode	CGPA: 8.9/10

Tools and Technologies

- Data Loader
- Data Import Wizard
- VS Code
- Postman
- Figma
- ANT
- Power BI
- Lightning Studio

Awards and Recognition

Rising Star of the Year, Appstrail 2024

Certifications

Marketing Cloud Administrator	Mulesoft Certified Developer
Administrator	