BALA PREETHIKA J

COMPUTER SCIENCE ENGINEER

CONTACT

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⊙ https://github.com/balapreethika

TECHNICAL SKILLS

- C++
- Java
- Python
- Apex
- HTML
- CSS
- Javascript
- REST API

SOFTWARES WORKED

- VS Code
- Salesforce Tools
- Figma
- PowerBI
- Git

AREAS OF INTEREST

- Data Structures
- Salesforce CRM
- Problem Solving

CERTIFICATION

- Salesforce Administrartor
- Marketing Cloud Administrator

RECOGNITION

Rising Star of the Year, Appstrail 2024

CAREER OBJECTIVE

To bring out the best of my talents with your organization and be a part of its growth while I improve myself, learning the details of software development through attitude and experience.

EXPERIENCE

Salesforce developer - Appstrail Technology

- **Marketing Automation [Sep'24 - present]**

  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

- **Customer Case Management [Feb'24 - Aug'24]**

  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, LWC, Email-to-Case

- **Lead Management Solution [Internship]**

  Developed a custom solution using Sales 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: Sales Cloud,Reports,LWC

EDUCATIONAL QUALIFICATION

BTech in Computer Science and Business System

Bannari Amman Institute of Technology (2020-2024)

- CGPA : 8.9