DINESH KUMAR RAJENDRAN

Senior Salesforce Developer

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SUMMARY

12+ years of overall experience in IT industry and 9+ years of experience in salesforce platform including designing, developing, and implementing customized solutions for various clients. Proficient in Apex, Aura, and Lightning web components, with a strong understanding of data modeling and integration techniques. Proven ability to collaborate with cross-functional teams to deliver high-quality solutions that meet business requirements and enhance user experience.

EXPERIENCE

PWC Acceleration Center India
Bangalore, India

Senior Salesforce Developer and Team Lead

May 2020 – Till now.

- Lead developer in the team, handling complex requirements, end to end ownership of deliveries to production – including analysis, planning, model, design, develop, debug, performance issues, document, and push to production, go live and post live support.
- Participated in code reviews and provided feedback to team members to ensure adherence to coding best practices.
- Integrated salesforce data with external system by exposing apex web services and standard api's for inbounds and access the external system Api in salesforce using apex/ ajax callout and external object for outbound call.
- Salesforce data migration and data cleaning activities using MS excel tool and its formulas.
- Hands-on Lead for an Agile team working in a continuous delivery Model.
- Implemented sales cloud with pricebook, product, opportunity product.
- implemented service cloud with case, entitlement and omni channel.
- Designed and developed customized Salesforce solutions to meet business requirements, including custom objects, fields, workflows, validation rules. AURA/LWC, APEX & Batch class

PWC Projects

Financial Cloud for a Banking Client

Developed a custom application in a shopping cart experience using LWC and custom metadata that transform their issue management process into a centralized and streamlined solution that gives their frontline and back-office operations an intuitive, easy-to-use application that enhances efficiency and transparency to address issues.

Sales Cloud for Real-Estate Client

Developed and Implement Salesforce with custom objects to capture and process the data for brokers, real-estate financial and non-financial data such as leasing agreement, charges, deals and properties related records.
iHub/LDP synchronizes the salesforce records with external system (Yardi) using an external id. Hub/LDP team can define what entities will be synchronized and what data will be copied using entity mappings.
Implemented the Salesforce packages such as Quip, SharePoint, MS Team and Outlook Integration and third-party Package D&B.

Sales Cloud for HealthCare Client

Developed and Implement Salesforce Sales Cloud from lead to opportunity, created a price book, product, opportunity product for Medical Lab equipment, MRI, CT and ultrasound products.
Developed an external Object to show account related data from external system using odata3.0

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Tech Mahindra   Bangalore, India
Senior Salesforce Developer   Feb 2019 - Mar 2020
Apttus Managed Service Support

Providing Salesforce support to the customers who enrolled the Apttus Managed-Service subscription along with the Apttus products.

- Analyzed the salesforce enhancement request from Apttus customers and provided an estimation and charges for the enhancement.
- Implemented the customization on customer's Salesforce instance using Apex triggers, API integration, Batch, Lightning web components, and out-of-box configuration.
- Managed Meeting all project requirement within budget constraints.

Object Frontier Software.   Chennai, India
Salesforce Developer - Chatbot implementation   Jun 2018 - Jan 2019

Developed a custom chatbot that uses Google Dialogflow and the Salesforce Live agent.

- Integrated Salesforce Live Agent with Google Dialogflow.
- Created a connected app and apex web services that can consume by an external system, and Developed a custom chat that communicate between Live Agent API and Google Dialogue flow API.
- Created a Visualforce page as a JavaScript container to build a custom chat page.

Osprosys System   Chennai, India
Salesforce Admin   Mar 2017 - May 2018

Administrating the Sales cloud application as a solo Salesforce Admin.

- Created and maintained Salesforce reports and dashboards to track the key performance indicators.
- Created email templates and email alerts.
- Implemented an email notification when there is an important change.
- Configured the Pardot marketing cloud to add a score to the leads based on certain criteria.
- Configured and maintained Salesforce objects, fields, record types, page layouts, validation rules, and workflows.

Hewlett Packard Global E Business   Chennai, India
Salesforce Co-Ordinator   Mar 2011 - Jun 2016

- Created and maintained Salesforce reports for the support team, including weekly status updates about open cases, closed cases, and overdue backlog cases.
- Worked on service cloud for the post-sales HP warranty support business.
- Regularly maintaining and cleaning up the Salesforce queue.
- Report unattended and ageing cases to the management team. Record all the monthly and yearly metric data in SharePoint.

Siebel Co-Ordinator

- Extract the data from Siebel and create the report in Excel, and send a pivot chart with daily, weekly and monthly inflow and outflow volumes and maintain the data in the SharePoint.

Intelenet Global Solution   Chennai, India
MIS -Management information system   Feb 2010 - Mar 2011

- Create reports and charts for management to understand the business trend.
- Create a monthly KPI report to understand the team's performance.
- Create the individual performance report for the monthly ranking. Send the report on a daily, weekly, and monthly basis to management.

TOOLS & TECHNOLOGY

Advance MS excel ♦ MS SharePoint ♦ MS PowerPoint ♦ MS Visio ♦ Jira ♦ Confluence ♦
Salesforce Workbench ♦ VS Code ♦ PostMan
Quip ♦ Outlook Integration ♦ Team Integration ♦ Salesforce File Connect -SharePoint ♦ Field Trip ♦ Grid Buddy ♦ D&B Data Enrichment ♦

Dev Opps CI/CD

Salesforce CLI – SFDX ♦ Ant Deployment ♦Azure DevOpps ♦ Git Hub ♦ Git Bucket ♦ AutoRabit DevOpps ♦ Flosum DevOpps

CERTIFICATION

EDUCATION

Bachelor's degree in business economics with statistics
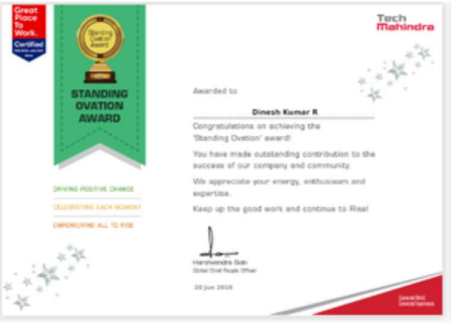
Presidency College Chennai

📅 04/2004   03/2007

LANGUAGES

Tamil   Native   Proficient

ACHIEVEMET

Standard Ovation   Pat on the Back