

AKASH PATKAR

Salesforce Developer

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Location | Udupi, Karnataka

Experience | 3 Years 3 Months

SUMMARY

Dedicated Salesforce Developer with 3+ years of experience, specializing in Salesforce Core Development including Apex, LWC, Flows, SOQL, and Triggers, with additional expertise in Salesforce Marketing Cloud (SFMC). Currently supporting Salesforce Marketing Cloud production for GXS, including process automation and email personalization using AMPscript. Experienced in data conversion, automation, and CRM optimization, having supported both US and Singapore-based clients. Holder of Salesforce Admin, Platform Developer I, Data Cloud Consultant, Marketing Cloud Email Specialist, and AI Associate certifications. Passionate about solving business challenges with scalable Salesforce solutions.

SKILLS

- Salesforce Development: Apex, Flows, Triggers, SOQL, Lightning Web Components (LWC), Admin Task
- Admin Tools: Data Loader, Salesforce Inspector, Workbench
- Marketing Cloud: AMPscript, Journey Builder, Automation Studio, Cloud Pages
- Web Technologies: HTML, CSS, SQL
- Soft Skills: Client Collaboration, Agile, Problem Solving

PROFESSIONAL EXPERIENCE

Salesforce Developer (Senior Analyst) - Huron Consulting Group | Jan 2022 – Present

PROJECTS

PITSTOP - Salesforce Internal Development

- Built Apex triggers for business logic-based updates.
- Designed Screen Flows and Record-Triggered Flows for automation and notifications.
- Implemented validation rules and custom buttons for approvals.
- *Tech:* Apex, Flows, LWC, Validation Rules.

GXS SFMC Consultant – Singapore Client (Current)

- Working on Salesforce Marketing Cloud production support for campaign execution and maintenance.
- Designed and executed lifecycle campaigns in Journey Builder.
- Contributed to Slack integration with SFMC for real-time communication workflows.
- *Tech:* Journey Builder, Automation Studio, AMPscript

Emory University Advancement Project – US Education Client

- Migrated data to Salesforce Affinquest using SQL, PL/SQL, Data Loader.
- Performed ETL processes and data integrity checks.
- Earned two spot awards for data migration excellence.

Grab SFMC Consultant – Singapore Client

- Created email templates using HTML and AMPscript.
- Built Cloud Pages for customer interaction.
- Automated customer lifecycle journeys.

SFMC Consultant – SMU Project

- Built a lead capture Cloud Page for marketing outreach (one-week)

Education Portal - Experience Cloud (Internal)

- Developed portal using LWC, Apex, and Flows; enabled profile management for students and staff access.
- Enhanced skills in UI development, automation, and secure data handling.

CERTIFICATIONS

- Salesforce Platform Developer 1
- Salesforce Administrator
- Marketing Cloud Email Specialist
- Data Cloud Consultant
- AI Associate

EDUCATION

***B.E. in Mechanical Engineering - SMVITM
Visveswararajah Technological University (VTU), 2021***

***Pre-University,
Govt PU College Hiriadka, 2017***

***Secondary School,
Karnataka Public School Hiriadka, 2015***

HOBBIES

Cricket: Actively participate in open tournaments, enhancing teamwork and strategic thinking.

