

Bhanu Prakash

Ashburn, Virginia, United States

# Professional Summary:

Around **8 years** experienced Salesforce Developer and Administrator with a demonstrated history of working in **Marketing, Health,** and **financial service clouds**. Skilled in Salesforce.com **Development** and **Administration**, **Configuration, Business Process Automation (Flows), Continuous Integration/Continuous Deployment (CI/CD), Copado, Release management, Version control, User Management, Data Management and Security Management**. Additionally, knowledgeable in **Java** and Object-Oriented Programming (OOPS) concepts, enabling the development of scalable and maintainable code. Salesforce professional with a master’s and bachelor’s degree in information technology.

* Comprehensive understanding of Salesforce ecosystems, with strong expertise in **Sales Cloud**, **Service Cloud**, **Marketing** **Health Cloud**, **Financial Services Cloud** and **Experience Cloud**, enabling the delivery of tailored solutions that enhance customer engagement and operational efficiency.
* Proficient in developing custom Salesforce modules in both Lightning and Classic environments using **Aura Framework**, **Lightning Web Components (LWC)**, **Apex**, and **Visualforce**, ensuring robust functionality across various business processes.
* Skilled in code optimization to adhere to Salesforce's governor limits, improving performance and reliability of applications.
* Experienced in implementing and configuring key Salesforce features, including **Objects, Layouts, Tabs, Validation Rules, Flows, Workflows, Approval Processes,** and **Assignment/Sharing Rules**, with a focus on industry-specific requirements in health and financial services.
* Strong knowledge of managing **Users**, **Roles**, **Profiles**, and security settings based on role hierarchy to ensure data integrity and compliance, particularly in regulated industries like finance and healthcare.
* Adept at generating diverse **reports** and **dashboards** to provide actionable insights for sales performance, service effectiveness, and marketing campaign results.
* In-depth knowledge of **Salesforce Flows**, including Auto-Launched Flows and Screen Flows, to streamline processes across Service, Sales, and Marketing applications.
* Skilled in developing and optimizing Salesforce batch processes using Apex to handle large data volumes efficiently.
* Solid experience with **(CI/CD)** source control tools like **Copado**, **Git**, **Bitbucket**, **SourceTree** and **Gearset** for seamless deployment and version control, ensuring smooth transitions and high-quality code management.
* Knowledgeable in implementing and deploying **Salesforce Shield Encryption** for enhanced security measures.
* Proficient in leveraging Salesforce solutions with products such as **CPQ, Drawloop**, **Docusign**, **LeanData**, **ezProtect**, **Oracle Eloqua**, **6sense**, and **OwnBackup** to maximize platform capabilities.
* Experienced in utilizing data migration tools such as **Data Loader**, **Workbench**, and **Import Wizard** for efficient data handling.
* Proven experience with **Agile Methodologies**, actively participating in Scrum daily standups to enhance project delivery and responsiveness.
* Proficient in creating **Salesforce profiles, allocating roles,** and **managing access** to ensure user-specific permissions align with business needs.
* Expertise in **Salesforce configurations, customizations,** and **administrative support**, providing end-users with the tools they need to succeed.
* Strong analytical skills to address client requests for changes, identify customizations, and ensure alignment with business objectives.
* Strong ability to thrive in challenging environments, demonstrating independence while collaborating effectively within teams of various sizes.
* Excellent communication and interpersonal skills, fostering teamwork and collaboration across departments.

**Skills:**

Apex, JAVA, OOPS, Visual-force, Aura, JS, LWC, CSS3, HTML5, Flows, Triggers, Asynchronous Apex, Process Automation, Salesforce.com Web Services APIs, Connected Apps, Auth. Providers, Shield Encryption, WSDL, Enhanced Domain, SSO, Copado, Gearset, Deployment Automation, Version Control (Git), Release Management, Change Sets, Sonar, Data Loader, Workbench, DMARC, SPF, DKIM, Company Settings, Data Migration.

# Experience

**Cisco Systems Inc, Ashburn, VA (Remote, USA) March 2022 – Till now  
Salesforce Developer**

# Responsibilities:

* Developed and implemented custom Salesforce solutions to meet business requirements across Service Cloud, Sales Cloud, and Marketing Cloud, including custom objects, fields, workflow rules, Process Builder, and validation rules.
* Developed Apex classes, triggers, and batch processes to automate business processes, ensuring data integrity and adherence to best practices while following governor limits for all cloud functionalities.
* Designed and implemented Salesforce Lightning Web Components and Lightning pages to enhance user experience for sales representatives, service agents, and marketing teams, increasing productivity and engagement.
* Created and maintained Visualforce pages and controllers to customize user interfaces and functionality, ensuring seamless interactions for users across Service, Sales, and Marketing Cloud applications.
* Integrated Salesforce with external systems using REST/SOAP APIs, web services, and middleware tools like MuleSoft to enable data sharing between Sales, Service, and Marketing platforms.
* Contributed to creating reusable assets and accelerators for MuleSoft API development, facilitating quicker integration for marketing automation and lead management processes.
* Implemented CI/CD pipelines using Copado, reducing deployment time by 90% and increasing release frequency for enhancements across Sales, Service, and Marketing Cloud applications.
* Managed end-to-end release processes for Salesforce applications, including planning, scheduling, and executing releases using Copado's release management features, ensuring smooth updates across all clouds.
* Utilized Copado's version control capabilities to track and manage changes to Salesforce metadata and configurations across multiple environments, supporting cohesive functionality in Sales, Service, and Marketing Clouds.
* Automated deployment processes using Copado's deployment automation features, minimizing manual errors and improving deployment accuracy for all cloud functionalities.
* Collaborated with development, testing, and operations teams to optimize Salesforce development workflows and streamline release cycles, ensuring alignment between Sales, Service, and Marketing teams.
* Conducted training sessions and onboarding for new team members on Copado best practices and workflows, enhancing overall team proficiency in Salesforce development.
* Managed and maintained multiple test environments, ensuring proper setup, configuration, and availability for each release/project as scheduled across Service Cloud, Sales Cloud, and Marketing Cloud applications.
* Provided troubleshooting and support to resolve issues related to Copado configurations, deployments, and integrations, focusing on enhancing the performance of Salesforce systems in all cloud areas.
* Ensured optimal performance of Salesforce systems and products by upgrading and configuring Salesforce systems for optimized integration, particularly with marketing automation tools and customer engagement platforms.

**Deloitte (Hyderabad, India)  
Salesforce Developer Apr’17 - Dec 2021**

**Project Name: Ameriprise Financial**

**Role: Developer**

**Organization /Location: Deloitte**

**Team Size: 8**

**Environment/Tools**: Financial service cloud, Apex class, Apex triggers, JQuery, LWC, VS Code, Gearset

**Roles & Responsibilities:**

* Designed, developed, and deployed Apex Classes, Controller Classes, and Apex Triggers to meet various functional needs in the Financial Services application.
* Created workflow rules for email alerts, field updates, and other tasks related to client interactions and financial transactions.
* Developed Custom Objects tailored for financial services, such as Accounts, Financial Products, and Investment Opportunities, along with validation rules, Page layouts, Custom tabs, and Components.
* Created Lightning Web Components to enhance the user experience for financial advisors and clients, ensuring efficient navigation and data access.
* Worked on Salesforce Lightning Components to build customized components that replaced existing ones, improving functionality and user engagement within the Financial Services Cloud.
* Leveraged Salesforce Process Builder to automate workflows related to client onboarding, compliance checks, and account management, consolidating existing workflow rules for efficiency.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Components, promoting code reusability and maintainability in financial applications.
* Used Gearset for deployments and version control
* Participated in Daily Standup meetings and demos with clients as part of Agile methodology, gathering feedback to iteratively improve the Financial Services solutions provided.
* Integrated financial services features such as Client Portals, Financial Account Management, and Performance Reporting to support comprehensive client service.
* Implemented best practices for security and data management in compliance with financial regulations, ensuring robust protection of sensitive financial information.

**Project Name: Humana Mar 2016 – Mar 2017**

**Role: Developer**

**Organization /Location: Deloitte**

**Team Size: 15**

**Environment/Tools:** Health cloud, Apex class, Apex triggers, Aura, LWC, Javascript, Copado

**Roles & Responsibilities:**

* Performed the role of Salesforce Developer in the organization, specializing in Health Cloud solutions.
* Developed Salesforce Applications using Aura and Lightning Web Components (LWC) to enhance patient and provider experiences.
* Involved in the Design and Build Phases, focusing on health-related functionalities and workflows.
* Worked with standard Health Cloud objects (such as Patient, Care Plan, and Care Team) while managing business processes and field-level security.
* Created Custom Objects, formula fields, and designed validation rules, page layouts, and workflow rules tailored for healthcare scenarios.
* Developed various Apex Classes, Triggers, Controller classes, and methods for functional needs in the application, ensuring compatibility with Lightning and Health Cloud features.
* Built Custom Lightning App HomePages, App Pages, and Record Pages specifically for healthcare professionals to streamline access to patient data.
* Implemented Health Cloud features like Care Plans and Patient Management, integrating them with existing Salesforce functionalities.
* Worked on VS Code with Salesforce DX CLI for efficient development and version control.
* Involved in migrating data into the Salesforce application using Apex Data Loader through CSV files, focusing on healthcare-related data integrity.
* Installed and configured Apex Data Loader to manage data specific to patient records and health services.
* Created SFDC reports (functional and technical documents) that provided insights into patient care and operational metrics.
* Developed applications using Agile methodology, incorporating feedback from healthcare stakeholders to ensure user-centric design.
* Analyzed production issues and provided necessary actions to maintain business continuity, especially in critical health service scenarios.

**Licenses & Certifications:**

* Salesforce Certified Platform Developer I - 20509337
* Copado Fundamentals 1 - 012489
* Financial Services Cloud Super badge - Trailhead by Salesforce
* Salesforce Certified Administrator (SCA) – Salesforce
* Flosum Certified Professional – Flosum
* LWC Super badge - Trailhead by Salesforce
* Salesforce Certified Associate - Salesforce 3332427

**EDUCATION:**

* Bachelor of Engineering from VNR VJIET, Hyderabad, TS, India.
* Master of Science from Trine University, IN, USA.