KEERTHIPRIYA A S

SALESFORCE DEVELOPER

TECH SKILLS

- Sales Cloud
- Service Cloud
- Experience Cloud
- Field Service
- Workbench
- Triggers
- Flows
- Visual Studio Code
- Visualforce
- LWC
- Aura Framework
- Rest API Integration
- Apex
- Java
- MySQL
- JavaScript
- HTML and CSS
- PHP

PROFILE SUMMARY

I am a Salesforce Developer with over 5+ years of experience in IT Industry. I have hands-on experience across Sales, Service, Community Clouds and Field Service. I specialize in delivering custom solutions using Aura and Lightning Web Components (LWC), building Visualforce pages, designing flows, and writing triggers aligned with Salesforce best practices. My expertise extends to creating lightning pages, community pages, and managing data visibility through profiles, permission sets, permission set groups, roles, and sharing rules. I have worked extensively with custom metadata, custom settings, public groups, queues, and performed data operations using Workbench. I am also experienced with DevOps and version control tools such as Git and Bitbucket.

EDUCATION

Sathyabama Institute of Science and Technology (2016-2020)
CGPA: 8.77
Chennai, Tamil Nadu

Christ King Girls Higher Secondary School (2016)
12th | 85%
Chennai, Tamil Nadu

Christ King Girls Higher Secondary School (2014)
10th | 97%
Chennai, Tamil Nadu

EXPERIENCE

Deloitte   Nov 2023 - Present
Salesforce Developer

- Hands-on experience across Salesforce Sales, Service, and Field Service Clouds.
- Proficient in Apex, Triggers, and Flows, with expertise in customizing Salesforce through Aura, LWC, in-app notifications, email templates, approval processes, custom metadata, and custom settings.
- Experienced in configuring Public Groups, Queues, Sharing Rules, Profiles, Permission Sets, Permission Set Groups, and Custom Permissions.
- Actively participated in Sprint Meetings including Sprint Planning, Refinement, and Retrospectives.
- Utilized Jira, Rally, and Azure DevOps for requirement tracking and progress updates, with Git hub used for managing deployments.
- Experienced in preparing release notes for new features to support product launches.
- Presented completed user stories to clients during sprint demo sessions.

Capgemni   Sept 2022 - Nov 2023
Salesforce Developer

- Experienced in working with Salesforce Sales and Community Clouds.
- Extensive experience in configuring Salesforce through custom objects, fields, validation rules, page layouts, record types, custom metadata, custom settings, approval processes, email templates, Lightning app pages, and Community pages.
- Developed intuitive user interfaces with Aura and Lightning Web Components, and generated PDFs and Word documents using Visualforce pages.
- Experienced in client interactions, including daily stand-ups, technical discussions, requirement gathering sessions, bug-fixing war rooms, triage calls, and retrospectives.
- Developed custom logic using Apex classes, test classes, and triggers while adhering to Salesforce best practices.

Delacon
Sept 2021 - Sept 2022

Full Stack Developer

- Led the development and ongoing maintenance of a Call Tracking Application.
- Delivered feature updates and enhancements to improve functionality and user experience.
- Designed and implemented automation for SQL database backups to improve reliability and efficiency.
- Implemented ELK Stack deployment to aggregate and analyze application logs for improved monitoring.

Melon Ventures Pvt Ltd
June 2021 - Aug 2021

Full Stack Developer

- Handled UI updates, site maintenance, and production deployments for the Fresherslive and Hirelateral job portals.
- Configured and managed CRON jobs to automate job posting processes.
- Optimized and monitored website performance, ensuring SEO metrics were consistently tracked and improved.
- Fixed bugs and enhanced website usability.

Maco Tours and Travels
Aug 2020 - June 2021

Full Stack Developer

- Handled ongoing maintenance and updates for the Worldtripco website.
- Skilled in managing GoDaddy web hosting services and performing website deployments.
- Experienced in integrating and managing Razorpay payment gateway.
- Managed automated SMS, WhatsApp, and email communications post-booking.
- Handled MySQL database administration, including monitoring and managing database operations.
- Designed and built responsive, user-friendly websites with Bootstrap for optimal cross-device experience.

ACHIEVEMENTS

Honored with **Spot Award** and **2 Applause Awards** in recognition of exceptional individual performance, dedication, and impact on project success. These accolades were awarded for consistently going above and beyond in delivering high-quality solutions, meeting tight deadlines, proactively resolving critical issues, and contributing significantly to team objectives.

CERTIFICATIONS

Salesforce Certified Platform Developer I

Salesforce Certified Platform Developer II

Salesforce Certified JavaScript Developer I

Salesforce Certified Administrator

Salesforce Certified AI Specialist

CONTACT

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Chennai, Tamil Nadu

Portfolio:
https://keerthipriya-as.github.io/portfolio/

Linked In:
https://www.linkedin.com/in/keerthipriya-a-s/

LANGUAGES

- English
- Tamil