

Pavan Kumar Kuruva

Salesforce Developer/Admin

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SUMMARY

Certified Salesforce Administrator and Developer with over **3.5 years of experience** delivering **scalable solutions** across industries. Proficient in **Salesforce Lightning, Apex, LWC, and API integrations**, with expertise in **workflows, automation, and CRM migrations**. Notable achievements include a **25% increase in user engagement** via a **Personalized Financial Advisory System** and a **40% reduction in approval times** using a **Travel Approval App**. Adept at **data modeling, security protocols, and streamlining business processes**, with a proven track record of improving **operational efficiency** and delivering **user-centric, innovative Salesforce solutions**.

EDUCATION

Sacred Heart University

Master of Science in Computer and Information Science

Dec 2024

Fairfield, CT

PROFESSIONAL EXPERIENCE

Capital One

Salesforce Administrator/Developer

July 2024 – Current

Boston, MA, USA

- **Designed and implemented a Personalized Financial Advisory System** using Salesforce Lightning and Einstein Analytics, achieving a **25% increase in customer engagement** through tailored recommendations and actionable insights.
- **Developed a robust financial profile management system** using Apex and custom objects, reducing processing time by **30%** and enabling precise customer segmentation for personalized service offerings.
- **Automated loan application workflows** with Salesforce Flow and Approval Processes, minimizing manual interventions by **40%** and achieving a **20% improvement in application turnaround times**.
- **Integrated Salesforce with third-party APIs** (e.g., credit scoring systems and Plaid financial data), enabling **real-time data analysis** that improved decision-making accuracy by **20%** and reduced processing errors.
- **Implemented Salesforce Community Cloud portals**, enhancing customer self-service capabilities, reducing support ticket volume by **35%**, and increasing customer satisfaction scores by **15%**.
- **Spearheaded the migration of legacy CRM data to Salesforce**, maintaining **100% data integrity** and improving query performance by **30%**, ensuring a seamless transition and enhanced database reliability.
- **Developed reusable Lightning Web Components (LWC)** to support modular UI solutions, reducing development time by **20%** and enabling faster delivery of enhancements across projects.
- **Provided in-depth training programs and user adoption strategies**, achieving a **100% adoption rate** across departments and improving team efficiency in utilizing Salesforce tools.
- **Led the development of Einstein Analytics dashboards**, allowing stakeholders to visualize trends and performance metrics, resulting in a **25% improvement in decision-making efficiency**.
- **Optimized deployment processes** using tools like Copado and Jenkins, reducing deployment errors by **20%** and ensuring consistency across all Salesforce environments.

Accenture

Salesforce Developer

March 2022 – Aug 2023

Hyderabad, India

- **Implemented a Customer Dashboard** using SOQL for data visualization, driving a **30% increase in user engagement** and boosting operational efficiency by **25%**.
- **Developed and configured over 50 custom objects, fields, profiles, and permission sets**, enabling streamlined access for **200+ users** and improving data management with Data Loader.
- **Achieved 95%+ code coverage** on Apex classes, enhancing system reliability and reducing post-deployment bugs by **40%**, ensuring a stable and efficient system.
- **Created responsive Lightning Web Components (LWC)** optimized for both mobile and desktop platforms, increasing user satisfaction by **40%** through an improved and intuitive user interface.
- **Integrated CMS content into Salesforce pages**, reducing page load times by **20%** and improving user retention by **15%**.
- **Deployed Salesforce components across environments** using Copado, reducing deployment times by **20%** while ensuring error-free releases and consistent functionality.
- **Collaborated with DevOps teams** to refine deployment pipelines, achieving a **25% improvement in rollout efficiency** and reducing downtime during system updates.
- **Optimized system performance** through comprehensive debugging and troubleshooting, addressing critical bottlenecks and improving overall functionality by **30%**.
- **Designed and implemented secure workflows and approval processes**, improving data accuracy by **35%** and minimizing manual interventions by **30%**.
- **Provided technical leadership and coordinated with cross-functional teams**, successfully delivering complex Salesforce solutions on time and under budget for **five major projects**.

- **Spearheaded Salesforce Service Cloud and case management implementations**, resulting in a **30% improvement in system efficiency** and a **20% increase in user satisfaction** through customized objects, fields, record types, and page layouts.
- **Developed and maintained integrations** with key external systems like ServiceNow and DocuSign, enabling **50% faster data exchange** and enhancing cross-platform functionality to support over **10,000 portal users** efficiently.
- **Played a pivotal role in transitioning from Salesforce Classic to Lightning Experience**, achieving a **15% increase in user adoption** through the development of Lightning Apps, components, controllers, and pages within Lightning Community Builder.
- **Implemented Salesforce automations** for sales, marketing, and customer support, reducing manual effort by **25%** and improving operational efficiency through advanced workflows and validation rules.
- **Authored detailed business documentation**, including epics, user stories, and functional requirements, which streamlined project prioritization and contributed to a **95% on-time project delivery rate**.
- **Managed API integration projects** that improved system interconnectivity, resulting in a **30% reduction in data retrieval time** and enabling seamless data exchange across platforms.
- **Designed and deployed complex Salesforce workflows, dashboards, and validation rules**, leading to **improved data accuracy by 40%** and providing tailored insights for over **500 users**.
- **Utilized Copado for Salesforce sandbox setup and deployment**, reducing deployment errors by **20%** and ensuring consistency across environments through effective monitoring and reporting.
- **Led large-scale data migration projects**, transferring and maintaining over **2 million records** across accounts, contacts, and opportunities with **99.9% data accuracy** and **minimal downtime**.
- **Developed custom Apex classes, triggers, and Visualforce pages**, addressing specialized business needs and driving a **25% improvement in Salesforce functionality**.
- **Extensive experience in Agile and Scrum methodologies**, successfully managing sandbox environments, UAT demos, and production releases, achieving **100% compliance with release schedules** using tools like **Jenkins, Eclipse, and Git**.

SKILLS

Salesforce CRM: Workflows and validation rules, Approval Processes, Sales, Service, Profiles, Roles, Permission sets, Relationships, Custom objects, Dashboards, Reports, Search Layouts, Page Layouts, Record Types, Process builders, Reporting, Platform Events, Sales, and Service Cloud, Data loader, Workbench, Lightning Flows.

Force.com Tools: LWC, CPQ, VS Code, Developer Console, Force.com, Data Loader, Asynchronous Process, Batch, Schedule, Queueable Apex, Lightning and Lightning Web Components, Aura, Visualforce, Apex, Triggers.

Web Design Tools: Eclipse, Spring STS, IntelliJ, JBoss Developer Studio, SQL Query Analyzer, Adobe Photoshop, Dreamweaver, Tortoise SVN, MS Office, Visio 5.0, Adobe Acrobat Pro.

Salesforce Tools: Force.com Eclipse IDE Plugin, Change Sets, Import Wizard, Force.com Data Loader, Workbench, DataLoader.io, Force.com Excel Connector, Connect for Outlook, Exchange Sync, Informatica Cloud Data Wizard, Adobe Sign, S-Docs, Conga, CRM fusion.

Languages: SOQL & SOSL Language, Apex Language (Classes, Trigger, Batch, Schedule), Java, JavaScript, jQuery, Salesforce CLI, Salesforce DX.

Web Technologies: HTML, XML, CSS, JavaScript, SOAP, REST, AppExchange, AWS, Jenkins, APIs (REST/SOAP).

Database: SQL Database, Oracle, Data Migration, DocuSign.

Deployment tools/Security tools: Change Sets, Jira, ANT Tool, Jenkins, Postman, Git, GitHub, VS Code, Check Mark tool, COPADO, CI/CD tools, MuleSoft, unit & integration testing.

PROJECTS

Travel Approval Lightning App | *Salesforce Lightning, Custom Objects*

Sep 2024 – Dec 2024

- Developed a custom travel approval app using Salesforce Lightning, streamlining travel requests, expense tracking, and managerial approvals, saving **15+ hours/week**.
- Optimized custom objects and automated workflows, reducing administrative workload by **10 hours/week** and improving system efficiency.
- Designed intuitive Lightning Components and implemented role-based access, enhancing user satisfaction and data security.
- Automated notifications and approvals, increasing communication efficiency by **30%**.

Recruiting Application | *Salesforce, Custom Objects, Junction Objects*

June 2024 – Sep 2024

- Developed a custom Salesforce recruiting app, automating critical HR processes and improving operational efficiency by **10%**.
- Streamlined HR operations by **20%** through the effective use of custom objects, junction objects, and relationship modeling.
- Enhanced data security by **30%** through advanced Salesforce data modeling and implementation of robust security protocols.
- Gained hands-on experience in designing scalable data architectures, improving workflows, and integrating Salesforce security best practices.
- Learned to collaborate effectively with HR stakeholders, translating business requirements into functional Salesforce solutions.

CERTIFICATIONS

- Salesforce Certified Administrator (SCA)
- Salesforce Platform Developer-1
- Copado Fundamentals 1 & 2
- Salesforce AI Associate