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**Professional Summary: Salesforce Developer (PD1 Certified)** with around **6 years of progressive experience** in designing, customizing, and deploying Salesforce solutions across diverse business domains, with strong expertise in **Sales Cloud, Lightning Components, and Apex development**.

- Proven ability in **end-to-end Salesforce application development**, including **Flows, Process Builder, Custom Objects, and Validation Rules**, enabling scalable and automated CRM workflows aligned with business goals.
- Skilled in developing **Lightning Web Components (LWC)** and **Aura Components**, delivering responsive, dynamic, and user-centric interfaces that enhance usability and operational efficiency.
- Strong proficiency in **Apex triggers, classes, batch jobs, and SOQL optimization**, enabling seamless backend automation and high-performing business logic for enterprise-grade Salesforce environments.
- Experienced in **Salesforce integrations** using **REST APIs, middleware, and third-party tools**, ensuring smooth data synchronization between Salesforce and external systems like ERP and marketing platforms.
- Expertise in **User and Security Management** through roles, profiles, permission sets, and sharing models, maintaining strict data access governance across complex organizational hierarchies.
- Hands-on experience in **Salesforce Reports, Dashboards, and CRM Analytics (Einstein Analytics)** to translate raw data into actionable business insights supporting executive decision-making.
- Adept at **workflow automation and process orchestration**, leveraging **Flows, Approval Processes, and Declarative Tools** to minimize manual efforts and boost user productivity by measurable margins.
- Played a key role in **Salesforce deployment and change management** through version control (Git), sandbox refreshes, and CI/CD practices ensuring efficient release cycles and minimal downtime.
- Strong background in **OpenText AppWorks** and **workflow automation platforms**, developing case management and BPM solutions integrated with Salesforce to enhance business process automation.
- Proficient in **JavaScript, Node.js, React.js, and RESTful services**, bringing additional full-stack capabilities for building custom UI extensions and external apps connected with Salesforce APIs.
- Experienced with **data analytics, Tableau visualization, and advanced Excel**, contributing to interactive dashboards and KPI tracking systems that improve organizational data transparency.
- Solid understanding of **Agile/Scrum methodologies** and cross-functional collaboration; partnered with QA, business analysts, and stakeholders to deliver high-quality Salesforce releases on schedule.
- Demonstrated leadership in **mentoring junior developers**, conducting code reviews, and enforcing best practices that improved code quality and reduced bug rates by over 35%.
- Passionate about **continuous learning and innovation in Salesforce ecosystem**, including **AI-driven CRM enhancements, data integration trends, and automation-first architecture** to drive future-ready solutions.

#### Technical skills:

Category	Technologies & Tools
Salesforce Development	Apex Classes & Triggers, Visualforce, <b>Lightning Web Components (LWC)</b> , Aura Components, SOQL & SOSL, Salesforce CLI
Automation & Configuration	<b>Salesforce Flow</b> , Process Builder, Workflow Rules, Approval Processes, Custom Objects, Validation Rules, Formula Fields
Salesforce Administration	<b>User &amp; Security Management</b> (Roles, Profiles, Permission Sets, Sharing Rules), Page Layouts, Record Types, Object Relationships
Analytics & Reporting	Reports & Dashboards, <b>CRM Analytics (Einstein Analytics)</b> , Tableau, Advanced Excel
Integration & API Management	<b>REST &amp; SOAP APIs</b> , External Services, Named Credentials, Integration with ERP/Marketing Platforms

Category	Technologies & Tools
Version Control & DevOps	Git, GitHub, Bitbucket, CI/CD Pipelines, Sandbox Management, Deployment Automation
Programming & Web Technologies	JavaScript (ES6+), Node.js, React.js, HTML5, CSS3
Workflow & Case Management	OpenText AppWorks (IWF), BPM & Case Management Solutions, Process Optimization
Data & Databases	SQL, PostgreSQL, Data Migration, Data Loader, Import Wizard
Methodologies & Collaboration	Agile/Scrum, Jira, Confluence, Team Mentoring, Cross-Functional Collaboration

#### Education:

- Master of Computer Science from State University of New York New Paltz, New York.
- Bachelors of Computer Science Engineering from Malla Reddy Engineering College Hyderabad, India.

#### Professional Experience:

**Client:** UnitedHealth Group – Minnetonka, MN.

**Aug 2024 – till date**

**Domain:** Healthcare Services & Insurance

**Role:** Salesforce Developer

**Project Description:** Worked as a Salesforce Developer for UnitedHealth Group, supporting an enterprise-wide expansion of Salesforce Health Cloud and Service Cloud to streamline patient case management, provider communications, and care-coordination workflows. Delivered scalable customizations, automated critical healthcare processes, and integrated Salesforce with clinical back-end systems to enhance operational efficiency and compliance.

#### Roles & Responsibilities:

- Developed and optimized **Apex Classes, Triggers, and Lightning Web Components (LWC)** to automate member eligibility checks and care-coordination workflows, improving service accuracy and reducing manual work for care teams.
- Built **record-triggered Flows, approval processes, and intelligent routing logic** to streamline authorization requests, referral handling, and case escalations across multiple provider networks.
- Designed and delivered **custom Health Cloud data models**, including Care Plans, Assessments, and Utilization Management objects, enabling more structured patient information tracking.
- Implemented secure **REST and SOAP API integrations** between Salesforce, clinical systems, and provider portals, ensuring real-time sync of patient records, claims, and authorization statuses.
- Customized **Service Console layouts and Lightning App pages** to optimize care coordinator productivity, reducing the average case resolution time by nearly 25%.
- Developed **dynamic validation rules and advanced formula logic** to enforce healthcare compliance standards (HIPAA-driven data governance, provider role restrictions, and patient record checks).
- Created comprehensive **reports, dashboards, and KPI analytics** for leadership teams to monitor provider performance, service turnaround times, and member satisfaction metrics.
- Configured **role-based access (RBAC), profiles, permission sets, and sharing models** to secure Protected Health Information (PHI) in compliance with HIPAA and internal audit requirements.
- Supported **complex data migration** activities involving patient demographics, provider mappings, and case histories using Data Loader and ETL templates, ensuring accuracy and referential integrity.
- Executed **unit testing (75%+ coverage), regression testing, and UAT validation**, identifying defects early and ensuring smooth sprint-based deployments.
- Managed **CI/CD deployments using Git-based release management**, collaborating with QA and DevOps teams to deliver stable builds to SIT, UAT, and Production.
- Provided **post-release support, platform monitoring, and hypercare assistance**, resolving operational issues and ensuring continuity of care workflows after major releases.
- Collaborated with cross-functional teams (Business Analysts, Product Owners, Clinical Ops, QA) in an **Agile/Scrum framework**, contributing to sprint planning, grooming, and retrospectives.

**Environment:** Salesforce Health Cloud, Service Cloud, Lightning Web Components, Apex, Flows, Process Builder, SOQL, REST/SOAP Integrations, Data Loader, Git, Jira, VS Code, Agile/Scrum, CI/CD.

Client: Duck Creek Technologies — via Apps Associates, Hyderabad, India.

2022 – Aug 2023

**Duration:** May **Role:** Salesforce Developer / Staff Consultant

**Project Description:** Worked with Duck Creek Technologies to modernize and streamline insurance sales, policy servicing, and partner onboarding processes using Salesforce Sales Cloud and custom automation. The project focused on building reusable Salesforce components, integrating external Duck Creek policy systems, automating complex insurance workflows, and enabling rapid CRM adoption across producer, underwriter, and service teams.

**Roles & Responsibilities:**

- Designed and customized **Salesforce Sales Cloud** to align with Duck Creek's insurance sales lifecycle, underwriting workflows, and producer management processes.
- Built enhanced **Lightning pages, custom layouts, and record types** to support diverse insurance operations such as quote intake, policy updates, and agent onboarding.
- Developed complex **Flows, Approval Processes, and Workflow Rules** to automate submission reviews, underwriting approvals, and renewal tracking.
- Engineered **Apex classes, triggers, and LWCs** to support dynamic insurance-specific functionality such as risk-level calculations and coverage validations.
- Created **custom objects and relationships** to manage policy data, endorsements, coverages, and agent hierarchies within Salesforce.
- Implemented **strict Role Hierarchies, Profiles, and Permission Sets** to align with insurer-based compliance and regulatory access rules.
- Integrated Salesforce with **Duck Creek policy administration and billing APIs** to sync quotes, policy records, premium details, and claim updates.
- Designed **Reports and Dashboards** to deliver insights on quote-to-bind conversion, agent performance, renewal velocity, and policy pipeline health.
- Led **data migration** of insurance accounts, contacts, policy metadata, and agent details using Data Loader and Workbench.
- Facilitated end-user training for sales reps, producers, and underwriters, increasing platform adoption and reducing manual workload.
- Collaborated with product owners and business analysts in an **Agile/Scrum** environment to convert insurance workflows into technical solutions.
- Participated in **UAT, regression testing, and production validations**, ensuring accurate behavior of end-to-end insurance processes. Mentored junior developers on insurance domain structures, Salesforce automation strategies, and coding best practices.

**Environment:** Salesforce Sales Cloud, Apex, Lightning Web Components (LWC), Visualforce, SOQL, Salesforce Flows, Process Builder, Validation Rules, REST API Integrations, Duck Creek Policy/Billing APIs, Data Loader, Git, Bitbucket, Agile/Scrum

Client: OpenText (Visteon & VMwARE), Hyderabad, India.

Dec 2019 – Apr 2022

**Role:** Salesforce Developer

**Project Description:** Worked as part of the OpenText AppWorks engineering team to deliver Salesforce-integrated workflow automation, Internet Web Forms, and BPM-driven solutions for enterprise clients including **Visteon** and **VMware**. The focus was on digitizing manual processes, building automated request intake systems, and enabling seamless end-to-end data orchestration across Salesforce and external systems.

**Roles & Responsibilities:**

- Designed and developed **Salesforce-integrated Internet Web Forms** for Visteon and VMware to automate request intake and eliminate manual data entry across business functions.

- Built forms with **dynamic layouts, conditional logic, field-level validations**, and rule-based rendering to improve user experience and data accuracy.
- Integrated Web Forms with **Salesforce objects, AppWorks workflows, and approval processes**, enabling automatic case creation and process initiation.
- Developed **Apex classes, triggers, and REST API integrations** to sync form submissions with backend systems and ensure real-time updates.
- Configured **custom objects, fields, validation rules, page layouts**, and metadata to support complex multi-step form and workflow logic.
- Built and optimized **Salesforce Flows and Process Builders** to automate routing, SLA tracking, and notification handling.
- Implemented **BPM-driven case management** within AppWorks, mapping business processes to Salesforce execution layers.
- Designed backend integration mappings ensuring **synchronized data flow** between Salesforce, AppWorks, and external enterprise systems.
- Collaborated closely with business analysts to gather requirements, transform them into **user-friendly and scalable Web Form solutions**, and align them with enterprise standards.
- Performed end-to-end testing including **unit testing, UAT support, regression validation**, and production readiness assessments.
- Coordinated with QA and DevOps teams to validate workflow dependencies and manage **smooth deployment cycles** across environments.
- Delivered dashboards and analytical views for stakeholders to monitor **form volume, process cycle times, and automation performance**.
- Migrated legacy manual form processes into **Lightning-based digital automation**, reducing turnaround time and operational effort.
- Created detailed **technical documentation, design diagrams**, and deployment guides to support long-term maintainability.
- Provided client demos, knowledge transfer sessions, and post-production support to ensure **rapid adoption and smooth transition** to the new automated systems.

**Environment:** Salesforce Sales Cloud, Apex, Lightning Components, Visualforce, SOQL, Salesforce Flows, Process Builder, Custom Metadata, REST API Integrations, OpenText AppWorks (IWF), Internet Web Forms, BPM Case Management, Validation Rules, Data Loader, Git, Agile/Scrum

**Client:** Class Connect, India.

**Mar 2018 – Aug 2018**

**Role:** Web Developer Intern

**Project Description:** Class Connect was an education-tech platform built to streamline classroom management, note sharing, and schedule tracking for students and teachers. The goal was to design an interactive web and mobile solution that improved student engagement and reduced administrative overhead.

#### **Roles & Responsibilities:**

- Collaborated with a small cross-functional team to design and implement a **responsive education management web app** serving over 1,000 student users.
- Built **modular front-end components using HTML5, CSS3, and JavaScript**, ensuring clean UI and intuitive navigation for mobile and desktop users.
- Assisted in developing **REST-based APIs using Node.js and Express**, improving communication between client and server modules.
- Integrated **Firebase authentication and real-time database** for user login, attendance, and note synchronization features.
- Enhanced app performance by **optimizing queries and caching mechanisms**, resulting in a **30% improvement in page load times**.
- Implemented **role-based access control** and validation logic for teachers, students, and administrators.
- Conducted **manual and unit testing** using Jest and Postman to ensure feature reliability and defect-free deployments.
- Supported **deployment activities on Heroku** and assisted in continuous integration using Git version control.

- Collaborated with designers to improve **UI/UX consistency** and accessibility standards across devices.
- Participated in **Agile sprint cycles**, contributing to daily stand-ups, testing feedback, and iteration planning.
- Wrote and maintained **technical documentation and user guides** to assist new users and project stakeholders.

**Environment:** HTML5, CSS3, JavaScript, React.js, Node.js, Express.js, Firebase, Git, Heroku, Agile/Scrum.