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**SUMMARY:**

* Salesforce developer with Around 9 **years** evaluating company processes, developing **CRM workflows** and adapting applications for business needs. Skill at preparing technical documentation, supporting fellow developers and testing applications.
* Skilled in **Salesforce CPQ**, **Sales Cloud**, **Service Cloud**, and **Tableau**, I excel in configuring and administering Salesforce environments, integrating third-party APIs, and leading IT projects
* Strong knowledge and experience in **Apex** Development such as Triggers, Apex Classes, Batch Apex and Visualforce pages.
* Experience in building complex lighting pages using aura and **lwc framework.**
* Strong expertise & experience working with **REST, SOAP, Metadata API.**
* Extensive knowledge and experience working on Sales & Service Clouds.
* Extensively knowledge and experience on Lightning Design System (LDS) for developing dynamic Lightning components.
* Worked on Email-To-Case, Auto Assignment Rules, Support Process, Entitlement Process, Milestones, Reports & Dashboards, Knowledge articles and Chatter.
* Deployed salesforce components using meta-data API across various sandbox and production instances with Change Set, **Eclipse** and **Force.com Migration tool**.
* Strong knowledge of **SFDC** standard data structures and familiarity with **Force.com Explorer**, **Data loader** and **Import Wizard.**
* Experienced in scripting languages like **HTML, XML, CSS, JavaScript.**
* Experience in **CI/CD** process for deployments using **Force.com Migration Tool and VS Code.**
* Expertise in customizing standard Objects like
* Expertise in experience cloud, partner portal and customer portal,
* Involved in various stages of **Software Development Life Cycle (SDLC)** including analysis, requirement engineering, architecture design, development, deployment.
* Experience in integrating external web systems with salesforce using Salesforce APIs.

**TECHNICAL SKILLS:**

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| --- | --- |
| Operating Systems | Windows NT / 2000 / XP Pro / Vista Windows Server 2008/2010 Linux. |
| Salesforce and Integration Tools | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Data Loader, Force.com Connect for Outlook, Force.com Platform (Sandbox, and Production) |
| Web Design Tools | JavaScript, XML, XSLT, HTML, HTML5, XHTML, CSS, CSS3, AJAX, SOAP |
| UI/UX Design Tools | Photoshop, Illustrator, Sketch, and Adobe Effects. |
| Cloud Computing | Salesforce.com CRM, Sales Cloud, Service Cloud, Visual Force, Apex, Salesforce configuration and customization, Ncino. |
| Programming languages: | C, C++, Apex, Java, Java Script, VB.Net, ASP.Net, SQL. |
| IDE / Other Tools | SVN IDE, Force.com IDE, Workbench, Force.com Explorer, nCino. |
| Database | Oracle, MS Access, DB Visualizer, SQL Server 2008, TOAD |
| Salesforce Technologies | Salesforce CRM, Apex Classes, Controllers, Apex Trigger, SOQL, SOSL, Visualforce, S-Control, Offline Edition, Integration, Migration, Batch Jobs, Workflow &amp; Approvals, Reports, Dashboards, Analytic Snapshots, Custom Objects, Custom Tabs, Schema Builder, Apex Web Services, B2B, B2C, SFRA, Lightning web Components |
| Networking | Wire Shark, HTTP, TCP/IP |
| SFDC Technologies | Standard objects, Workflow &amp; Approvals, Apex Classes/Controllers, Apex Triggers, Visualforce Pages, Data Loader, Reports, Dashboards, Force.com DE, VF Remoting, Import Wizard, Relationships, Validations Rules, Profiles, Roles, and Security |

**CERTIFICATIONS:**

* Salesforce Administrator (https://trailhead.salesforce.com/en/credentials/verification/)
* Salesforce Platform Developer I (https://trailhead.salesforce.com/en/credentials/verification/)

**EDUCATION:**

* Bachelor in Electronics - JNTU – Andhra Pradesh, India - 2016

**PROFESSIONAL EXPERIENCE:**

**Client:** Century Link, Denver, CO Oct 2023 - Till Now  
**Role:** Salesforce Developer **Project:** Salesforce SFC & SMB **Responsibilities:**

* Designed and built scalable nCino **loan origination workflows** and automated business processes, reducing manual loan review time by 30%.
* Upgraded some Apps from **Salesforce Classic** to Lightning Experience to develop rich user interface and better interaction of pages.
* Managed Salesforce.com administration including account creation, role assignments, and configuration of Sales Cloud, Service Cloud, Marketing Cloud, and **Tableau.**
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Supported Salesforce.com integrations, including third-party APIs and Mulesoft.
* Developed process maps to document “as is” and “to be” flows and created detailed system test plans and use case scenarios.
* Developed advanced reporting solutions for nCino-related banking processes, offering actionable insights into loan performance, application status, and business metrics.
* Retrieved some data and its functionality from Third-Party API's and displayed within the lightning component.
* Worked on Vlocity, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business
* Created multiple **Lightning Components**, added **CSS** and Design Parameters that makes the Lightning component look and feel better.
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various **API's** and displayed them on to the component.
* Developed and deployed custom Salesforce applications, enhancing clean energy business processes using Salesforce and Vlocity technologies.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Configured **nCino Commercial Lending modules**, aligning the system with specific client needs for lending, treasury management, and account opening.
* Developed custom reusable Lightning Web Components and utilized Lightning Message Service for cross-component communication.
* Developed unit tests for LWCs using Jest to ensure component reliability and maintainability.
* Integrated LWCs with external services using REST and SOAP APIs, enhancing Salesforce’s functionality with third-party applications.
* Designed and implemented complex **OmniScripts** and **DataRaptor** for guided selling and service management solutions.
* Integrated and managed diverse data sources into **Salesforce CDP** to create unified customer profiles.
* Integrated **Salesforce CDP** with Marketing, Sales, and Service clouds to enhance customer experiences.
* Built 360-degree views of customers by merging duplicate records and ensuring data accuracy.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Created dynamic segments and **personalized customer interactions** across multiple channels.
* Utilized **Salesforce CDP** to manage and analyze the complete customer lifecycle, from acquisition to retention.

Key acheivements:

* Implemented Salesforce Tableau, providing enhanced data visualization and reporting capabilities.
* Spearheaded a project to integrate Mulesoft, streamlining data flows and reducing integration time by 30%.

**Client:** Conscendo Technologies Pvt LTD, Hyderabad, India Aug 2019 - Jun 2023  
**Role:** Salesforce Admin / Developer Mar 2022 - Jun 2023  
**Project 3**: Accent Care Flow  
**Responsibilities:**

* Developed the customized UI using Lightning
* Used strong analytical and problem-solving skills to develop effective solutions for challenging situations.
* Identified issues, analyzed information and provided solutions to problems.
* Integrated **nCino’s financial spreading tools** with existing Salesforce reporting infrastructure, offering real-time visibility into credit risk and financial health of clients.
* Streamlined business workflows with the development of Visualforce pages, increasing efficiency.
* Serve as the go-to expert for tools that integrate with Salesforce, including Outreach, Omni Channel, DocuSign and Zuora.
* **Designed and developed** customized nCino solutions on the Salesforce platform, focusing on banking functions such as loan origination, deposit account opening, and compliance management.
* Configured the Contract management and revenue management with using of Apttus CPQ.
* Created and executed **UAT** test plans and supported pre and post-go-live activities.
* Built and maintained Salesforce solutions using best practices for system decommissioning, lightning apps, custom apps, workflows, and more.
* Integrated Salesforce with third-party tools and external systems using **Vlocity APIs**, **REST APIs**, and **SOAP-based web services**.
* Designed and implemented end-to-end solutions involving LWC, Apex, and integrations with external systems
* **Integrated** Salesforce and nCino with other banking systems and third-party applications, ensuring seamless data exchange through API integrations (SOAP/REST).
* Built custom Lightning applications by combining multiple LWCs to create cohesive and interactive user experiences.
* Designed LWC solutions with scalability in mind, ensuring they can handle increasing loads and future business needs.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various
* standard objects of SalesForce.com (SFDC) and other Platform based technologies like Visual Force, Force.com
* Created tailored solutions for nCino **Compliance and Document Management** systems, allowing for more streamlined document tracking and audit processes.
* Configured the Contract management and revenue management with using of Apttus CPQ.
* Used **SOQL** and **SOSL** for data manipulation needs of the application using platform Database Objects.
* Created Wave datasets from using internal Salesforce data and external data sources
* Developed custom nCino solutions for analyzing loan portfolios, risk assessments, and trend forecasting to improve loan decision-making and risk management.
* Involved in migrating data into Salesforce application using **Apex Data Loader** through CSV files. Installed and Configured **Apex Data Loader**.
* Deployed Change Sets from **Sandbox** to production

**Role:** Data Migration /Developer Jun 2020 - Mar 2022  
**Project 2:** Salesforce CRM

**Responsibilities:**

* Performed the roles of Salesforce.com Developer with **AGILE** model in the organization.
* Interacted with various business team members to gather the requirements details.
* Handling Integration framework in CRM project.
* Contributed to the design and customization of **nCino-specific objects** within Salesforce, ensuring that all financial products and workflows adhered to the bank's operational policies.
* Created various Reports (Summary reports, Matrix reports, Pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as sales tool and configured various reports and door different user profiles based on the need in the organization.
* Integrated Apttus CPQ and CLM applications and automating processes on Salesforce platform.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* Performed administrative tasks like Data management, User management (Creating and managing roles, profiles and users).
* Integrated nCino with core banking via API, enabling real-time updates between loan origination systems and servicing platforms, enhancing data accuracy and service efficiency.
* Integrated Salesforce.com with an external application using **SOAP, REST** based web services.
* Used **REST API** for implementing Web Service Definition Language (WSDL) in the application for access to data from external systems and web sites.
* Used **SOQL** and **SOSL** for data manipulation.
* Engaged in detailed **Salesforce integration** with external systems using **SOAP** and **REST APIs**, enhancing data exchange across systems.
* Developed User Interface using Apex controllers, **Visual Force** and **Force.com IDE**
* Worked on Process Builder based on the requirements.
* Migrated the code/components from Sandbox to other Sandbox using Change set.
* Developed a **SOAPUI** based framework to enable testing of legacy **SOAP/REST API** implementations and Salesforce Service cloud integration with **CI/CD** Automation.
* Worked with various salesforce.com objects like **Accounts**, **Contacts**, Products, custom objects and Dashboards.
* Created advanced nCino dashboards and reports for loan officers and executives to provide real-time visibility into loan pipelines, customer portfolios, and key performance metrics.
* Developed integrations between **nCino and core banking platforms**, ensuring data consistency across multiple financial systems.
* Used REST API for implementing Web Service Definition Language (WSDL) in the application for access to data from external systems and web sites.
* Reviewed the code while deploying it from one sand box to another box.
* Working on **POC's** to check the feasibility of business requirements.
* Involved in requirement analysis and technical design of the solution.
* Interacting with **DevOps** team during production deployment.
* Developed a SOAPUI based framework to enable testing of legacy SOAP/REST API implementations and Salesforce Service cloud integration with CI/CD Automation.

**Environment:** Salesforce.com platform, **Apex Language, Visual Force** (Pages, Component & Controllers) Pages, Data Loader**, HTML, Java Script**, Workflow.

**Role:** Salesforce Developer Aug 2019 - Jun 2020  
**Project 1:** Amazon Integration  
**Responsibilities:**

* Interacted with various business user groups and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Developed **APEX triggers**, classes, Visual Force pages.
* Used agile methodology to achieve high performance.
* Developing Test plans, distinct test cases and execution of Test cases and Performing UI Testing and Functionality Testing.
* Integrated nCino with Salesforce Analytics Cloud to provide advanced data visualization and real-time analytics for banking KPIs, allowing stakeholders to make data-driven decisions on loan portfolios, customer growth, and risk management.
* Implemented and customized the nCino Treasury Management system, allowing the bank to streamline cash management, payment processing, and account reconciliation tasks, improving cash flow visibility and control.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Performed fields mapping of Salesforce and Legacy **CRM systems**.
* Performed data migration into Salesforce application using apex data loader through CSVfiles.
* worked with vlocity OmniScript and Input and action Components, designing and deployment. Setup and configure omni-Script components.
* Created custom controllers implementing complex code for retrieval from Salesforce to **VISUALFORCE** pages.
* Led the team in the creation and management of **CI/CD pipelines** with **BitBucket**, **Git**, and **Jenkins**, enabling efficient code deployment.
* Deploy Salesforce components to various sandboxes using changeset, Azure DevOps.
* Responsible for the company&#39;s application systems strategy and alignment with DevOps strategy with the company&#39;s business goals. Ensure that projects do not duplicate functionality
* or diverge from each other and business and IT strategies.
* Developed **Apex class** and **triggers** to format phone/fax/zip code in account object.
* Extensively used **REST APIs** for integration between Salesforce and on-premise systems.
* Developed and maintained **SFDC** analytical reports and dashboards for management review.
* Hands-on experience in the salesforce community, Vlocity CLM packages such as Omni script. integration procedure, Vlocity Template, Vlocity Cards, etc.
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Involved in querying Salesforce tables using **SOQL & SOSL** queries using Force.com Explorer.

**Environment:** Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers) Pages, Data Loader, HTML, Java Script, Web Services, Reports, Custom Objects, Custom Tabs, **Email Services**, Sandbox data loading, **Eclipse IDE Plug-in**, **Windows XP**.

**Client:** Guarana Technologies, Toronto, Canada Apr 2016 - Apr 2019  
**Role:** Salesforce Developer  
**Responsibilities:**

* Managed Salesforce Data Cloud and Marketing Cloud platforms, ensuring smooth administration and configuration for effective marketing campaigns.
* Set up and executed multi-channel campaigns (email, SMS, auto dialers)
* Conducted A/B testing and used analytical tools to optimize email campaigns, achieving increased click-through rates.
* Applied agile frameworks to campaign development and deployment, enabling rapid iterations and continuous improvement.
* Monitored and troubleshot database issues, ensuring seamless data syncs and imports.
* Ensured adherence to industry best practices in email deliverability, personalization, and mobile rendering using Journey Builder.
* Provided hands-on support for **Salesforce Sales Cloud** and **Service Cloud**, focusing on customer acquisition and retention processes.
* Leveraged data-driven insights to continuously optimize campaigns through patient segmentation and automation techniques.
* Reported on campaign results, providing actionable insights and recommendations to the Product organization.
* Maintained organized lists and assets within Salesforce Marketing Cloud for efficient email campaign customization.
* Enhanced and documented marketing automation processes to scale execution, reporting, and testing effectively.
* Worked extensively in Demandware, Cloud Craze, MuleSoft, Dell Boomi and on various SFDC standard objects Accounts, contacts, Opportunities, Leads, Campaigns, Cases, Solutions.