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**SUMMARY:**

* Salesforce developer with 8+ **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.
* Proficient in Salesforce development with Litify, a legal industry-specific platform
* 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.
* Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Exposure to Apttus and Steel Brick, developed POC’s in Apttus CPQ and steelBrick CPQ.
* 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.**
* Hands on Experience in **CONGA CLM**.
* Worked on Conga Clause types, Clauses, Queries, Generating Solutions, creating template using template builder
* 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
* Designed and Developed Velocity CPQ for couple of telecom clients.
* 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 CPQ Developer  **Project:** Salesforce SFC & SMB **Responsibilities:**

* Created modern Enterprise Lightning Apps combining Lightning Design System, **Lightning App Builder** and Lightning Components.
* 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, **CPQ,** and **Tableau.**
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Experience in configuring price quote (CPQ) with Apttus.
* 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.
* Collaborated with clients, project managers, and technical teams to gather and document detailed business requirements for Salesforce CRM and CPQ integration projects, ensuring seamless integration with other OSS/BSS systems.
* 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.
* worked with **Telecom and Cable B2B product lines**, helping design and implement CPQ solutions that incorporate complex pricing models, service offerings, and infrastructure requirements for **DOCSIS**, **HFC**, **Fiber**, and other telecom products.
* Successfully configured CPQ features such as Product Bundles, Pricing Rules, Discount Schedules, Quote Templates, and Approval Processes.
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various **API's** and displayed them on to the component.
* 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.
* Conducted user acceptance testing (UAT) and system demos, gathering stakeholder feedback to fine-tune system functionality and ensure alignment with project objectives.
* Delivered end-to-end CPQ implementations, including gathering requirements, designing solutions, and deployment.
* Integrated CPQ solutions with a range of Telecom OSS/BSS systems, improving process efficiency and data consistency across platforms.
* Managed pricing strategies using Salesforce CPQ Pricing Rules, Discount Schedules, Block Pricing, and Volume Pricing.
* 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.
* Customized CPQ using Apex, Visualforce, and Salesforce Lightning components to meet specific business needs.
* Integrated **Jira with Copado** to manage user stories, ensuring full visibility of the development lifecycle from planning to production release.
* Created modern Enterprise Lightning Apps combining Lightning Design System, **Lightning App Builder** and **Lightning Component features.**
* Integrated Salesforce CPQ with external systems such as ERP, billing systems, and e-signature platforms.
* Integrated **Salesforce CDP** with Marketing, Sales, and Service clouds to enhance customer experiences.
* **Worked closely with telecom product management teams** to ensure that CPQ solutions accurately reflect the latest **Telecom B2B offerings**, including pricing and bundling of advanced services like **Fiber-based connectivity**, **EVP**, and **EVPL**.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* **Integrated CPQ solutions with Telecom BSS/OSS systems**, creating seamless workflows between CRM, Billing, Order Management, and other critical systems, leading to increased operational efficiency.
* Designed CPQ solutions to align with sales processes, including producing documentation like solution design, functional specs, and training materials.
* Implemented integration between QuickBooks and Salesforce using third-party tools such as **Zapier, Workato, Breadwinner, or custom APIs**, facilitating real-time data synchronization for invoices, payments, and financial reporting.
* Utilized **Salesforce CDP** to manage and analyze the complete customer lifecycle, from acquisition to retention.

Key acheivements:

* Successfully managed the configuration and support of Salesforce CPQ, resulting in a 20% increase in sales efficiency.
* Enhanced user experience and adoption through customized Conga templates and workflows
* 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 CPQ 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.
* Provided professional services and support in a dynamic work environment.
* Led the financial management for small to mid-sized businesses, generating detailed profit and loss statements, handling payroll, and managing tax reporting through QuickBooks.
* 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.
* Implemented and managed **Copado for Salesforce DevOps**, automating release cycles, deployments, and testing across multiple Salesforce environments.
* Configured the Contract management and revenue management with using of Apttus CPQ.
* Implemented **Salesforce CPQ** solutions for diverse clients, configuring product bundles, pricing rules, and quote templates to align with business requirements.
* Integrated Salesforce **CPQ** with Salesforce **Sales Cloud** and **ERP systems**, ensuring seamless data flow and synchronization.
* 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.
* Assisted in troubleshooting technical issues related to Salesforce platform, providing prompt resolution to minimize downtime.
* Designed and implemented end-to-end solutions involving LWC, Apex, and integrations with external systems
* Designed and deployed Salesforce workflows and automation tools (e.g., Process Builder, Flow) to automate invoicing, payment tracking, and financial reporting tasks previously handled in QuickBooks.
* Implemented and managed **Copado for Salesforce DevOps**, automating release cycles, deployments, and testing across multiple Salesforce environments.
* 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.
* Utilized Salesforce Data Loader and APIs to migrate bulk data from QuickBooks, ensuring the efficient transfer of large data sets.
* 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
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Leveraged QuickBooks Online APIs for direct integration with Salesforce, enabling real-time updates of financial data.
* Developed and executed UAT strategies, ensuring successful rollout and adoption of Salesforce enhancements and new functionalities.
* Used **SOQL** and **SOSL** for data manipulation needs of the application using platform Database Objects.
* Developed and maintained API-based integration between Salesforce and QuickBooks to synchronize customer, financial, and invoice data, reducing manual data entry errors by 40%.
* Managed the end-to-end Salesforce solution design process, including requirement gathering, solution mapping, and execution of customized features.
* Integrated applications with Salesforce.com using **SOAP web services API.**
* Involved in migrating data into Salesforce application using **Apex Data Loader** through CSV files. Installed and Configured **Apex Data Loader**.
* Configured **Copado features like User Stories, Pipelines, and Back Promotions** to manage release processes effectively, ensuring smooth deployments and reducing rollback incidents.
* 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.
* Created and customized Salesforce objects, fields, and relationships to accommodate QuickBooks data structures, such as customer records, financial transactions, and product catalogs.
* Developed and maintained **automated data pipelines** between Salesforce and Snowflake using **MuleSoft** and **AWS**, ensuring real-time data synchronization and high data accuracy.
* 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.
* Aligned QuickBooks financial data with Salesforce’s CRM system to provide sales teams with real-time visibility into billing and payment status, improving overall process efficiency.
* Supported **Salesforce CPQ** implementations by assisting with data migration and system integration tasks.
* Conducted user acceptance testing **(UAT)** and provided training to sales teams on new **Salesforce CPQ** features.
* Collaborated with data engineering teams to optimize **Snowflake’s data warehousing architecture**, ensuring seamless handling of complex data analytics tasks from Salesforce.
* Implemented data quality initiatives to enhance accuracy and reliability of Salesforce **CPQ** data.
* Performed pre-migration and post-migration testing to validate data accuracy, ensuring no discrepancies between QuickBooks and Salesforce records.
* 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.
* Hands-on experience with integration tools like **Zapier**, **Workato**, **Salesforce Connector for QuickBooks**, **DBSync**, or custom API development for data synchronization.
* 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.
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot.
* Involved in Steel Brick CPQ implementation and customizations around the app exchange.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Used REST API for implementing Web Service Definition Language (WSDL) in the application for access to data from external systems and web sites.
* Built custom **Salesforce dashboards** that utilized data from Snowflake to provide real-time insights into customer behavior, improving business intelligence capabilities.
* 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.
* Documented test cases, test results, test procedure and reported to client and also coordinated with development team for Bug fixing.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* 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.
* 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.
* Developed custom Apex triggers and Visualforce pages to extend **CPQ** functionality and automate complex business processes.
* Collaborated with cross-functional teams to define and implement best practices for **CPQ configuration,** security, and compliance.
* Designed and executed complex data migration strategies to transition legacy CPQ systems to Salesforce CPQ, ensuring data integrity and minimizing downtime.
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Used **Salesforce APIs** and **Snowflake SQL** to manage and query large datasets, providing meaningful insights for sales, marketing, and customer service teams.
* 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.
* 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.
* Design, develop and implement solutions for the Salesforce/Apttus CPQ/CLM system deployed on the Salesforce platform.
* Worked extensively in Demandware, Cloud Craze, MuleSoft, Dell Boomi and on various SFDC standard objects Accounts, contacts, Opportunities, Leads, Campaigns, Cases, Solutions.
* Implemented CPQ solution using Apttus CPQ &amp; Contract Management for various customers in industries.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows and Price Rule sets).