**Naga Sai M  
(240)457‑6440      
 maturinagasai95@gmail.com**

**SUMMARY:**

* Salesforce developer and administrator 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.
* 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 Admin / 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, 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.
* Implement and configure **Conga Composer** to automate document generation processes
* 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
* Integrated Salesforce Marketing Cloud with other systems, such as CRM, CMS, and e-commerce platforms, ensuring seamless data flow for consistent customer insights.
* Led a project to integrate Salesforce Marketing Cloud with an external CRM system using REST APIs, ensuring seamless data synchronization and enhancing customer insights.
* 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.
* 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.
* Updated the **APEX Controller** and Helper functions regularly making the Component Context Aware as per business requirement.
* Developed custom reusable Lightning Web Components and utilized Lightning Message Service for cross-component communication.
* Stayed up-to-date with the latest Salesforce Marketing Cloud and Data Cloud features and best practices, implementing relevant updates to improve functionality and performance.
* 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.
* Created modern Enterprise Lightning Apps combining Lightning Design System, **Lightning App Builder** and **Lightning Component features.**
* Integrate external systems using REST APIs and transform data with JSON and XML, improving data exchange between systems
* 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.
* Provided professional services and support in a dynamic work environment.
* 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.
* Participated in the design and deployment of Salesforce solutions for document generation using **Conga Composer**.
* Developed and deployed nCino functionalities, enhancing banking processes.
* Integrated Conga Composer with third-party applications and other Salesforce components using **APIs**, including **JSON** and **XML**, for enhanced document generation workflows.
* Led the design, configuration, and deployment of Salesforce Consumer Goods Cloud solutions for clients, improving retail execution and field operations.
* Designed, developed, and implemented Salesforce Marketing Cloud solutions, including Journey Builder, Email Studio, Mobile Studio, and Social Studio.
* 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.
* Engaged directly with clients to gather requirements, define project scope, and provide expert guidance on leveraging Consumer Goods Cloud features.
* Collaborated with technical teams to integrate Consumer Goods Cloud with Sales Cloud, Service Cloud, and external ERP systems, enhancing data flow and user experience.
* 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
* Conducted training sessions for end-users, increasing platform adoption and ensuring proficient use of Consumer Goods Cloud.
* 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
* 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**.
* 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.
* **Implemented Salesforce Consumer Goods Cloud solutions** that enhanced operational efficiency by 30% for major clients in the consumer goods industry.
* 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.
* Monitored and maintained the performance of Salesforce Marketing Cloud applications, ensuring high availability and reliability.
* Coordinated release activities, including scheduling, communication, and execution, using Copado’s release management features.
* Worked on migrating components using Force.com Change sets, ANT from DEV to QA, UAT and production instances.
* **Enhanced field sales operations** by utilizing Salesforce Consumer Goods Cloud features for activity tracking and order management, contributing to a 20% increase in sales closure rates.
* 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.
* 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.
* 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.
* 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.
* **Created detailed documentation and user manuals** for Salesforce processes related to consumer goods operations, facilitating knowledge transfer and improving user efficiency.
* 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.
* **Collaborated with clients in the consumer goods sector** to gather requirements and define project scopes, ensuring alignment with business objectives and user needs.
* 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.
* **Streamlined the onboarding process for new clients** by developing standardized templates and frameworks for implementing Salesforce Consumer Goods Cloud, reducing project kickoff time by 25%.
* 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.
* **Integrated Consumer Goods Cloud with ERP systems**, streamlining order processing and improving supply chain visibility, which led to a 25% improvement in fulfillment times.
* 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.