**PAVITHRA VEERAMANI**

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**PROFESSIONAL SUMMARY**

* Dynamic and results-oriented Salesforce professional with over **8 years** of comprehensive experience in Salesforce.com administration and development.
* Experience in **Sales cloud, Service cloud, Marketing cloud**, Community cloud, Partner portal and Customer portal and with SF Communities and configuring and customizing app exchange applications.
* Good knowledge of Apex development in creating Custom objects, Custom Tabs, Triggers, Apex classes, Force.com API, Apex scheduler, Batch Apex, Standard Controller, Custom controller, and controller extensions.
* Experience in **Microsoft Dynamics CRM** data Integration towards import & export of data using custom application development.
* Experience in creating and modifying **SQL** reporting services reports for use inside & outside Dynamics CRM.
* Expertise in Salesforce integration & Data migration and experience in SFDC development in implementing VF customization, **Force.com IDE, SOQL, SOSL.**
* Experienced in **Case Management** with Escalation rules, Validation rules, generating Reports, Dashboards Dependent and Analytical Snapshot s to continuous monitor data quality and integrity.
* Exceptional understanding of **OWD Org hierarchy**, Roles, Profiles and User’s creation, Object level security, field level security, record level security and sharing rules.
* Developed **Visualforce pages**, Visual flow using Apex Programming on Form.com platform and expertise in designing Custom fields, custom reports, report folders, report extractions to various formats, Snapshots, Dashboards.
* Experience in implementing **Email-to-case and Web-to-case** functionalities in salesforce to track and solve customer issues.
* Exposure to all stages of **Software development Life cycle (SDLC) and Agile**

methodologies and Strong Knowledge on Customization.

* Familiar 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.
* Mapping functional system requirements to Dynamics CRM capabilities and designing appropriate solutions.
* Experience with setting up FSL data models (work orders, service appointments, work order line items, service resources, service territories).
* Good Knowledge in various technologies like **Web Services**, XML, AJAX, HTML, jQuery, JavaScript. Experience in Integration of salesforce using apex, Visualforce, REST API, Lightning UI and integrating salesforce with third party applications like java, GITHUB.
* Experience in using workbench tool for SOQL queries, SOSL and the Rest Explorer.
* Strong in various Marketing Cloud areas **- Email Studio,** Automation Studio, Journey Builder, MC Connect, Data Extensions.
* Created Data extensions, Activities and Automations to accommodate custom scenarios.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Involved in Data Mapping and Migration of data from legacy systems to salesforce.
* Experience using standard project tools including **Microsoft project, Excel, Power Point**.
* Have Experience in **community** of NAPILI TEMPLATE and involved in Live Agent Chat.**160+** Trailhead badges in Salesforce Modules.

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce clouds** | Sales Cloud, Service Cloud, Health cloud, financial cloud, Marketing Cloud & Experience Cloud |
| **Tools** | Force.com IDE, Change Sets, Visual studio, velocity, Copado, Gearset, Jenkins, conga, Bamboo, Bit Bucket, Sf advanced code searcher, Workbench, Apex Data loader, Eclipse, JIRA, Service Now, Rally, GITHUB, Import wizard |
| **Salesforce Admin** | Custom Objects, Page layouts, Record type, Profile, Permission sets, Security Controls, Sharing settings, Flows, Process builder, Workflows, Approval process, Quick actions, campaigns, campaign members, Record types. Validation Rules, Users, Profiles, Role hierarchy, List view, custom lightning pages, Email templates. |
| **Salesforce Technologies** | Apex classes, Triggers, Visualforce pages, Lightning aura framework, LWC, Asynchronous APEX, Batch Apex, Test classes, SQOL, SOSL, Integration using SOAP/REST API. Expertise in UI Design such as Visualforce page, Java script, CS and HTML. |
| **Web Development** | C, C++, Java, Java Script, XML, HTML, CSS, Visual force, jQuery, LWC. |
| **Methodologies** | Agile-scrum, Agile- kanban, waterfall. |
| **SQL Server** | Design, develop, and maintain database objects, such as tables, views, stored procedures, and functions.  Develop and maintain reporting solutions.  Create and maintain database scripts for data migration, data integrity, and performance tuning.  Troubleshoot and resolve database issues.  Develop and maintain database documentation |

* Bachelor of Engineering (B.E) in Computer Science, ARUNAI ENGINEERING COLLEGE, Anna University, India 2012-2016

**EDUCATION**

**Certifications:**

* Salesforce Certified Administrator
* Salesforce Certified Business Analyst
* Salesforce Certified Platform Developer I
* Salesforce Certified Platform Developer II
* Salesforce Certified Experience cloud

**Experience Summary**

* Worked as a Salesforce Developer in **ZENSAR** Technologies from Jun 2016 to July 2019.
* Worked as a Senior Salesforce Developer in **INFOSYS** Limited from August 2019 to Feb 2022.
* Worked as a Salesforce Technical lead in **L.A. Care Health Plan** from Feb 2022 to Jun 2022.
* Working as Architect in **PENSERV PLAN SERVICES** from Jun 2022 to current.

**PROFESSIONAL EXPERIENCE**

**Employer: Penserv Plan services, USA**

Salesforce Financial Service Cloud Architect, June 2022 – current

Roles and Responsibilities:

* Led architecture discussions and provided technical guidance on Salesforce FSC capabilities.
* Integrated Salesforce FSC with external financial systems and data sources.
* Developed custom Lightning components and Apex triggers to enhance functionality.
* Designed the overall architecture of Experience Cloud, including the setup of external user authentication, access controls, and data sharing mechanisms.
* Integrated Experience Cloud with Salesforce CRM to provide a seamless experience for users, ensuring data consistency and real-time updates.
* Customized the look and feel of Experience Cloud to align with the brand identity of the organization, including custom branding, themes, and templates.
* Implemented content management solutions within Experience Cloud to efficiently organize and deliver content to users, including articles, documents, videos, and other multimedia assets
* Configured Community Builder to create personalized experiences for different user segments, leveraging out-of-the-box components and custom Lightning components.
* Ensured that Experience Cloud is optimized for mobile devices, providing a responsive design that adapts to various screen sizes and resolutions.
* Developed Lightning Web Components (LWC) for specific functionalities within Experience Cloud, leveraging the latest Salesforce development technology for improved performance and user experience.
* Implemented financial-specific features and workflows using Community Builder in conjunction with Financial Service Cloud, enabling users to manage financial transactions, accounts, and data securely within the community environment.
* Configured Community Builder templates and layouts tailored to financial industry requirements, ensuring compliance with regulatory standards and data privacy regulations.
* Collaborated with stakeholders to gather requirements and translate business needs into technical solutions, leveraging the capabilities of Community Builder and Financial Service Cloud to meet organizational objectives.

**Employer: L.A. Care Health Plan, USA**

Technical Lead, Feb 2022 – June 2022

Roles and Responsibilities:

* + Led Salesforce Health Cloud implementation for a healthcare project.
  + Designed and customized Salesforce solutions to meet specific industry requirements.
  + Managed data migration and integrations with external systems.
  + Developed custom Lightning components and Apex triggers.
  + Provided user training and support for Salesforce Health Cloud.
  + Utilized GitHub for version control and deployment management.
  + Performing the root cause analysis of the issues by troubleshooting and debugging the code and implementing the right solution.
  + Provide training and support to pharmaceutical Develop and maintain integrations between Salesforce Health Cloud and other systems, such as laboratory information systems (LIS), electronic health records (EHR), and supply chain management platforms.
  + professionals and end-users to ensure they can effectively use Salesforce Health Cloud to streamline operations and improve patient outcomes. Used **Visual studio code** to deploy developed code to developer org and for creating pull request in bit bucket for deploying code to various orgs used.
  + Worked in **CPQ functionalities** like bundle configuration, Product rules, option constraints, Price rules, Discount Schedules, and quote management.
  + **Designed and mapped CPQ** objects to Salesforce custom objects and involved in Advanced workflow Approvals.
  + Implemented **Web-to case and Email- to- case** on case object to track and solve customer issues.
  + Designed **Live Agent** System and did the required configuration and customization to suit the client requirements.
  + Migrated **metadata** from one sandbox to another sandbox using force.com IDE tool.
  + Created Various **Reports** (summary report, matrix report, pie charts, dashboards, and graphics)

**Employer: Infosys Limited, USA**

*Senior Salesforce Developer, August 2019 – Feb 2022*

*Client: Mercedes Benz, Fisker project*

Roles and Responsibilities:

* + Worked on enhancements to SFDC application required by business users from time to time.
  + Provided extensive support for over 500+users in our organization by constantly assisting them in solving issues.
  + Extensively worked in Service Now tool for solving customer issues or bug fixes.
  + Built reusable UI components and pages with Lightning component framework.
  + Worked on Apex Classes, Apex Triggers, Batch classes, Scheduled Classes, and Unit Test methods.
  + Upgraded some Apps from Salesforce Classic to Lightning Experience to develop a rich user interface and better interaction of pages.
  + Set up Case management using Email-To-Case. Created and used email template using HTML and visual force. Responsible for setting up field level security.
  + Designed, Implemented, and deployed the Service Cloud with various custom built page layouts, Custom tabs, Custom Apps to suit the needs of application and created various Profiles to enable the Service Cloud specific to them.
  + Setting up Partner Communities to enable Case Management process for dealers in Salesforce.
  + Provided daily user Support in managing users, Creating, and maintaining Custom Objects and Fields, Roles, Profiles, Permission sets, Page Layouts, Email Templates, Tabs, List Views, validation rules, Quick actions, Flows, Workflow Rules, Salesforce standard features, Process builder and worked on Approval processes.
  + Created various Record types, Assignment Rules, Public Groups, Queues, Custom Settings, and Salesforce sites.
  + Used Data loader for insert, update and bulk import or export of data from Salesforce.com objects.
  + Implemented Salesforce Sites using Visual Force pages for external users.
  + Involved in customization of lightning record pages and custom pages using app builder.

**Environment**: Saleforce.com CRM, Force.com platform, Apex Classes, Chatter, Visualforce (Components, Controller, Pages), Apex trigger, Reports, Custom Objects, Email Services, Workflow & Approvals, Reports, Workbench, Eclipse IDE Plug-in, Windows XP.

**Employer: Zensar Technologies, Bangalore, India**

Salesforce Developer, July 2018 to July 2019

Clients: BELKIN products, AstraZeneca

Roles and Responsibilities:

* + Collaborated with cross-functional team and supported in Hyper care testing.
  + Attending day to day scrum calls and handling product support tickets and release tasks.
  + Providing the impact analysis documents for all new requirements in enhancing existing applications to ensure no issues pop up during implementation.
  + Analyzing and solutioning the best way to implement the enhancements without affecting the existing flows.
  + Experienced in schedulable apex classes, batch apex, Apex sharing rules, Email Services according to the functional needs of the application.
  + Extending timely support working closely with the L2 team in resolving the P1&P2 incidents.
  + Worked with Informatica team to get smooth data flow between Salesforce and Salesforce.
  + Hands on experience on Data loader for migration and data rework.
  + Ensured sanity testing is done and did the same for each salesforce release.
  + Written Apex batch and Scheduled classes to process large volume of data on a periodic basis.
  + Created various Reports (summary reports, matrix reports, pie charts, dashboards) and report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization's need.
  + Enabled Single Sign-On to let users access authorized resources with one login.
  + Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
  + Created and maintained the documentation for Design, Migration, and Integration.
  + Worked on CRM platform environment of SFDC Sales Cloud.
  + Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact, Opportunity, and Products
  + Created and managed Live Agent, Omni-channels, and Routing configurations for routing queued service requests to the agents.
  + Created Lead/Case Queues, Lead/Case Assignment Rules, Case Escalation Rules, Web- to-Lead & Email-to-Case.
  + Created roles, profiles, access settings, workflow rules, validations, page layouts, creation, and modification of fields.
  + Experience in installing and evaluating AppExchange application on salesforce.com platform.
  + Developed custom visualforce.com pages for communities.
  + Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governor Limits.

**Environment:** Force.com Platform, Apex Language, Batch classes, Visualforce, Data Loader, HTML, JavaScript, Workflow, Approvals Rules, SSO, SOQL, Eclipse, Sales cloud, Service Cloud, Push Notifications, GITHUB, Reports, Workbench, Eclipse IDE Plug-in, Windows XP pro.