**PAVITHRA VEERAMANI**

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**PROFESSIONAL SUMMARY**

* Over 8+ years of extensive experience in Salesforce.com administration and development, specializing in **Sales Cloud, Service Cloud, Marketing Cloud, Health Cloud, Experience Cloud, Partner Portal, Customer Portal, and Salesforce Communities.**
* Proficient in Apex development, including creating Custom Objects, Custom Tabs, Triggers, Apex Classes, Force.com API, Apex Scheduler, Batch Apex, Standard Controller, Custom Controller, and Controller Extensions.
* Demonstrated expertise in Salesforce integration and data migration, implementing Visualforce customizations, Force.com IDE, **SOQL, and SOSL.**
* Skilled in Case Management with Escalation Rules, Validation Rules, Reports, Dashboards, Dependent and Analytical Snapshots for continuous monitoring of data quality and integrity.
* Strong understanding of Salesforce security, **including OWD**, **Org Hierarchy, Roles, Profiles, User Creation, Object Level Security, Field Level Security, Record Level Security, and Sharing Rules.**
* Developed Visualforce Pages, Visual Flows using Apex Programming, and designed Custom Fields, Custom Reports, Report Folders, Report Extractions, and Dashboards.
* Implemented **Email-to-Case and Web-to-Case** functionalities in Salesforce to track and resolve customer issues.
* Familiar with CPQ for subscription, billing, and invoicing, managing the sales process from Quote to Cash and automatically generating Revenue Recognition Status.
* Experience in setting up Field Service **Lightning (FSL**) data models, including Work Orders, Service Appointments, Work Order Line Items, Service Resources, and Service Territories.
* Proficient in various technologies including Web Services, XML, AJAX, HTML, jQuery, and JavaScript, with experience integrating Salesforce using Apex, Visualforce, REST API, and Lightning UI.
* Strong expertise in Marketing Cloud areas such as Email Studio, Automation Studio, Journey Builder, MC Connect, and **Data Extensions,** creating Data Extensions, Activities, and Automations for custom scenarios.
* Hands-on experience in **Data Mapping and Migration** from legacy systems to Salesforce, utilizing standard project tools like Microsoft Project, Excel, and PowerPoint.
* Provided technical leadership and guidance to development teams, ensuring adherence to best practices, coding standards, and project timelines.
* Collaborated with cross-functional teams, including business stakeholders, project managers, and technical architects, to gather requirements, define project scope, and deliver successful outcomes.
* Conducted code reviews, performance optimizations, and quality assurance activities to ensure the reliability, scalability, and maintainability of Salesforce solutions.

#### Health Cloud Specialization:

* Designed and implemented Salesforce Health Cloud solutions for healthcare clients, leveraging Health Cloud data model and platform capabilities for scalable applications.
* Developed custom features such as patient management, care plans, and health analytics to enhance patient care coordination and healthcare outcomes.
* Integrated Health Cloud with external systems for comprehensive patient data management, ensuring seamless data flow and interoperability.
* Configured Health Cloud for improved care coordination and patient engagement, enabling healthcare professionals to deliver personalized and efficient care.

**Additional Skills:**

* Proficiency in Agile methodologies and the Software Development Life Cycle (SDLC).
* Active participation in the Salesforce community with over 160 Trailhead badges.

**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 |

**EDUCATION**

* Bachelor of Engineering (B.E) in Computer Science, ARUNAI ENGINEERING COLLEGE, Anna University, India 2012-201

**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 2023.
* Working as an Architect in **PENSERV PLAN SERVICES** from Jun 2023 to current.

**PROFESSIONAL EXPERIENCE**

**Employer: PENSERV Plan services, USA**

Salesforce Financial Service Cloud Architect, June 2023 – current

Roles and Responsibilities:

#### Retirement Benefits Enrollment Portal Development:

* Designed and developed an enrollment portal for retirement benefits using Lightning Web Components (LWC) within Community Builder.
* Leveraged LWC components to create a user-friendly and responsive interface for retirees to enroll in pension plans, update personal information, and access retirement resources.
* Collaborated with cross-functional teams including HR, Benefits, and IT to gather requirements, define user stories, and implement features aligned with business objectives.
* Implemented custom functionality such as dynamic form fields, dependent picklists, and validation rules to ensure data accuracy and streamline the enrollment process.
* Integrated third-party systems and APIs to retrieve and display retirement plan details, investment options, and account balances within the enrollment portal.
* Conducted user acceptance testing (UAT) and gathered feedback from retirees to iterate and refine the enrollment portal for optimal usability and effectiveness.
* Provided training and support to HR administrators on managing retirement plans, monitoring enrollment status, and generating reports within the Community Builder environment.
* Successfully launched the retirement benefits enrollment portal, resulting in increased employee engagement, streamlined administrative processes, and improved access to retirement information

#### CTI Integration:

* Implemented and configured CTI integration with Salesforce to enable seamless handling of incoming and outgoing calls directly within the CRM platform.
* Configured call routing, screen pops, and call logging functionalities to enhance user productivity and streamline workflows.
* Developed custom call center dashboards and reports to track call volumes, monitor agent performance, and analyze call metrics.
* Provided training and support to users to ensure effective utilization of the CTI system within Salesforce.
* Successfully deployed the integration, resulting in improved customer service, increased efficiency, and enhanced data visibility.

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

Technical Lead, Feb 2022 – June 2023

Roles and Responsibilities:

#### Salesforce Health Cloud Solutions:

* Designed and implemented Salesforce Health Cloud solutions for multiple healthcare clients, including community health centers, insurance providers, and pharmaceutical companies.
* Utilized Salesforce's Health Cloud data model and platform capabilities to build scalable and flexible healthcare applications tailored to client requirements.
* **Salesforce Health Cloud:** Extensive experience in configuring, customizing, and maintaining Salesforce Health Cloud solutions for healthcare organizations.
* **Email and SMS Integration:** Proficient in developing and integrating email and SMS functionalities within Salesforce to facilitate patient communication and engagement.
* **Data Management:** Strong background in securely managing and maintaining patient data in Salesforce databases, with a focus on compliance with healthcare regulations such as HIPAA.
* **Salesforce Updates and Enhancements:** Proven track record of leading updates and enhancements to Salesforce implementations, driving continuous improvement and innovation.
* **Training and Support:** Skilled in providing training and support to users to maximize adoption and utilization of Salesforce solutions.

#### Salesforce Development:

* Developed Lightning Components, Apex Triggers, and Visualforce pages to implement custom business logic and user interfaces in Salesforce Health Cloud applications, enhancing functionality and user experience.
* Implemented Web-to-Case and Email-to-Case functionalities on the Case object to efficiently track and resolve customer issues, improving customer satisfaction and support efficiency.
* Designed and configured Live Agent System to facilitate real-time customer support interactions, customizing features to align with client requirements.

#### Customer Support Enhancements:

* Managed metadata migration from one sandbox to another using Force.com IDE tool, ensuring consistency and integrity across environments.
* Created various reports including summary reports, matrix reports, pie charts, dashboards, and graphics to provide insights into business performance and facilitate data-driven decision-making.

**Employer: Infosys Limited, USA**

*Senior Salesforce Developer, August 2019 – Feb 2022*

*Client: Mercedes Benz, Fisker project, AstraZeneca health care project*

Roles and Responsibilities:

* Built reusable UI components and pages using the Lightning Component framework, enhancing user experience and productivity.
* Developed Apex Classes, Triggers, Batch Classes, Scheduled Classes, and Unit Test methods to meet business requirements.
* Upgraded applications from Salesforce Classic to Lightning Experience, enhancing user interface and interaction.
* Enhanced SFDC application based on business user requirements, ensuring optimal functionality and user satisfaction.
* Provided extensive support for over 500+ users, resolving issues and guiding users on Salesforce best practices.
* Utilized ServiceNow tool for efficient resolution of customer issues and bug fixes.
* Provided daily user support, managing user setup, custom object and field creation, roles, profiles, permission sets, page layouts, email templates, tabs, list views, validation rules, quick actions, flows, workflow rules, and approval processes.
* Created various record types, assignment rules, public groups, queues, custom settings, and Salesforce sites.
* Utilized Data Loader for data manipulation tasks such as insert, update, and bulk import/export of data from Salesforce objects.
* Implemented Salesforce Sites using Visualforce pages for external user access.
* Customized Lightning record pages and custom pages using App Builder to meet specific business requirements.

#### Service Cloud Implementation:

* Implemented and deployed Service Cloud with custom page layouts, tabs, and apps tailored to business needs.
* Designed and configured Case Management using Email-to-Case, including setting up field-level security and creating email templates using HTML and Visualforce.
* Implemented custom health analytics dashboards and reports in Salesforce Health Cloud, enabling tracking of patient outcomes, population health trends, and healthcare performance metrics.
* Configured Partner Communities to facilitate Case Management processes for dealers within Salesforce environment.

#### Environment:

* Salesforce.com CRM, Force.com Platform, Apex Classes, Chatter, Visualforce (Components, Controller, Pages), Apex Trigger, Reports, Custom Objects, Email Services, Workflow & Approvals, Workbench, Eclipse IDE Plug-in

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

Salesforce Developer, July 2018 to July 2019

Clients: BELKIN products, Tyco Electronics

Roles and Responsibilities:

#### Cross-functional Collaboration and Support:

* Collaborated with cross-functional teams and supported Hypercare testing to ensure smooth implementation of new features.
* Attended daily scrum calls, handled product support tickets, and managed release tasks to ensure timely delivery of enhancements.
* Provided impact analysis documents for all new requirements, ensuring seamless integration with existing applications and preventing issues during implementation.
* Analyzed and solutioned the best approach for implementing enhancements without disrupting existing workflows.

#### Technical Expertise:

* Experienced in schedulable Apex classes, batch Apex, Apex sharing rules, and Email Services, catering to functional needs of the application.
* Provided timely support and worked closely with L2 teams to resolve P1 and P2 incidents effectively.
* Collaborated with the Informatica team to ensure smooth data flow between Salesforce instances.
* Utilized Data Loader for migration and data rework tasks, ensuring data integrity and consistency.
* Conducted sanity testing for each Salesforce release to validate system stability and functionality.

#### Development and Configuration:

* Developed Apex batch and scheduled classes to process large volumes of data periodically.
* Created various reports and report folders, assisting managers in utilizing Salesforce as a sales tool effectively.
* Enabled Single Sign-On to facilitate seamless access to authorized resources with one login.
* Worked on Salesforce Community Cloud to engage with employees, customers, and partners effectively.
* Created and maintained documentation for design, migration, and integration processes.
* Customized Sales Cloud schema by customizing standard objects like Leads, Accounts, Contacts, Opportunities, and Products.
* Configured Live Agent, Omni-channels, and routing configurations for efficient service request management.
* Implemented Lead/Case Queues, Assignment Rules, Escalation Rules, Web-to-Lead, and Email-to-Case functionalities.
* Configured roles, profiles, access settings, workflow rules, validations, and page layouts as per organizational requirements.
* Installed and evaluated AppExchange applications on the Salesforce platform.
* Developed custom Visualforce pages for communities, enhancing user engagement and experience.
* Debugged Apex scripts using Debug Logs and System Log Console to identify and resolve exceptions and governor limits.

#### Environment:

* Force.com Platform, Apex Language, Batch Classes, Visualforce, Data Loader, HTML, JavaScript, Workflow, Approval Rules, SSO, SOQL, Eclipse, Sales Cloud, Service Cloud, Push Notifications, GitHub, Reports, Workbench, Eclipse IDE Plug-in, Windows XP Professional.