

Priya Keshri

Union City, CA | 657-525-8978 | priyakeshri78@gmail.com | [LinkedIn](#)

WORK EXPERIENCE

Techv Corp

Software Engineer

Union City, CA

April 2025 - Present

- Designed custom Apex, Lightning Web Components (LWC), and Flows for 100+ users, centralizing Opportunity and Quote data, automating approvals, and reducing manual checks, resulting in faster quote turnaround and improved service efficiency.
- Implemented end-to-end CI/CD pipelines using GitHub Actions and Salesforce DX, automating scratch-org setup, code scans, unit tests, and deployments to eliminate manual release steps; enabled consistent, one-click builds for developers, admins, and QA, improved release reliability, and accelerated overall release cycle time by ~25%.
- Built REST API integrations and middleware flows to map cross-system data, execute clean transformations, and implement robust error handling and retry logic, eliminating manual updates and reducing sync failures by ~40%.
- Migrated 12+ legacy Process Builders to consolidated, record-triggered Flows, executing staged deployments with full-sandbox testing to ensure zero downtime, reducing admin troubleshooting and update effort by ~30%.
- Led code reviews, mentoring sessions, and technical workshops for junior developers and admins, fostering a culture of secure, reusable, and test-driven development.

Bright Mind Enrichment and Schooling (BMEAS)

Fullerton, CA

Software Developer

September 2024 - April 2025

- Managed day-to-day Salesforce administration for 500+ staff and volunteers, standardizing layouts, cleaning up unused permissions, and resolving data visibility issues, resulting in a reduction in access-related support tickets by ~35%.
- Built Salesforce dashboards using custom report types, Lightning dashboards, and advanced report configurations to surface key campaign metrics, delivering real-time visibility that replaced manual spreadsheets, reduced reporting time by ~40%.
- Designed and deployed record-triggered Flows and Apex helper classes to automate care routing, volunteer scheduling, and campaign follow-ups by mapping manual workflows and replacing them with logic-driven processes, eliminating triage and repetitive coordination work and reducing team workload by ~40%.
- Maintained CRM data quality by conducting regular audits, resolving field-level inconsistencies, and enforcing duplicate rules, standardizing updates through Data Loader to improve reporting accuracy and reduce duplicate records by ~30%.
- Authored step-by-step training guides and delivered hands-on Salesforce workshops to help users practice real scenarios, increasing cross-department adoption and reducing basic Salesforce support inquiries by ~25%.

Cognizant

Bengaluru, India

Senior Salesforce Developer

September 2018 - June 2022

- Led Salesforce development and administration for global Sales and Service Cloud organizations across 52 countries and 6K+ users, maintaining system uptime above 99.9%, reducing data visibility and automation-related tickets by ~25%, and enabling faster case handling across global teams.
- Developed bulk-safe Apex triggers, batch jobs and test frameworks with 90%+ coverage to process 100K+ records monthly, optimizing queries and minimizing recursion to reduce batch runtime by ~30% and significantly lower failure rates.
- Integrated Salesforce with ERP and ServiceNow via REST APIs and middleware pipelines, improving SLA compliance by 35% and reducing manual reconciliation.
- Introduced source-driven DevOps practices by implementing Git branching strategies, enforcing pull requests, and creating reusable CI/CD workflows for validation and deployments, reducing errors by ~30% and cutting preparation time by nearly 50%.

EDUCATION

California State University

Fullerton, CA

Master of Science, Computer Science | GPA: 3.84 / 4.0

Graduation Date: May 2024

SKILLS & CERTIFICATIONS

Salesforce Platform & CRM: Sales Cloud, Service Cloud, Experience Cloud, Lightning App Builder, Schema Builder, Lightning Pages, Record Types, Page Layouts, Custom Objects, Validation Rules, Approval Processes, Sharing Rules, OWD

Salesforce Development: Apex, Lightning Web Components (LWC), Aura Components, Triggers, Batch Apex, Test Classes, SOQL, SOSL, Workflow Rules, Flows, Process Builder migration

Integrations & Tools: REST APIs, SOAP APIs, Postman, MuleSoft, Workato, Salesforce Inspector, Change Sets, Middleware flows, Data transformation, Error handling & retry logic

DevOps: Salesforce DX, Git, GitHub, GitHub Actions, Jenkins, Scratch Org Management, Source-driven development, Version-controlled deployments, Sandbox & Production deployment strategies

Administration & Configuration: Profiles, Roles, Permission Sets, Sharing Rules, Security & Access Management, Duplicate Management, Data Import/Export, Data Loader, Field History Tracking, Reports & Dashboards, Analytics & KPI Tracking

Data Governance: Data audits, Data validation, CRM audits, Picklist & Field standardization, Duplicate prevention, Data consistency

Methodologies: Agile (Scrum), Jira, Confluence, Excel, Access, PowerPoint, Cross-functional team collaboration, Mentorship, Code Reviews, Technical Documentation

Certifications: Salesforce Administrator, App Builder, Platform Developer I, Salesforce Certified Agentforce Specialist