

## PRIYANKA VENKATESH

SENIOR SALESFORCE DEVELOPER WITH 5+ YEARS OF EXPERIENCE IN IT

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### OBJECTIVE

Highly skilled Salesforce Developer with 4+ years of dedicated experience in Salesforce development and 5+ years of overall professional experience. Proficient in Apex, Apex web services (REST), and Lightning Web Components. Strong problem-solving abilities with a proven track record of delivering high-quality solutions. Committed to continuous improvement and staying updated with the latest Salesforce technologies. Experienced in Sales Cloud, Service Cloud, Salesforce Marketing cloud, Salesforce Commerce Cloud, and Consumer Goods Cloud. Quick learner with a passion for learning new technologies and tools.

### EXPERIENCE

#### **Dhee Services - Senior Salesforce Developer**

**Location – Remote**

**From – 11/2023 To – Present**

- Worked on Dhee product – **Dhee Grid**. Recently launched in app exchange. Working on enhancements and documentations.
- Proficient in Salesforce Commerce Cloud (formerly Demandware) and B2B Commerce applications.
- Managed Salesforce B2C/B2B Commerce administration, delivering high-quality, scalable solutions for Business to Consumer eCommerce clients.
- Expertise in Custom Object Design, Workflows, Approval Processes, APEX Triggers, and Classes Development.
- Experience in Sales Cloud and Service Cloud configuration, solution design, Lightning Integration, and RESTful integrations.
- Hands-on experience as a Salesforce Administrator, managing users, profiles, roles, permission sets, workflows, backups, reports, data fixes, and more.
- Built row custom actions using screen flows.
- Led Consumer Goods Cloud solutions (Salesforce Retail Application) development and implementation, optimizing sales and distribution processes.
- Worked across Salesforce clouds including Sales, Service, Commerce Cloud, Consumer Goods Cloud, and Experience Cloud.
- Designed and implemented custom Apex classes like Batch class, Schedulable class, Future methods to meet specific business requirements.
- Followed best practices while building Apex classes by optimizing code to respect Salesforce governor limits, ensuring efficient resource usage, bulkification of queries, and streamlined execution for high-performance and scalable solutions.
- Developed Lightning Web Components (LWC) for responsive and user-friendly interfaces.
- Utilized CI/CD processes, Copado, and GIT for automated testing, build automation, and deployment, ensuring faster and reliable software releases.

- Collaborated with stakeholders to gather and analyze requirements, translating them into effective technical solutions.
- Integrated Salesforce with external systems using REST API for seamless data flow and communication.

### **IQVIA - Salesforce Developer**

**Location – Bengaluru**

**From – 12/2019 To – 10/2023**

- Developed custom Apex classes and triggers to automate complex business processes, reducing manual efforts and improving data accuracy.
- Designed and developed Lightning Web Components (LWC) to create dynamic and responsive user interfaces, resulting in improved user experience and increased productivity.
- **OCE Digital Marketing Automation:** Leveraged Salesforce Marketing Cloud to automate IQVIA's OCE Digital platform for targeted brochure distribution to HCPs and HCOs. Built Visualforce pages for brochure generation and used batch processes to send reminder emails based on engagement, with non-responsive contacts automatically removed to maintain lead quality.
- Developed Lightning Web Components (LWC) within Salesforce Experience Cloud to extend the platform's capabilities and provide a seamless user interface.
- Integrated external systems with Salesforce using REST API web services, ensuring data synchronization and seamless user experience.
- Integrated Salesforce with ERP applications like SAP to ensure seamless data flow and consistency across platforms, enhancing operational efficiency and visibility.
- Proficient in HTML, CSS, Javascript, jQuery, AJAX, and LWC frameworks.
- Built Visual Force pages for generating custom quotes and sending emails with attachments.
- Performed data mapping during the integration of Salesforce with other applications, ensuring accurate data synchronization and consistency across systems.
- Enhancements & configuration changes as per requirement using deployment tools like GIT and Copado.
- Led the implementation and optimization of Copado CI/CD processes for Salesforce development, significantly reducing deployment times and improving code quality.
- Conducted thorough testing and validation of Salesforce customizations and configurations after each release to identify and address any issues or compatibility concerns.
- Worked closely with stakeholders to prioritize and implement new features and enhancements introduced in each OCE (IQVIA Salesforce app) release, aligning them with business requirements.
- Implemented Salesforce configurations such as custom objects, fields, validation rules, workflows, and Process Building automation to automate and streamline business processes.

- Experience with tools like JIRA, Confluence, DTK.

**Cognizant Technology Solutions - Engineer Trainee**

**Location – Bengaluru**

**From - 01/2019 To - 09/2019**

- Worked as Network Engineer, troubleshooting and solving technical issues for clients. Worked on Citrix receiver. Worked on RDP, Putty tool, and servers.

**EDUCATION**

**Bachelor of Engineering:** Computer Science

SVCE, Vishveshwarya Technical University

Bengaluru, IN - 07/2014 - 06/2018

**Statement of Comparability issued by UK ENIC confirming equivalence of Bachelors of Engineering to UK standards.**

UK ENIC reference: 4002127710

**SKILLS & TOOLS**

- Lightning web Components (LWC)
- Apex Triggers
- Asynchronous Apex
- Salesforce Configuration
- Salesforce security model
- Salesforce Integration (REST API)
- Experience Cloud
- Salesforce Sales Cloud
- Flows
- JavaScript
- HTML
- CSS
- Object-Oriented Programming
- Agile/Scrum Methodologies
- Problem-solving and Troubleshooting
- Copado
- Jira and Confluence
- VS code
- Salesforce CLI
- GIT
- AWS

**CERTIFICATION**

- SALESFORCE ADMINISTRATOR 201
- SALESFORCE PLATFORM DEVELOPER 1
- SALESFORCE PLATFORM APP BUILDER
- SALESFORCE AI ASSOCIATE
- COPADO FUNDAMENTALS 1

