Prasanna Saikumar Reddy Tanamala

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Certified Salesforce Developer/Administrator with 3+ years of experience in Salesforce CRM, Force.com, and web technologies. Proficient in Salesforce.com Design, Force.com Admin & Development (Visualforce, Apex, LWC, Aura), configuration, data migration, and integration. Strong understanding of SOQL, SOSL queries, and Apex Data Loader. Skilled in Lightning App Builder, Lightning Components and Lightning Web Components (LWC). Hands-on experience in Salesforce development, SOAP, REST, Web Services API, and Force.com IDE. Proven track record of enhancing company processes and tailoring Salesforce applications to specific business needs.

TECHNICAL SKILLS

Salesforce: Apex, Salesforce Lightning Components(Lightning Web Components & Aura Components), Flows, Database Triggers, SOQL, SOSL, Asynchronous Apex (Batch Class, Queueable, Scheduled Apex), Visualforce page, Force.com API, CPQ configuration, Custom Settings, Omnichannel, Platform Events, Advanced Approvals, Lightning Data Service (LDS), SLDS, Salesforce CLI.

Web Technologies: React.js, HTML, CSS, JavaScript, PHP, XML, JSON, SOAP API, & REST APIs, JWT, oAuth

Programming Language: Python (Flask), Java; **Database:** RDBMS-SQL, MySQL, MongoDB

CI/CD Version Control: GitHub, Git, Jenkins, Copado; **Methodologies:** Agile (Scrum), Kanban, TDD

Other Applications/Tools: AWS, JIRA, Eclipse IDE, VS Code, MS Office, Apache Ant, Workbench, Apex Data Loader, Dataloader.io

WORK EXPERIENCE

Salesforce Developer, Analyst   **Aug 2020 – Jul 2022**
Deloitte, Bengaluru, India

Client 1: US-based Insurance Company

- ➢ Involved in Complete CRM application sales process transformation for a client in the Insurance Industry. Assisted in data migration & functionality from legacy systems to Salesforce, automating processes.
- ➢ Experience working in the following Salesforce.com areas, Sales Cloud, Service Cloud, Marketing Cloud and Salesforce Integration.
- ➢ Designed a framework to improve sales team efficiency by almost 70% in terms of capturing lead info, lead conversion, and capturing lead journeys [Tools/Components: Lightning Flows, LWC].
- ➢ Enhanced Data integrity and reduced duplicate lead creating by almost 25% by building a sophisticated Search Add/Merge functionality. [Tools/Components: LWC, APEX].
- ➢ Designed web-to-lead functionality via API calls, expanding lead acquisition capabilities. This implementation boosted lead intake from 10k to 30k and significantly reduced the cost per lead conversion by approximately 40 dollars. [components: MuleSoft, AEM, APEX].
- ➢ Provided stakeholders with valuable insights into sales performance and data analytics through the development of reports and dashboards, leveraging standard & custom objects, and managing security settings.
- ➢ Developed and implemented Salesforce Live Agent functionality for BPO users to engage in real-time chat with website visitors. Integrated unique business requirements, including chatbot integrations and visual notifications, using Salesforce OOB Live Agent and VF pages. Additionally, designed and integrated Coveo AI-powered search within Salesforce Service Cloud, enabling BPO employees to efficiently locate relevant articles and documents to support customers.
- ➢ Collaborated closely with project managers to develop solutions aligned with the system design, conducting POC to provide scope and timelines for the backlog in Agile Scrum, reducing defects.
- ➢ Designed and implemented a comprehensive omnichannel customer service solution within Salesforce, leveraging features such as Salesforce Omni-Channel and Service Cloud to enable seamless interaction across multiple channels including email, chat, social media, and phone. Integrated and customized routing rules and workflows to efficiently distribute customer inquiries to the appropriate agents, improving response times and customer satisfaction metrics.
- ➢ Developed custom reports and analytics dashboards within the CPQ system to provide insights into quoting activity, pricing trends, and sales performance metrics.
- ➢ Utilized Changesets, Apache Ant, SFDX, and Visual Studio Code, Git for CI/CD DevOps operations and successfully deployed changes from sandbox to production environments.
- ➢ Build reusable components, and customized Salesforce1 mobile app using Lightning component framework.
- ➢ Enhanced overall system stability and reduced post-deployment defects by conducting peer reviews.

and achieving a minimum coverage of 95% for unit tests, ensuring code efficiency and reliability.
- ➢ Created & managed Tasks, User Stories, & Bugs within Azure DevOps to track project progress & management.
- ➢ Partner with business stakeholders driving the requirements to be sure they have a complete understanding of the improvements and changes.

Client 2: US-Based Waste Management Company
- ➢ Managed Salesforce data architecture by creating efficient lookup and master-detail relationships. Worked with Salesforce's Apex Data Loader, effectively importing and exporting data.
- ➢ Used and developed Apex Triggers, Apex Classes, batch apex, Test Methods, and other queries Managed multiple user setups, profiles and roles, record types, and customization of objects, fields, and page layouts, and validations based on client requirements.
- ➢ Experience with web services (RESTful API, Connected Apps) and integration patterns, designing data mapping for seamless data exchange with external systems or third-party applications/app exchange tools.
- ➢ Mapped out customer journeys for key accounts using Journey Builder, ensuring a seamless and personalized experience, resulting in increased customer satisfaction and retention.
- ➢ Established automated workflows in Marketing Cloud to ensure timely follow-ups with leads based on their interactions, resulting in a reduction in lead response time and improved conversion rates.
- ➢ Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto-assignment rules, auto-response rules, and escalation rules).
- ➢ Upgraded some Apps from Salesforce Classic to Lightning Experience to develop a rich user interface and better interaction of pages.
- ➢ I possess expertise in leveraging Git as a central tool for managing version control and facilitating collaborative development processes.
- ➢ Developed and overseen the organization of Tasks, User Stories, and Bugs within Jira, ensuring effective tracking of project progress and management.
- ➢ Attended client meetings and kept them updated regularly regarding projects Constantly participated in code reviews which built a strong foundation to efficiently handle bug fixes.

Salesforce Developer   **Aug 2019 – Jul 2020**

KINFOTECH PVT LTD, Bengaluru, India.
- ➢ Supported the creation and maintenance of objects, junction objects, fields, page layouts, record types, lightning pages, field level security, Validation rules, quick actions, and optimizing the user interface using app builder.
- ➢ Enhanced data security, and user access by configuring roles, profiles, permission sets, OWD, and sharing settings.
- ➢ Enhanced Sales Cloud's lead conversion functionality, automated lead assignment rules, email templates, and workflows, streamlining the lead-to-opportunity process and sales pipeline management.
- ➢ Designed complex lightning flow through it can handle various operations (Lead creation, Task creation, Appointments creation) have been achieved.
- ➢ Developed and configured various Dashboards, Custom Reports and Report Folders for different user profiles based on the needs of the organization.
- ➢ Written apex triggers and apex classes to automate the process of field capturing during the lead conversion.
- ➢ I have expertise with the ant migration tool which helped to move the code lower orgs to all other higher orgs including production.
- ➢ Developed workflow rules and specified corresponding actions such as time-triggered tasks, email alerts, and field updates to enforce business logic.
- ➢ Conducted thorough unit testing to validate the functionality and identify potential issues in the Salesforce project. Maintained detailed documentation of test cases.
- ➢ Worked on Apex test class and achieved more than 90% coverage on both existing and new classes.

Graduate Student   **Aug 2022 – Dec 2023**

University of Texas at Arlington, TX, United States
- ➢ Implemented an ensemble of face mask detection algorithms utilizing deep learning techniques (MobilenetV2, VGG16) and

  retina face detection to predict mask presence in real-time images/videos. Employed bounding boxes to visually highlight facial coordinates, with green indicating mask presence and red indicating absence.
- ➢ Designed and developed a student portal web application, assisting users in organizing daily tasks. Incorporated PHP, Laravel, CSS, JS, React, and MySQL for development.

EDUCATION

- ● Master of Science(M.S) in Computer Science at the University of Texas at Arlington, TX, US.
- ● Bachelor's Degree(B. Tech) in Computer Science at SASTRA Deemed University, Thanjavur, TN, India.