

A V D SIVATEJA

Senior Salesforce Developer

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PROFESSIONAL SUMMARY

Senior Salesforce Developer with 7+ years of comprehensive experience in Salesforce implementation, administration, customization, and Lightning development. Proven expertise in Service Cloud and Sales Cloud implementations with a strong focus on Lightning Web Components (LWC), Apex development, and system integration. Holds 6 Salesforce certifications including Platform Developer I & II, JavaScript Developer I, App Builder, Administrator, and Service Cloud Consultant. Demonstrated ability to lead technical implementations, mentor development teams, and deliver high-quality solutions that drive business value.

CORE COMPETENCIES

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| <ul style="list-style-type: none">Lightning Web Components (LWC) & Aura ComponentsApex Programming (Classes, Triggers, Batch, Scheduled)REST/SOAP API Integration & Web ServicesLightning Flow Builder & Process AutomationService Cloud & Sales Cloud Implementation | <ul style="list-style-type: none">Security Architecture (Profiles, Roles, Sharing Rules)Unit Testing (Jest Framework, Apex Test Classes)Version Control (Git, GitLab, CI/CD Pipelines)Agile/Scrum Methodologies & SDLCJavaScript, HTML, CSS, jQuery |
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AWARDS & RECOGNITION

- Best Team Player Award - Tech Mahindra
- Bravo Award - Tech Mahindra
- PEP Award - Prolifics

PROFESSIONAL EXPERIENCE

Senior Salesforce Developer | Prolifics | January 2025 - Present

Project: CVS Health

Client: CVS Health

Role: Salesforce Developer

Technologies: Service Cloud, Lightning Web Components, Apex, Administration

Project Description:

CVS Health is a leading healthcare innovation company delivering integrated pharmacy health services and solutions across the United States. The project involved developing and maintaining custom Salesforce solutions to enhance customer service operations, streamline healthcare workflows, and improve patient engagement through the Service Cloud platform.

Key Responsibilities & Achievements:

- Architected and developed custom Lightning Web Components (LWC) for Account Record Pages, Home Pages, and specialized business interfaces, significantly enhancing user experience and operational efficiency
- Designed and implemented reusable LWC components and Apex classes adhering to technical specifications, ensuring optimal code modularity, maintainability, and scalability
- Established comprehensive unit testing framework using Jest for Lightning Web Components, achieving high code coverage and ensuring reliability
- Developed Apex REST API integrations with corresponding test classes, enabling seamless bi-directional data exchange with external healthcare systems

- Implemented Batch Apex classes and scheduled jobs for automated generation of weekly and monthly operational reports, improving reporting efficiency by 40%
- Configured declarative automation including Validation Rules, Workflows, Process Builder flows, and multi-level Approval Processes to streamline business operations
- Architected and implemented comprehensive security framework including Roles, Profiles, Permission Sets, Sharing Rules, and Field-Level Security to ensure HIPAA compliance
- Resolved critical production bugs and delivered user stories within Agile sprint timelines while maintaining rigorous code quality standards
- Conducted thorough code reviews and mentored junior developers on Salesforce best practices, design patterns, and industry-standard coding conventions
- Maintained proactive client communication through regular meetings to gather requirements, provide status updates, and ensure strategic alignment with business objectives
- Managed GitLab source control operations including merge conflict resolution, CI/CD pipeline troubleshooting, and enforcement of branching strategies

Software Engineer | Tech Mahindra | June 2021 - January 2025

Project: Telefonica

Client: Telefonica

Role: Salesforce Developer

Technologies: Service Cloud, Lightning Web Components, Apex, Administration

Project Description:

Telefonica is one of the world's largest telecommunications service providers, offering fixed and mobile connectivity alongside a comprehensive range of digital services for residential and business customers across multiple markets.

Key Responsibilities & Achievements:

- Developed Lightning Web Components for Account Record Pages, Home Pages, and custom business solutions to support telecommunications operations
- Created reusable LWC components and Apex classes based on detailed design specifications, optimizing development efficiency and maintainability
- Implemented comprehensive unit testing using Jest framework to ensure component reliability and code quality
- Developed Apex REST API integrations with test classes for seamless integration with external telecommunications systems
- Created Batch Apex classes and scheduled jobs for automated generation of weekly and monthly reports
- Configured Validation Rules, Workflows, and multi-step Approval Processes to enforce business logic and data integrity
- Established security architecture including Roles, Profiles, Sharing Rules, and Field-Level Security to protect sensitive customer data
- Resolved production defects and delivered user stories in an Agile environment, consistently meeting sprint commitments
- Participated in code reviews and mentored junior developers on Salesforce development best practices
- Maintained effective communication with clients through regular calls, minimizing requirement gaps and ensuring stakeholder satisfaction
- Managed GitLab source control operations, resolving pipeline issues and merge conflicts to maintain code quality

Software Engineer | KS Solutions Ltd | February 2020 - June 2021

Project: Adheris Health

Client: Adheris Health

Role: Salesforce Developer

Technologies: Sales Cloud, Lightning Components, Apex, Administration

Project Description:

Adheris Health operates in the healthcare domain, leveraging Salesforce CRM for sales forecasting, award tracking, and contract management. The project focused on support and enhancement of the Sales module to improve operational efficiency and data accuracy.

Key Responsibilities & Achievements:

- Analyzed functional requirements and application scope to deliver appropriate Salesforce customizations
- Created custom objects, fields, page layouts, and record types to support complex healthcare business processes
- Implemented Validation Rules, Workflows, and Approval Processes to enforce data quality and business logic
- Configured Roles, Profiles, Sharing Rules, and Field-Level Security to ensure appropriate data access controls
- Utilized Data Loader for efficient bulk data operations including insert, update, and export activities
- Designed and implemented lookup and master-detail relationships, creating junction objects to establish data connectivity across multiple objects
- Developed Lightning Components for data visualization and improved user interface interactions

Software Developer | Zan Compute Ltd | April 2019 - February 2020

Project: Zan Compute AI Platform

Client: Zan Compute

Role: Salesforce Developer

Technologies: Service Cloud, Lightning Web Components, Data Loader, REST APIs

Project Description:

Zan Compute specializes in AI-powered analytics for smart building infrastructure, including restroom monitoring, millimeter-wave (MMW) sensors, people counting, and tracking systems for buildings and airports. The platform utilizes Salesforce Service Cloud CRM to manage cases and work orders for field support operations.

Key Responsibilities & Achievements:

- Designed custom objects, fields, page layouts, and record types to support IoT device management and facilities monitoring
- Developed Lightning Record Forms for streamlined data entry and record management workflows
- Configured Validation Rules, Workflows, Process Builder, and Approval Processes for automated case management
- Established comprehensive security model including Roles, Profiles, Sharing Rules, and Field-Level Security
- Performed bulk data operations using Data Loader for inserting, updating, and exporting large datasets
- Created lookup and master-detail relationships with junction objects to manage complex IoT device hierarchies
- Built Lightning Web Components for interactive dashboards with real-time data refresh capabilities
- Generated custom reports and dashboards aligned with customer analytics requirements
- Integrated REST APIs to capture real-time MMW sensor data for restroom analytics and occupancy monitoring

EDUCATION

Bachelor of Technology (B.Tech) | Pragati Engineering College, Surampalem | 2012 - 2016

TECHNICAL SKILLS

CRM Platform	Salesforce.com (Implementation, Administration, Customization, Configuration, Force.com Development)
Web Technologies	HTML/DHTML, JavaScript (ES6+), CSS, jQuery
Development Tools	Eclipse, Visual Studio Code, Atom, Sublime Text
Version Control	Git, GitHub, Bitbucket, GitLab

SALESFORCE CERTIFICATIONS

- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- Salesforce Certified JavaScript Developer I
- Salesforce Certified Platform App Builder
- Salesforce Certified Administrator
- Salesforce Certified Service Cloud Consultant