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SUMMARY

Experienced Salesforce Developer and Senior Technical Analyst with a strong background in designing and implementing customized Salesforce solutions. Proven track record in leading projects that enhanced user engagement by 30% and reduced manual tasks by 40%. Skilled in Salesforce automation tools and data modeling, aiming to leverage expertise to optimize Salesforce environments and improve user satisfaction as a Salesforce Developer

SKILLS

- **CRM Platforms:** SugarCRM, SuiteCRM, Salesforce
- **Salesforce:** Sales Cloud, Service Cloud, Marketing Cloud, Data Cloud, Experience Cloud, Apex (Classes, Triggers, Asynchronous Apex), Lightning Web Components (LWC), Aura Components, Process Builder, Flow, Visualforce, Salesforce APIs (REST/SOAP), Salesforce CPQ
- **Programming:** API development, Data Modeling, Apex Coding, SQL, PHP, HTML, CSS, JavaScript/jQuery, database management, SOQL & SOSL, Python
- **Tools:** GitHub, Visual Studio, Power BI, Tableau, Salesforce Reports, MS Office
- **Methodologies:** Agile, Scrum, Waterfall
- **Project Management:** JIRA, Confluence, Azure DevOps
- **Soft Skills:** Stakeholder management, Communication skills

CERTIFICATIONS

- **Salesforce Administrator**
- **Salesforce Advanced Administrator**
- **Salesforce Platform App Builder**
- **Salesforce Certified AI Associate**
- **Salesforce Certified AI Specialist**
- **Salesforce Platform Developer I**

WORK EXPERIENCE

Appseconnect | *Senior Technical Analyst & Salesforce Developer*

Sep 2022 - Present

- Designed and developed customized Salesforce solutions, aligning with business processes and user requirements to optimize performance and scalability.
- Led the development of custom APEX code for business logic, triggers, and integrations within Salesforce, ensuring robust automation and data flow.
- Spearheaded Salesforce system development, leveraging Salesforce Data Cloud and integrating NoSQL databases to optimize workflow conversion and data management efficiency.
- Utilized Salesforce automation tools (workflows, process builder, flows) to automate key business processes, reducing manual effort and improving productivity.
- Developed Visualforce pages and Lightning components, creating intuitive and dynamic user interfaces that enhanced user experience and engagement.
- Created REST and SOAP-based integrations to connect Salesforce with external systems, ensuring seamless data flow and integration across platforms.
- Designed and implemented automation processes within Salesforce, utilizing NoSQL for scalable data storage and seamless synchronization across multiple business systems.
- Managed deployment activities and rollbacks using tools like Blue Canvas, ensuring accurate and timely delivery of Salesforce solutions with minimal disruption.
- Managed complex repositories, handled advanced branching strategies, and conducted in-depth code reviews for larger teams, using GitHub to implement a collaborative and productive workflow in fast-paced Agile projects, which improved code quality and team collaboration.
- Advanced knowledge in setting up and optimizing CI/CD pipelines using GitHub Actions or similar tools, enabling automated testing, deployment, and continuous delivery. Experienced in troubleshooting and refining pipelines to ensure smooth development cycles.
- Led business intelligence initiatives using Tableau and BI tools, providing actionable data insights that supported decision-making and business strategy.
- Utilized VS Code extensions, including productivity tools, language servers, and custom configurations, to streamline development across multiple tech stacks.
- Configured VS Code for diverse environments, including remote development in cloud-based and containerized setups, ensuring optimized performance and consistency across platforms.
- Identified inefficiencies in development workflows and proposed process enhancements to improve the SDLC and overall development efficiency.
- Led the design and implementation of Salesforce solutions for 200+ end users, resulting in a 40% reduction in manual tasks and a 30% increase in team productivity.
- Developed integrated marketing automation solutions on Salesforce Marketing Cloud, enhancing customer engagement by 30% through Pardot for email campaigns and data management.
- Managed a team of Salesforce developers, provided guidance, and ensured timely delivery of high-quality solutions while adhering to best practices in data modeling and security.
- Led integration projects with legacy systems using REST APIs, ensuring seamless data exchange and optimized workflow automation.

- Conducted training sessions on Salesforce Marketing Cloud, data management, and development best practices to foster cross-team knowledge sharing.
- Collaborated with stakeholders during project planning and scoping to define objectives, deliverables, timelines, and resource needs, ensuring successful project delivery.
- Designed and architecture efficient, configurable, and reusable Salesforce solutions aligned with business goals, ensuring scalability and high performance.
- Delivered a backend automation solution for a new business team of 25+ users, focusing on data modeling and backend process automation, which streamlined operations and improved efficiency.
- Participated in daily Scrum calls, tracked progress on user stories, addressed impediments, and ensured alignment with proposed designs, which improved team collaboration and project delivery timelines.
- Reviewed team members' code for best practices and maintained detailed technical documentation, ensuring high-quality standards and clear tracking of business requirements and metadata changes.
- Implemented Salesforce data modeling strategies to optimize and organize business data structures, enhancing efficiency and scalability.
- Collaborated with development, QA, and service support teams to optimize solution delivery, ensuring high-quality implementations.
- Enhanced operational efficiency by integrating NoSQL databases for real-time analytics, enabling dynamic insights and improved decision-making.

Outperform IT | *Senior Technical Analyst & Salesforce Developer*

Mar 2020 - Sep 2022

- Developed and implemented Salesforce solutions to support business requirements and processes for 125+ end users.
- Participated in requirement gathering sessions with clients, providing effective designs and solutions that met business needs.
- Developed and maintained Salesforce automation processes (Process Builder, Flows, Triggers), leading to a 25% increase in sales productivity and a 15% reduction in manual data entry.
- Contributed to DevOps processes, focusing on source control and deployment best practices for Salesforce applications, ensuring reliable and efficient software releases.
- Supported QA and UAT (User Acceptance Testing), identifying and resolving issues pre-release for seamless deployment and optimal functionality.
- Demonstrated proficiency in Sprint and Release Management using Azure DevOps, enhancing cross-team collaboration and ensuring timely project delivery.
- Leveraged Power BI to create visual data insights and dashboards, improving accessibility and facilitating informed decision-making.
- Resolved merge conflicts and conducted code reviews using GitHub, managing contributions from medium-sized teams to enhance collaboration.
- Configured GitHub Actions or other CI/CD integrations to manage automated builds, test workflows, and deployments, and identified CI/CD optimization opportunities to enhance development efficiency.
- Customized VS Code with language-specific extensions, productivity tools, and custom themes to enhance the development environment.
- Skilled in using VS Code for debugging across languages and managing complex Git workflows directly in the editor, improving overall productivity and reducing the need to switch tools.
- Experienced in using VS Code's remote development tools, such as Remote SSH, to work on projects across different environments seamlessly.
- Utilized WordPress integration knowledge to streamline connections between web applications and Salesforce solutions, improving data flow efficiency.
- Led the Lightning Migration project, enhancing the user interface and increasing user satisfaction by 20%.
- Managed a team of 3 Salesforce Developers, optimizing platform performance and ensuring high system availability and efficiency.
- Managed the Settlement and Returns flow within the Order Management Application, improving customer satisfaction and reducing processing time.
- Created web services using REST API to facilitate seamless interaction with external systems, enhancing data exchange and integration efficiency.

Veon Consulting | *Software Engineer*

Mar 2019 - Mar 2020

- Designed comprehensive Salesforce payment solutions, streamlining payment processes and aligning with business objectives.
- Collaborated with stakeholders to gather and analyze business requirements, improving payment processing, invoicing workflows, and overall system efficiency.
- Developed and customized Salesforce applications using Lightning Web Components, Apex Controllers, and Flows, enhancing system functionality and user experience.
- Wrote scalable and reusable Apex code for various Salesforce functionalities, improving system efficiency and maintainability.
- Designed and created Salesforce Reports for actionable insights, supporting data-driven decision-making and strategic business planning.
- Used GitHub for version control in small teams, focusing on pull requests, basic branching, and committing code changes, which improved team collaboration and code quality.
- Integrated GitHub Actions to automate basic workflows like code builds and tests, enhancing efficiency in projects with limited complexity.
- Skilled at configuring and using essential extensions in VS Code for productivity, such as themes, snippets, and Git integration.
- Used VS Code's built-in debugger to troubleshoot code issues in JavaScript and Python, improving code reliability and reducing debugging time.
- Utilized VS Code on Windows, macOS, and Linux to work across different environments, ensuring flexibility and adaptability in development tasks.
- Configured Experience Cloud sites, improving functionality and usability, leading to enhanced user satisfaction and increased engagement.
- Authored unit tests in Apex and performed integration testing using Selenium to ensure robustness and quality of the application.
- Developed scalable and efficient payment solutions leveraging Salesforce capabilities, including payment rules, transaction management, and approval processes.
- Customized Salesforce to support complex payment models, subscription management, and invoicing systems, improving billing accuracy and customer satisfaction.

- Provided training and support to end-users, ensuring successful adoption of payment solutions, resulting in reduced support requests and increased user proficiency.
- Engaged with stakeholders to communicate project updates and gather feedback, ensuring alignment with business needs and payment initiatives.
- Managed Quotation and Agreement functionalities in the Aptus CPQ application for 200 users across 3 countries, enhancing operational efficiency and user experience.
- Authored Visualforce pages to represent the process flow of Quotation and Agreement, improving user interaction and workflow.
- Troubleshoot and resolved issues raised during UAT and in Production environments, ensuring system reliability and user satisfaction.
- Designed, implemented, and deployed custom objects, page layouts, and sharing rules, and participated in data migration activities for smooth transitions.
- Developed APEX code to create custom business logic, triggers, and integrations using Salesforce automation tools and data modeling strategies, which optimized business processes.

Veon Consulting | *Internship Coordinator*

Sep 2018 - Mar 2019

- Conducted comprehensive Salesforce, SugarCRM, and SuiteCRM testing to ensure system functionality and performance, executing manual testing procedures to identify and resolve software defects.
- Developed and executed detailed test plans and test cases to maintain high-quality standards.
- Authored and published articles to share insights and best practices within the company.
- Provided thorough documentation to support team knowledge and client education.

EDUCATION

Jawaharlal Nehru Technological University (JNTU) - India

Aug 2015 - Mar 2019

Bachelor of Engineering

PROJECTS

Sight Science | *Medical Device Ordering System*

- Led the development of a medical device ordering system, integrating DocuSign and enhancing loyalty management within Salesforce.

Sight Science | *Salesforce System Development*

- Led a Salesforce system development team to convert workflows and implement automation within Salesforce Data Cloud, improving operational efficiency.

Voyage and Rehabcare | *Email Triggers Automation*

- Automated email triggers using PHP, MySQL, and Elasticsearch, while utilizing Salesforce Automation tools like workflows and flows.

Hospital Data Management

- Managed hospital data and supported care services while working in an agile-waterfall hybrid methodology for project delivery.

Talentmaxx | *Hiring Project*

- Managed a hiring project, integrating Google Maps and reporting capabilities, while customizing Salesforce Cloud applications.

Hotel Management System | *Hotel Plugin Development*

- Developed a hotel plugin with Backbone.js, PHP, MySQL, and Elasticsearch, integrating Salesforce with external systems via REST and SOAP.

Triviton | *SugarCRM Application - PhoneGap App Design*

- Designed and developed a PhoneGap app for SugarCRM, delivering high-quality tasks and adhering to development best practices.

Nett Solutions | *SuiteCRM Project*

- Led the SuiteCRM project, managing payment gateways and testing, while ensuring quality assurance during the UAT process.

Payment Project | *Payment Gateway Project*

- Managed a payment gateway project in Salesforce, creating custom objects, dashboards, and Apex triggers for automation.

Talentmaxx | *Hiring System Project*

- Led the hiring system project, integrating PHP, MySQL, and Elasticsearch, while collaborating with cross-functional teams to optimize solution delivery.

ACHIEVEMENTS

- Actively participated in workshops and webinars on IoT, CRM systems, data analytics, and project management, enhancing technical and project management skills.
- Regularly attended industry conferences to stay informed on the latest trends and technologies, ensuring ongoing professional growth and expertise in emerging fields.
- Played a key role in the hiring and training process, contributing significantly to the selection, onboarding, and development of new talent.
- Actively participated in Salesforce AgentForce World Tour, gaining valuable insights and networking opportunities.