

Veeru Pal

Senior Salesforce Developer

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EXPERIENCE

Metacube

July 2021 - Present

Senior Salesforce Developer

- **Project: Agentforce AI Automation**
 - Spearheaded the implementation of Salesforce AI, enabling field agents to transcribe visit notes via a custom Lightning Web Component (LWC) powered by a speech-to-text API.
 - Automated client visit summarization by developing custom Apex triggers and classes, processing transcribed text for storage on Salesforce records. Use of Omni-Channel to route messages to agentforce agents.
 - Collaborated within an Agile/Scrum framework, contributing to rapid prototyping and delivery of this proof-of-concept.
- **Project: Managed Package Decommission and Native Solution Implementation**
 - Led the analysis and successful decommissioning of a low-utilization third-party managed package.
 - Engineered a robust, in-house replacement using native Salesforce tools, including Visualforce, Apex, and a new data model, cutting client costs by 80%.
 - Migrated 100% of legacy data without loss and delivered the project two months ahead of the license renewal deadline.
 - Managed code deployment and version control using Git, including managing feature branches and merging conflicts during development.
- **Project: Marketing Plan Management & SAP Integration**
 - Architected and built a multi-level marketing plan hierarchy solution using LWCs, featuring a custom data table with inline editing, pagination, and dynamic search.
 - Engineered a secure, server-to-server integration with an external SAP system via REST API and Named Credentials to sync financial data.
 - Streamlined reporting by generating automated PDF documents for marketing plans and campaigns.
 - Functioned as a technical lead, directing a development team to deliver project milestones within specified sprint timelines.
 - Leveraged GitHub for source control, managing pull requests, and performing code reviews to ensure quality and track changes.
- **Project: Dynamic Labeling Automation with LWC**
 - Architected and developed a real-time water bottle labeling tool with an LWC, eliminating a manual process and increasing client design accuracy.
 - Enhanced user experience with a live-view feature that instantly displayed user-inputted label text on product images.
 - Automated the client workflow by configuring email notifications with branded images to stakeholders via Apex.
 - Reduced manual overhead by an estimated 25%, streamlining the production process by automatically storing and collating design assets.

- **Project: Visualforce Optimization & Legacy Routing**
 - **Optimized** a critical Visualforce email template, refactoring 2,000+ lines of legacy code into an 800-line, bug-free solution.
 - **Reduced** email-related errors by over 50%, improving operational efficiency and client satisfaction through code optimization.
 - **Automated** legacy case and email routing using Process Builder and Workflow Rules, improving response time and ensuring correct queue assignment.
 - **Built** comprehensive reports and dashboards for stakeholders, enhancing visibility into key email and case management metrics.
 - **Employed** Git for version control and rollback capabilities, ensuring a stable codebase during the refactoring process.

SKILLS

- **Salesforce Development**
 - **Apex:** Write, debug, and optimize Apex classes, triggers, and controllers for complex logic and large data volumes, ensuring adherence to governor limits.
 - **Lightning Web Components (LWC):** Architect and build dynamic, high-performance UIs using LWC, JavaScript, HTML, and CSS with the Lightning Design System (SLDS).
 - **SOQL:** Expert-level proficiency in SOQL for efficient and bulk database querying and data manipulation.
 - **Declarative Automation:** Automate business processes using Salesforce Flow, Process Builder, and Workflow Rules, implementing a "clicks, not code" approach where appropriate.
 - **Security Model:** Implement robust security controls, including profiles, roles, permission sets, and sharing rules, to manage data access and visibility.
 - **API Integration:** Hands-on experience with Salesforce REST API for seamless integration with external systems.
 - **Version Control:** Solid experience with Git, GitHub and Bitbucket for source code management, branching, and pull requests.
 - **Omni Channel:** Experience with routing work load using Omni-Channel.
 - **Collaboration:** Strong verbal and written communication skills to collaborate effectively with technical and non-technical stakeholders.
 - **Requirements Analysis:** Translating business requirements into robust technical solutions.

EDUCATION

- Bachelor of Technology from UCEM, Prayagraj affiliated to AKTU, Lucknow (2017-2021)
- Schooling from Boys High School, Prayagraj affiliated to CISCE (2014 and 2016 respectively)

RELEVANT CERTIFICATIONS

- Salesforce Certified Agentforce Specialist
- Salesforce Certified Platform Developer II
- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- Salesforce Certified AI Associate