Yerukumajji R

Senior Salesforce, 11+ years experience
Hyderabad, India
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Having 11+ Years of experience in Salesforce, 40 months in SIEBEL and 14 months in SAP CRM Master Data & Middleware monitoring. Including 7 Salesforce developments & 2 Supports, 3 SIEBEL developments and 1 SAP CRM Support/Monitoring.

INDUSTRIES: Health care, Banking and Finance, Retail

TECHNICAL SKILLS

• Salesforce	11 years & 5 months
• service cloud	8 years & 4 months
• Apex	5 years
• Visual Force	5 years & 4 months
• LWC	4 years & 2 months

PROJECT DETAILS

• Exchange Solution Data — May-2022 - May-2023

Project Description: Designed and implemented a solution for exchanging patient and solution data between Salesforce Health Cloud and third-party vendors, ensuring secure and efficient data synchronization.

Responsibilities: Created a POC for seamless exchange of patient and solution data between Salesforce Health Cloud and external vendors. Provided effort estimations and timelines for integration work, considering complexity and compliance requirements. Designed integration architecture using Apex to manage secure data flows and ensure system interoperability. Customized Salesforce Health Cloud to support vendor data synchronization and real-time updates. Led testing and validation of data exchange, ensuring accuracy and performance.

Technologies: Salesforce Health Cloud, Apex, Salesforce Integrations

Industry: Health care

• BAU — July-2023 - June-2024

Project Description: The BAU project focused on automating the process of enrolling independent agents from various global regions into Western Unions Salesforce platform. This automation enabled agents to perform BtoB and BtoC transactions efficiently. The project involved creating custom workflows, validation rules, and process automation tools to streamline data entry and ensure accurate, region specific agent information. It also integrated with external systems for compliance and verification purposes, enhancing overall operational efficiency and scalability for Western Unions global agent network

Responsibilities: Gathering requirements, estimating efforts and driving the delivery. Working with Business and Onsite coordinators for requirement gathering, clarifications, highlight risks, its impacts and identify areas to improve. Working on Apex coding, UI development and handling critical defects. Creating, validating and deploying changesets. Unit testing and supporting QA team. Documenting all the changes and handover to support teams. Track salesforce release changes and perform impact analysis on the applications in use. Deployments release engineering activities.

Technologies: Apex, LWC, Salesforce Sales Cloud, Salesforce Service Cloud

Industry: Banking and Finance

• Pure Storage SMB Sales & Service July-2024 - February-2025

Project Description: The project focuses on integrating and enhancing Pure Storage's Salesforce platform to improve customer relationship management (CRM) and streamline internal processes. This Salesforce development project will involve custom app development, automation of workflows, and the optimization of sales and service operations. Key objectives include creating a seamless experience for tracking leads, managing customer data, and ensuring efficient communication across teams. Additionally, the project will include data migration, integration with existing tools, and developing custom reports to help drive data-driven decision-making within the company.

Responsibilities: Delivered a highly customized Salesforce solution that aligned with Pure Storage's business goals, significantly enhancing user engagement and operational efficiency. Led the implementation of Salesforce Service Cloud, optimizing case management, knowledge base integration, and customer support automation. Designed and developed custom Apex solutions, including triggers, batch jobs, and API integrations, to automate complex business processes. Architected custom Visualforce pages and Lightning Web Components (LWC) to deliver dynamic, user-friendly interfaces tailored to business needs. Spearheaded integrations between Salesforce and external systems, ensuring data consistency and real-time updates across platforms. Collaborated with business stakeholders to gather requirements, design scalable solutions, and provide accurate effort estimations for project delivery. Created technical design documents and training resources, leading the adoption of Salesforce solutions.

Technologies: Salesforce Sales Cloud, Sales Force Service Cloud.

Industry: Retail

• USB Wealth Management May-2021 - April-2022

Project Description: U.S. Bancorp is a bank holding company based in Minneapolis, Minnesota, and incorporated in Delaware. It is the parent company of US Bank National Association, known as US Bank, which is ranked 7th on the list of largest banks in the United States. The company provides banking, investment, mortgage, trust, and payment services products to individuals, businesses, governmental entities, and other financial institutions. I been involved in development of wealth management application in salesforce.com cloud.

Responsibilities: Experience in working as Salesforce Developer includes experience in offshore onsite model. Involved in configurations, customizations, Integration and Deployment activities of Salesforce.com. Involved in development of Lightning components and lightning applications. Involved in doing POC on Lightning framework. Involved in Service Cloud implementation. Involved data management and migration activities. Involved in implementations of sites and communities. Deployments release engineering activities.

Technologies: Apex, Lightning, LWC, Salesforce Platform

Industry: Banking and Finance

EMPLOYMENT HISTORY

• Senior Salesforce Developer July-2023 - March-2025

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CERTIFICATION

• Salesforce Platform Developer 1 Salesforce Platform Developer-2 Salesforce Certified AI Associate Salesforce Certified AI Specialist by 0

EDUCATION

• Bachelors degree in B.Tech from Indian Institute of Allied Health Sciences 2003 - 2007

LANGUAGES

• English - advanced

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