G. SARAVANAN

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OBJECTIVE:

To work in an innovative and challenging environment that can explore my skills and challenge my potentials, thereby I can utilize my skills efficiently for organizational growth.

PROFESSIONAL SUMMARY:

- Around 2.7 years of experience in Salesforce CRM and Platform.
- Flexible to adapt to any new environment and work on any project.
- Good interpersonal skills, committed, result oriented, hard working with a quest and zeal to learnnew technologies.
- A skilled problem-solver, Quick learner and an efficient team player.

SALESFORCE SKILL SET:

- Salesforce Out of Box features.
- Configurations - Workflows, process Builder, Flows Approval process, Record types, Security Model, Validations, Reports and Dashboards, creating Profiles, Roles, Users, Page Layouts, Email templates, Reports, Dashboards, Tasks and Actions, custom settings.
- Customization - Apex triggers/classes/Batches, Test class.
- Lightning components development (LWC).
- Deployment process through Change sets/Package.
- Einstein Analytics, Datasets, Dataflows, Recipes, Dashboards and lenses.

CERTIFICATION:

- **Certified Developer: Salesforce Certified Platform Developer I.**
- **Certified Admin: Salesforce Certified Administrator.**

SMART Logistics:

o It is an IOT tags-based company. They will provide the tags to their customer. Tags will send the information to the cloud and then it will be pushed to salesforce. In Salesforce we maintained several functionalities based on the input data.

Role	: Developer
Environment	: Saleforce.com
Duration	: December 2020 – February 2023

Responsibilities:

o My role is to develop, support, maintain the salesforce application and make enhancement based on the business requirement.
o Worked on Access Control & Configured 0f org wide defaults, Sharing rule, Permission sets in the existing system.
o Worked on Apex Classes, Triggers, Data loader, Workbench, Batch, Test class coverage.
o Created Reports & Dashboard.
o Worked on Batch apex, Lightning Web component.
o Handled Custom profile, Public Group and Roles to distribute user rights and functionality.
o Develop & Maintain validation rules, Process Builder, Flows & Workflows.
o Customize existing page layouts for individual business units within the organization.
o Create and manage custom object, fields & formulas.

Integrations:

o NimbeLink Integration- Receive device data from IOT devices
o NimbeLink Activation/Deactivation API – Activate or deactivate the IOT devices from salesforce.

Lead Management Discovery:

o lead management is an integral part of the CRM platform, offering powerful tools to capture, nurture, and convert leads into customers.
o Through lead capture features, leads' information is stored in the "Leads" object, while lead qualification and scoring rules help prioritize prospects.
o Robust tracking and analytics allow for data-driven decisions, while seamless lead conversion simplifies the process of turning leads into accounts, contacts, and opportunities.
o In addition to traditional lead management practices, Salesforce also enables businesses to leverage artificial intelligence and machine learning through its Einstein AI capabilities. Einstein Lead Scoring, for instance, automates lead qualification by predicting which leads are most likely to convert, further streamlining the sales process and enhancing efficiency.

Role	: Developer
Environment	: Saleforce.com
Duration	: February 2023 – July 2023

Responsibilities:

o Done a POC to integrate Salesforce with Acquia.
o Create and manage custom object, fields.
o Created web-to-lead form.
o Develop & Maintain validation rules, Process Builder, Flows & Workflows.
o Done a POC to integrate Salesforce with Talend.
o Done a POC to integrate Salesforce with Informatica.
o Worked on Tradition Lead scoring & Einstein Lead Scoring.

ACADEMIC QUALIFICATION:

Class/ Course	Name of the Institution	Board/Universityof Study	Year of Study	Percentage
B.E.	AVC College of Engineering Mayiladuthurai	Anna University	2016 - 2020	70%
XII	Sri Sankara Matriculation School Peralam	Matriculation	2015 - 2016	70%
X	Sri Sankara Matriculation School Peralam	Matriculation	2013 - 2014	80%

COMPANY DETAILS 1:

Company Name: Smartgence

Position: Junior Salesforce Developer

From Date: December 2020

To Date: February 2023

COMPANY DETAILS 2:

Company Name: Perficient

Position: Associate Technical Consultant

From Date: February 2023

To Date: July 2023

DECLARATION:

I hereby assure that the information given above is true to the best of my knowledge.

PLACE: Thiruvarur   **(SARAVANAN G)**