



## Salesforce Certified Developer & Administrator



**Venkateswarlu Kesineni**

[sfdcvenkat0365@gmail.com](mailto:sfdcvenkat0365@gmail.com)

**Mobile: +91-9949341546**

-----  
**Summary:** Having around 7 Years of Total IT experience & 5 years into Salesforce Developer and Administrator in Sales, Service and Marketing Module.

### Professional experience:

- Currently Working with **Pays services India LLP** as a “**Senior Salesforce Engineer**” from Oct 2021 to Till Date
- Worked with Raithuwala as a Chief Marketing and Business Strategy officer from Jan 2020 to Sep 2021.
- Worked with **NISG** as a “**Salesforce Administrator**” from Dec2017 to Sep 2019.
- Worked with Government of Andhra Pradesh as a “**Senior Analyst**” from Aug 2014 to Oct 2017.

### Education:

- Bachelor of Technology from **JNTU-Ananthapur** University
- Master of Business Administration from **SV University**.

### Certifications:

- Salesforce Administrator
- Platform Developer-I

### Technical skills:

|                                   |  |
|-----------------------------------|--|
| <b>Salesforce</b>                 | Sales, Service and Marketing Clouds  |
| <b>User Interface and monitor</b> | Lightning interface of working with Workflow rules & Approval Process, Reports and Dashboards, Custom Objects, Custom Settings, Custom Labels and Tabs, Security Controls and Sandbox, Batch Apex, Test classes. |
| <b>Force.com tools</b>            | Workbench tool, Flows, LWC, Aura, Apex Data Loader.  |
| Client Issues                     | L1 and L2 support  |
| Other                             | Business Analyst ,Microsoft Excel, Power point, Center of excellence (CoE) and Innovation &Incubation, Jira, GiGA, ServiceNow  |

### Project 1:

**Project Name** – Paysafe Finance services Limited

**Oct 2021 – Till Date**

**Project Role** – Senior Salesforce Engineer

**Project Description:** Paysafe Limited (formerly known as Optimal Payments PLC) is a multinational online payments company. The group offers services both under the Paysafe brand and subsidiary brands that have become part of the group through several mergers and acquisitions, most notably Neteller, Skrill, Paysafecash and paysafecard.

#### **Roles & Responsibilities:**

- Developed various **Custom Objects, Tabs, validation rules** on the objects and tabs, Components and **Visual Force Pages**.
- Defined **OWD** to restrict access to users on records.
- Responsible for Creation of **objects, Tabs and fields**.
- Created **Page Layouts, search layouts to organize fields, custom links, related lists**, and other components on a record detail and edit pages.
- Implemented **pick lists, dependent pick lists, and Validation Rules** to the custom objects.
- Defined **Lookup and Master-Detail Relationships** on the objects.
- Developed **Apex Classes, Controller Classes and Apex Triggers for various functional needs** in the application.
- As a part of Administrator Creation of **Users, Profiles, Roles and involved in Security Settings**.
- Created **Buttons, custom Pages** based on requirements by using **Salesforce LWC and Aura**.
- Written **Triggers, Batch Apex, and Schedule Apex** as per user requirement.
- Created **Workflow Rules and time triggered Tasks, Email alerts, Field updates** to implement business logic.
- Involved in **Migration of bulk records** by using **Data Loader**.
- Maintain and prepare the documentation about the requirements and new Initiatives in confluence.
- Analyze existing business processes to identify areas for **improvement, efficiency gains, and automation opportunities** using **Salesforce functionalities**.
- Worked on **Validation Rules, permission sets, workflow rules, Approval Process, assignment rules, process builders and flows**
- Created **custom reports, Dashboards** in classic and lightning interface.
- Created **public Groups, queues, assignment rules, auto-response rules**.
- Having good experience in deployment tools using **Xml packages, outbound and inbound changesets and GIT repository**.
- Used **SOQL** queries and batch class.
- Knowledge on **Integration REST and SOAP** Methods.
- Using **Jira, Service Now and GIGA** applications for current and earlier projects.

### Project 2:

**Dec2017- Sep 2019.**

**Project Name** – APIS-Alert Management System

**Project Role** - Salesforce Admin

**Project Description:** Through the Innovation and Start-up Policy, the government intends to create an ecosystem that produces an entrepreneur in every family.

The Sunrise State of Andhra Pradesh is making rapid progress in all developmental dimensions. The State of Andhra Pradesh shares a collective dream of a new India where new generation software products would be manufactured creating multiplier effects in growth of the state and nation, employment creation, social transformation.

#### **Roles & Responsibilities:**

- Create user documentation to educate end-users on Salesforce functionality and best practices. Provide ongoing support and troubleshooting assistance.
- Created **profiles, roles, Users** and configured the permission set based on the organizational hierarchy.
- Created **custom objects, custom fields, custom Tabs and custom labels**.
- Worked on **Master Detail -relationship, lookup relationship**, and self-relationship.
- Worked on **sharing model** using **sharing rules** and organization wide defaults (OWD).
- Customized **Record types and assigned page layouts** on standard and custom objects.
- Created **Validation Rules, permission sets, workflow rules, Approval Process, assignment rules**.
- Created **custom reports, Dashboards** in classic and lightning interface.
- Created **public Groups, queues, assignment rules, auto-response rules**.
- Analyze existing business processes to identify areas for **improvement, efficiency gains, and automation opportunities** using **Salesforce functionalities**.

### Project 3:

**Project Name** – RTGS

**Aug2014- Oct 2017.**

**Project Role** - Senior Analyst

**Project Description:** Real Time Governance is the first of its kind initiative by Govt to enable positive 'disruptive' changes in Governance, Public Administration & Management by leveraging the tools of e-Governance, technology and electronic communication. With an objective of bringing efficient and effective governance to the citizen by leveraging e-Governance, technology and electronic communication, Real Time Governance with state-of-the-art technology infrastructure and big data analytics sourced from the field level in real time.

#### **Roles & Responsibilities:**

- Critically evaluated information gathered from multiple sources and decomposed **high-level information** in order to distinguish and prioritize user requests, **decreasing resolution times** for critical requests.
- Gathering intelligence from executives and stakeholders about current and future

projects

- **Evaluating, testing, and recommending new opportunities** for enhancing software, hardware, or processes.
- Analyze existing business processes to identify areas for **improvement, efficiency gains, and automation opportunities**.
- Gathered the business requirement and Prepared and reviewed **Long Term Forecast (LTF) and monthly forecasts/actual** at Leadership Team Meetings.
- Preparing the **Power point Presentations** for Higher official Meetings.