



ARUN DEEPAN L J

Salesforce Team Lead

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- Results-driven and seasoned Salesforce Development professional with 9 years of hands-on experience, specializing in Consumer Goods Cloud solutions. Adept at designing and implementing solutions using Apex Triggers, Visualforce, Batch Processing, Schedule Automation, REST Integration, Lightning Web Components (LWC), Flows, and Package Management. Seeking to leverage extensive experience and technical expertise to drive success in Salesforce development initiatives.
- Stayed updated with the latest Salesforce releases and updates, and implemented new features and functionalities to improve system performance and user experience.

Professional Experience

December 2018 -
Present

Technical Team Lead Ivy Mobility Inc

- Spearheaded the creation of comprehensive architecture design documents, ensuring optimal solution and scalability; resulted in a 30% improvement in processing time and improved user experience.
- Orchestrated and managed a high-performing team of 8+ developers, overseeing end-to-end software development lifecycle and delivering 10+ modules and projects on time.
- Conducted meticulous code reviews and implemented robust security checks to uphold quality standards as per the checkmarx and apex-pmd
- Managed the packaging process and meticulously maintained the source code in GIT for efficient version control
- Held the position of Senior Salesforce Developer for a duration of 2 years, contributing to the team's success.
- Recognized for outstanding performance, earned a promotion to Team Lead for the Product.
- Manage the Salesforce AppExchange product (Rex, DSD) as the Team Lead, overseeing customer-specific updates and patch version requirements
- Extensive hands-on experience in designing and developing Lightning Web Components (LWC), Visualforce Pages, and underlying controllers in Apex..
- Facilitated training and professional development opportunities for team members to enhance their technical skills and knowledge

October 2014 -
November 2018

Senior Salesforce Developer KVP Business Solutions

- Enrolled as a novice at KVP, gaining proficiency in Apex, Visualforce Pages, triggers, batch processes, REST, and various Salesforce concepts with practical implementation.
- Recognized as the top performer, achieving the "Best Employee" award and receiving a 100% salary hike on three separate occasions based on outstanding performance.
- Independently managed and successfully delivered 4+ projects during my four years of professional experience, receiving accolades and appreciation from clients.
- Worked closely with crossfunctional teams to gather and analyze business requirements
- Utilized Agile methodology to manage project timelines and deliverables, ensuring efficient and effective development processes

Education

September 2011 -
May 2013

M. Sc. [Engg.] in Computer Science and Networking Coventry University, Bangalore

September 2007 -
May 2011

B. E. in Computer Science and Engineering Anna University, Salem

Key Skills

- Force. com end to end implementation
- Analyse, design and develop using Agile
- Apex Triggers, Batch, Scheduler
- LWC, Flows, Process builder and VF Pages
- Rest Integration - Inbound and Outbound
- Mentoring and grooming
- Conducting interview
- Deployment using Jenkins, Ant tool

Certifications

July 2021	Consumer Goods Cloud Accredited Professional	Accredited Professional
March 2021	Certified Platform Developer I	Trailhead

Projects

- Ivy Consumer Goods - IvyCG** (Technical Team Lead) | April 2021
- Initiated and led the development of IvyCG, a new AppExchange product for seamless integration with Salesforce Consumer Goods Cloud.
 - Implemented end-to-end solution covering Visit Planning, Retail Store Group, Product Groups and Assortments, Promo Check, Product Management, Sector Management, Account and Contact Management, User Attributes and Hierarchy, Module Configurations, and File Widget Management.
 - Functioned as the Team Lead, overseeing the entire project lifecycle and ensuring successful implementation.

- Ivy Retail Execution (REx)** (Senior Developer) | April 2020 - March 2021
- Senior developer on the core product team for REx, a Salesforce AppExchange Product offering an Intelligent Route to Market solution.
 - Managed Firebase Integration to enhance product functionality.
 - Developed and implemented the Survey module for gathering valuable insights.
 - Orchestrated Incremental Sync with mobile, ensuring seamless offline and online support through REST APIs.

- Simplilearn** (Salesforce Developer) | February 2016 - February 2017
- Developed a comprehensive End-to-End CRM system for Simplilearn, a prominent professional certification training provider.
 - Implemented modules for Lead duplicate management to enhance data accuracy.
 - Integrated order management functionality with external systems for streamlined processes.
 - Designed and implemented a referral management system to optimize customer acquisition.
 - Engineered modules for effective management of the sales process, ensuring efficiency in sales operations.

Accomplishments

August 2017	Spot Award	EVERY India
December 2016	Employee of the Month	KVP Business Solutions

Software



Well-versed in Jenkins for continuous integration and continuous deployment (CI/CD) to enhance development workflows. Expertise extends to Salesforce development tools, including Scratch Org Development Model for efficient development and testing, 2GP Package Creation for structured package management, and ANT Deployment for seamless deployment processes.