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| Contact: 972-734-5639,Email.id: arun.raju@comtecinfo.com**LinkedIn:** www.linkedin.com/in/VVenkatSkillsArchitecture (HLD, TDD)Apex ProgrammingLightning ComponentsLightning Web ComponentsLightning FlowsVisualforce PagesIntegrationsCongaDocuSignAdobe EchoSignCTIService CloudSales CloudCommunity CloudMarketing CloudCPQMuleSoftCertificationsDeveloper 401Advanced Developer 501 | Summary17+ years (9 years of Salesforce) of detail-oriented IT professional with extensive experience in system/application architecture, all aspects of CRM (Salesforce, Seibel, Mainframe) implementations from scratch, project management, reporting, strategic planning, forecasting and analysis of Business/corporate processes. Lead for multiple Salesforce projects (Sales/Service/Community/Marketing /CPQ/e-commerce) which are intended for digital transformation of enterprise along with managing Procurement across vendors. Excelled as Program Executive/Architect/product Manager/Lead/Senior Developer on various domains.Technical Skills and Environment***Force.com***: lightning components, lightning Apps, Apex Custom Controllers, Apex Classes, Apex triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, Consoles, Workflow & Approvals, Reports, Dashboards and Custom Objects, platform events, lightning connector, CDC, Lightning connector (OData), Platform Events, CDC (Change Data Capture), process builder, Platform Cache, …***SFDC Tools:*** Data Loader, Migration Tool, Force.com IDE, Connect offline, Salesforce-to-Salesforce, Apex Explorer, Excel Connector, Conga, DocuSign, Adobe EchoSign, Sales Cloud, Service Cloud, Marketing Cloud, CPQ Cloud, Territory Management, Big Machines CPQ, Eloqua Marketing...***Integration Tools:*** MuleSoft, Cast iron, SOA, REST, SOAP, OAuth, SAML, WSDL, XML, Postman***Related Technologies:*** CTI (Computer Telephony Integration), jQuery, jQuery UI, Bootstrap, Java Scripting, AJAX …***Other Technologies:*** Tableau, Informatica, RedShift, AWS, MainframesEmployment historyFile:Media Viewer Icon - Location.svg - Wikimedia Commons**Salesforce ArchitectBuilding Company Clipart · Free image on Pixabay Entergy**Jun2019 – Present Houston, TX* + Design and Architect Solutions to meet project requirements
	+ Create design documents HLD/LLD/TDD and present in ARB

(Architecture Review Board)* + Design, Develop and implement Security Features
	+ Design, Develop and Implement Integrations between various
	+ applications using SOAP and REST API Web Services
	+ Code and test important and critical features on lighting platform
	+ Code review to ensure compliance with standards
	+ Handoff design to development team by design walkthrough
	+ Attend daily scrum calls to clarify developer’s questions if any
	+ Customize Salesforce applications using custom objects, workflows, validations, and formulas while adhering to Salesforce best practices
	+ Active participation in ESB replacement activities like identifying existing webservice, designing the flow MuleSoft application flows, designing reusable interfaces
	+ Active participation throughout testing phase and defect remediation
	+ Actively participate/lead walk-throughs/demos and reviews with team
	+ Understand and gather requirements for Salesforce CRM Implementation.
	+ Follow Agile software development methodology and team architecture standards.
	+ Product management which includes defining product features, product training, evaluate product success, making sure product adaptability, preparing training materials for the new products/features
	+ Preparing change management plan for products/new feature releases

**File:Media Viewer Icon - Location.svg - Wikimedia CommonsSalesforce Architect and Program Executive Building Company Clipart · Free image on PixabayNews America Marketing**Dec2016 – Jun2019 New York, NYManagement:* + Product management which includes defining product features, product training, evaluate product success, making sure product adaptability, preparing training materials for the new products/features
	+ Preparing change management plan for products/new feature releases
	+ SPOC for multimillion-dollar Salesforce Sales cloud implementation
	+ Prioritizing executive team needs
	+ Business collaboration meetings
	+ Resources Capacity Planning
	+ Project budget planning
	+ Vendor management
	+ Sprint planning
	+ Task assignments to the team

Business Interaction:* + Requirements gathering from key stakeholders
	+ Converting business requirements to FSD (Functional Specification Document)
	+ Converting FSD to HLD/LLD (High/Low-Level Designs)
	+ Signoff/Requirement review meetings with business
	+ Participation in user acceptance testing

Technology:* + Converting HLD/LLD (High/Low-Level Designs) to TDD (Technical Design Document)
	+ Architecture and designing custom force.com applications
	+ Writing Apex classes, Visualforce pages, Triggers, Batch classes, Queueable classes…
	+ Writing lightning components, lightning Apps
	+ Extending stand API’s with custom web services REST/SOAP
	+ Real-time integration with homegrown legacy order management applications
	+ Batch processing, scheduling, and chaining batches
	+ Designing and implementing security models
	+ Data modeling on force.com by extending standard objects with custom objects
	+ Data migration from old CRM Siebel application
	+ Declaratives like workflows, Process builders, Profiles, permission sets, user queues, groups…
	+ Realtime Integration with party application via MuleSoft
	+ Bidirectional Data loads between Salesforce and legacy application using MuleSoft jobs schedule
	+ Analyze load balance and allocate cores for MuleSoft applications

File:Media Viewer Icon - Location.svg - Wikimedia Commons**Salesforce Architect Building Company Clipart · Free image on Pixabay Move.com**Jun2015 – Dec2016 San Jose, CA* + Responsible for overall solution, quality of deliverables, and customer satisfaction.
	+ Steer business towards as much out of the box Salesforce.com functionality to meet business requirements as possible, without major disruption to their current business process.
	+ Leveraged agile methodologies effectively throughout the project.
	+ Designed (HLD, TDD) and developed Integration with.Net systems for Inventory and fulfillment process.
	+ Designed (HLD, TDD) and developed a waitlist process for customer sales.
	+ Designed (HLD, TDD) and Developed Web Services using SOAP and REST API to connect with Oracle ODI and real-time systems through middleware SOA.

File:Media Viewer Icon - Location.svg - Wikimedia Commons**Salesforce Architect Building Company Clipart · Free image on Pixabay PGI Inc**July2014 – May2015 Atlanta, GA* + Managing team of 8 onshore and offshore.
	+ Reports team status, issues, and risks to the leadership.
	+ Architected integration for SFDC and Drupal for customer UI, which enables customer for online purchase.
	+ Architected integration for inbound sales from PHP application.
	+ Architected integration for SFDC and.Net for customer provisioning (creating credentials for web conferencing etc...).
	+ Integrated external applications using Mule ESB.
	+ Architected custom contracting system for all sales, for signature, used DocuSign.
	+ Involved in all phases of the project – Blue Printing, High-Level Requirements, Design, Development, testing, and user training.
	+ Leveraged agile methodologies effectively throughout the project.
	+ Conducted Technical team discussions between Product Owner/Sales and Business teams, developers, Technical Documentation people, and QA.
	+ Designed and deployed Custom objects, Page layouts, Custom tabs, etc.
	+ Installed custom applications like demand tools.
	+ Configured Security – Profiles, Permission Sets, OWD, Role Hierarchy, Sharing Rules.
	+ Developed Apex Classes and Visualforce Pages.
	+ Developed Triggers, Controller Classes, Batch Classes etc.
	+ Designed and Developed Web Services using SOAP and REST API.
	+ Managed Different SFDC Sandbox environments for Dev/Test/UAT and Training.
	+ Managed Deployment management/Release Management.

File:Media Viewer Icon - Location.svg - Wikimedia Commons**Salesforce Architect Building Company Clipart · Free image on Pixabay Cbeyond**Feb2014 – Jun2014 Atlanta, GA* + Managed team of 10 onshore and offshore.
	+ Data conversion and transformation from Siebel into Salesforce.
	+ Integration architecture Design for SFDC and Siebel integration for sales cloud.
	+ Involved in all phases of the project – Blue Printing, High-Level Requirements, Design and Development
	+ Conducted Technical team discussions between Product Manager/Sales and Business teams, developers, Technical Documentation people, and QA
	+ Designed and deployed the Custom objects, Page layouts, Custom tabs, etc
	+ Configured Security – Profiles, Permission Sets, OWD, Role Hierarchy, Sharing Rules
	+ Developed Apex Classes and Visualforce Pages.
	+ Developed Triggers, Controller Classes, Batch Classes etc
	+ Designed and Developed Web Services using SOAP and REST API
	+ Managed Different SFDC Sandbox environments for Dev/Test/UAT and Training
	+ Managed Deployment management/Release Management using changesets
	+ Managed onsite, offshore and QA teams to facilitate the quality delivery from offshore on schedule.

File:Media Viewer Icon - Location.svg - Wikimedia Commons**Lead Salesforce Developer Building Company Clipart · Free image on Pixabay Highmark Inc**Dec2012 – Feb2014 Harrisburg, PA* + Implemented custom applications for Claims Dept on SalesForce.com Platform.
	+ Integrated Salesforce with external applications using Cast-iron.
	+ Involved in all phases of the project – Blue Printing, High-Level Requirements, Design and Development.
	+ Conducted Technical team discussions between Product Manager/Sales and Business teams, developers, Technical Documentation people, and QA.
	+ Designed and deployed Custom objects, Page layouts, Custom tabs, etc.
	+ Configured Security – Profiles, Permission Sets, OWD, Role Hierarchy, Sharing Rules.
	+ Developed Apex Classes and Visualforce Pages.
	+ Developed Triggers, Controller Classes, Batch Classes etc.
	+ Designed and Developed Web Services using SOAP and REST API
	+ Managed Different SFDC Sandbox environments for Dev/Test/UAT and Training
	+ Managed Deployment management/Release Management using changesets
	+ Managed onsite, offshore and QA teams to facilitate the quality delivery from offshore on schedule.

File:Media Viewer Icon - Location.svg - Wikimedia Commons**Salesforce Developer Building Company Clipart · Free image on Pixabay Express Scripts Inc**Jun2010 – Nov2012 Minneapolis, MN* Developed Complex logic involving Apex Controllers (Standard and Custom Controllers)
* Developed VF pages including custom list view pages, custom list views, wizards etc.
* Designed Data Model using Salesforce Lookup and Master-Detail Relationships
* Designed Batch processes for managing bulk jobs and scheduling jobs.
* Designed and Developed Web Services using both SOAP and REST API
* Performed Asynchronous Callouts using the Future Annotation and executed the future methods from a Trigger.
* Implemented Test classes to support Code Coverage for deployment to production
* Managed Data Migration Activities to handle bulk loads using APEX Data Loader.
* Performed IDE, Change Sets and ANT Script deployments as needed and validated the components before deployment to ensure a smooth process.

File:Media Viewer Icon - Location.svg - Wikimedia Commons**Mainframes Technology Building Company Clipart · Free image on Pixabay multiple companies**Nov2001 – Jun2010 India and Denmark* Played multiple roles in Mainframes technology with various clients and locations.
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