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| Contact: 972-734-5639,  Email.id: [arun.raju@comtecinfo.com](mailto:arun.raju@comtecinfo.com)  **LinkedIn:** www.linkedin.com/in/VVenkat  Skills  Architecture (HLD, TDD)  Apex Programming  Lightning Components  Lightning Web Components  Lightning Flows  Visualforce Pages  Integrations  Conga  DocuSign  Adobe EchoSign  CTI  Service Cloud  Sales Cloud  Community Cloud  Marketing Cloud  CPQ  MuleSoft  Certifications  Developer 401  Advanced Developer 501 | Summary  17+ 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, Mainframes  Employment history  File: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, NY  Management:   * + 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. |