**Rohit Tatineni**

10X Certified Application Architect / Salesforce Developer-Architect

(210) 901-3536 | [Email](mailto:rotatineni@gmail.com) | [LinkedIn](https://www.linkedin.com/in/rohit1607/) | [GitHub](https://github.com/rotatineni) | [Salesforce Certifications](https://trailhead.salesforce.com/credentials/certification-detail-print?searchString=lreXbmDNkFaDWfDdjsAkb9MVsosawMVh+7aQ/OP0wXextZGlB5Cdio6MN1ipkuQw) | [Salesforce Trailblazer](https://trailblazer.me/id/rotat)

**Summary**

* 6+ years of expertise across Sales, Service, Marketing, Community Cloud and AppExchange.
* Managed & Mentored onsite, nearshore and offshore team of Admins, Devs’ and QA.
* Design, Develop, Test, Document and Deploy high quality solutions on the Force.com platform.
* Led design and development of a self-service customer community for multi-billion-dollar firm.
* Launched enterprise analytical tools for C Suite with KPI’s from Salesforce data.
* Designed workflow and data strategy for Sales/Service cloud improving 28% revenue YoY
* Developed an in-house MS SQL data archiving application using SSIS and SFDC Bulk API
* Skilled in identifying areas of improvement for digitalization in small to large enterprises.
* Worked with Azure Data Factory, Logic Apps and integrating Salesforce with on prem SQL.
* Well versed with test planning, development, execution and efficiency with defect management.
* Effectively communicate technical issues and resolve problems at all levels of the organization.
* Constantly improve the operational efficiency by implementing OKR’s and Agile principles.
* Empowered internal & external users with high standard training sessions and/or user guides.
* Experience with Release Management, Source Control, and Deployment using ANT, SFDC Metadata API, Jenkins, Changesets & Salesforce DX.

**Stack Skills**

Programming Languages – C/C++, Java SE, Apex, SQL

Web – HTML, CSS, JavaScript, Visualforce, Lightning (Aura & Lightning Web Components)

DB – MS SQL, PostgreSQL, Azure

DevOps – Git, Jenkins, Bit Bucket, MS Visual Studio

Analytics -- Power BI, Tableau, SSRS, Excel

PM Tools – Smartsheet, JIRA, Confluence, MS TFS

**Education**

Master of Science in Information Technology and Management Oct’17– Jul’19

Campbellsville University, KY, USA

Master of Science in Mechanical Engineering Aug'13-Dec'14

Bradley University, IL, USA

Bachelor of Technology in Mechanical Engineering Sep'08-June'12

Visvesvaraya Technological University, Belgaum, Karnataka, India

**Experience**

## **Kestra Financial, Inc.** Mar 2018 - Current

**Solutions Architect / Sr. Salesforce Developer**

* Author clear, verbose technical stories and design (TDS) from Business Req Doc (BRD).
* Involve in cross team design sessions for integrating multiple systems.
* Architect and document an end-to-end feasible solution pre-development.
* Led the org migration from Classic to Lightning.
* Integrated with Opinion Lab to trigger custom surveys.
* Incoming Call verification with SMS by integrating with Twilio.
* Used Apex and Visualforce to create a Loan Amortization tool.
* Working knowledge on event-based programming for Lightning.
* Implemented public appointment scheduling by integrating with TimeTrade.
* Maintain org compliance by reviewing critical updates and Salesforce releases.
* Created Lightning components using Aura on Record Page and control visibility.
* Transitioned legacy tools/processes to modern, lighter and efficient alternatives.
* Built custom branded apps with intuitive app, record and org level lightning pages.
* Leveraged Pardot Drip Campaigns, capture MQL's and sync to Salesforce as Leads.
* Worked with Marketing to define the lead scoring and email preference model in Pardot.
* Built a systemic solution to process incoming paper checks improving ~25% accounting efficiency.

## **Mouri Tech, LLC** 05/2017 to 03/2018

**Salesforce Technical Consultant**

* Involve in scoping and requirement collection with business and other technology groups.
* Work on Proof of Concepts to evaluate vendors for minimum viable product pre-purchase.
* Built rich public-facing websites using Visualforce and Force.com Sites.
* Custom Integrations with Laserfiche and Docupace for documents repository.
* Integrated SFDC Service Cloud with Jira for unified metrics and better tracking.
* Developed and rolled out Mobile App for Sales, Service and Executive Analytics.
* Built Managed Packages for clients to install and connect to homegrown applications.
* Assist QA engineers in creating automation scripts using python and robot framework.
* Designed and Developed a Sales Automation process with custom cadence using Salesloft.
* Design and develop an expense management system in Salesforce integrated with Concur.
* Setup ANT migration on Visual Studio with branching and automated CiCd for version control.
* Improved performance by unifying Triggers and other automation processes in an inherited org.

## **Kairos Technologies** 12/2015 to 05/2017

**Systems Developer**

* Designed and Built Lead nurturing and Opportunity management.
* Integrated Salesforce Call Center with CTI telephony tools like ShoreTel.
* Implemented Live Agent that integrated with .NET app for customer support.
* Implemented Salesforce Identity Management, SAML based SSO and My Domain.
* Created internal application to propose policy changes with multi-level approval until CCO.
* Developed custom branded self-service portal using Community Cloud with cases and documents.
* Cleaned up legacy apex code with enhancements like exception handling, save points and rollbacks.
* Implemented Service Cloud with Omni channel, custom Round Robin routing and Entitlement Milestone.

## **Cigniti, Inc.** 06/2015 to 12/2015

**Salesforce Developer**

* Provide technical feasibility, fit gap & impact analysis for new requirements.
* Implemented Chatter from scratch for internal and external communication.
* Created periodic security audits of the system and maintained system health.
* Built efficient Process Builders for field updates, email alerts and invokable apex.
* Sound knowledge on the platform save order of execution to avoid governor limits.
* Developed REST and SOAP API to connect to homegrown JAVA and **.**NET applications.
* Setup full email to case lifecycle with Assignment, Auto Response and Escalation rules.
* Built Macros using Quick Texts and Quick Actions for quick responses saving agents’ time.
* Implemented web-to-lead for effective lead capturing and web-to-case for support streamlining.
* Created iframe widgets using VisualForce to show data from external connected systems (ActiFi).

## **American Unit** 03/2015 to 06/2015

**Systems Administrator**

* Wrote reusable utility Test classes with code coverage of more than 90%.
* Implemented Knowledge as primary source of truth for entire org and linked to Cases**.**
* Designed and created Salesforce reports and dashboards that were previously non-existent.
* Configured Sales Cloud - Campaign Management, Campaign Influence, and Lead Conversion.
* Built adoption dashboards and custom Report Types for intricate reports otherwise unavailable.

## **Kairos Technologies, Inc. Hyderabad, India** 07/2012 to 06/2013

**Software Engineer**

* Build custom org chart sourced from HR System for internal teams.
* Created verbose documentation and trained users to better use the system.
* Designed Approval process with efficient routing and email-based approvals.
* Created and maintained Users, Profiles, Roles and Sharing for about 1250+ users.
* Handled SFDC data integrity using Matching and Duplicate Rules to avoid data duplication.