

KALAIARASAN J

S A L E S F O R C E D E V E L O P E R



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SKILLS

- Lightning Web Component
- Apex (Async, Sync)
- Salesforce Products
- Salesforce Marketing Cloud
- Python Flask

EDUCATION

SECONDARY SCHOOL

Govt. Boys. Hr. Sec. School,
Mannachanallur
2011 - 2015

BACHELOR OF ENGINEERING(BE - ECE)

K. Ramakrishnan College of Engg.
2015 - 2019

PROFILE

I am a qualified and professional developer with four years of experience in SFDC and SFMC. Strong creative and development skills.

EXPERIENCE

Company : Softsquare Solutions, Chennai

2019(June) - Present

USER 360 PRODUCT

Professional Experience:

1. User Activity Management:

- Scheduled and executed various User activities such as creation, updates, activations, deactivations, freezes, unfreezes, and removals from permission sets, permission set groups, groups, and queues.
- Implemented a system to send warning and reminder emails for time-sensitive tasks.
- Managed bulk user activities, excluding user cloning.

2. User Management Automation:

- Developed a user management system inspired by Salesforce Scheduled flows.
- Monitored execution logs for successful operations and error handling, providing detailed error messages in case of failures.

3. License Optimization:

- Implemented License Optimizer for efficient license management.
- Utilized optimizer to freeze or deactivate users based on specific criteria, such as user profiles, roles, licenses, or customized conditions.
- Leveraged user activity data to identify users who haven't logged in within a specified number of days.
- Triggered the optimizer to freeze or deactivate users meeting the criteria, such as Marketing Users in India who haven't logged in for the last 50 days.

MEDIA MANAGER PRODUCT

- Demonstrated expertise in designing and implementing call flows within Lightning Web Components, incorporating dynamic parameters for enhanced functionality.
- Proficiently utilized Rotating Image feature and successfully saved updated versions of files to Salesforce Files.
- Leveraged Apex to enable seamless file uploads to Salesforce, ensuring efficient data management.
- Implemented media manager filters to effectively organize and manage child record files, streamlining the overall file management process.

SALESFORCE MARKETING CLOUD(SFMC)

- Successfully managed VIP tee times at Golf Town, demonstrating excellent organizational and customer service skills.
- Utilized email marketing strategies, including the implementation of coupon codes, to drive customer engagement and increase conversions.
- Proficiently worked with Vue.js framework and integrated Google reCAPTCHA for enhanced security and user experience.
- Developed expertise in GTL Code for efficiently printing tabular data from JSON data, improving data visualization capabilities.
- Leveraged REST API to invoke Journey Builder, facilitating automated and personalized customer journeys.
- Designed and created numerous responsive landing pages using HTML, CSS, JavaScript, Ampscript, SSJS, and Bootstrap, ensuring optimal user experience across devices.
- Implemented a timing-based email send feature, enabling the delivery of birthday wishes at 6 a.m. based on the recipient's timezone, enhancing personalized communication.

OTHER SKILLS

- I have extensive experience in platform event management, utilizing tools such as Bitbucket and Git for version control. My expertise also extends to working with scratch orgs and using VS Code as my primary development environment.
- I possess a strong background in REST API integration and have hands-on experience with Apex Web services. Additionally, I have a comprehensive understanding of asynchronous Apex, including Batch, Scheduler, Queueable, and Future classes, as well as synchronous Apex, encompassing Controller and Trigger classes.
- Furthermore, I have successfully completed the Lightning Web Component Superbadge, which showcases my proficiency in developing Lightning web components.
- One of my notable achievements is my ability to handle Mixed DML operations, both for setup objects and non-setup objects, with finesse. I am well-regarded for my skill in creating community users, enabling seamless user management and access control.
- In addition to my Apex and Lightning web component expertise, I have also built a website using Python Flask. Furthermore, I am knowledgeable in hosting sites on the Heroku platform, ensuring reliable deployment and availability.
- When it comes to writing test classes, I am well-versed in creating comprehensive scenarios and implementing assert statements to ensure robust code coverage and functionality.
- Lastly, I am recognized for my talent in designing and developing reusable generic components, enhancing code efficiency and maintainability. Overall, my skill set and successful completion of the LWC Superbadge demonstrate my proficiency in various aspects of Salesforce development.