• Contact

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• Skills

Technical Architecture Design

Salesforce Config and Customization

Apex Triggers, Apex Classes

Lightning Experience

Lightning Web Components

SFDX, CLI

Partner Communities

Salesforce Integration

Lightning flows

Salesforce Security

Project specifications

UI Development,Javascript, CSS

Subba Rao
Kalavala
Salesforce Technical Lead

- Motivated, team-oriented and enthusiastic about using skills to deliver the client's needs with best code quality and support company success.
- **Salesforce Certified System and Application Architect** with over **9 years** of experience in Salesforce as **Lead /Developer/Administrator**.
- I have worked with multiple consulting firms to help clients implement Salesforce projects as well as to reconfigure the existing environment.
- Currently working for Deloitte Consulting as "**Senior Consultant**".
- Currently Leading 3 teams of 15 members for "GTM(GoToMarket)" module in One of client project.
- Participates in analysis of business requirements, reviewing the **application design** and get the final approvals from business.
- Familiarity with **Agile Methodology**, Test-Driven Development and software design patterns.
- Following the modern Dev-Ops process using Git and **Continuous Integration** tools (SFDX)
- Develops/reviews technical documents to ensure code consistency, accuracy and with salesforce best practices.
- Strong Technical Knowledge on **Salesforce Concepts like Apex, Triggers, Aura, LWC, Integration, Communities, Lightning Flows and Configurations**.
- Strong Knowledge on domains like Data, Deployments, **Development Lifecycle** and **Salesforce Security**.
- Familiar with new salesforce clouds like Financial Service Cloud and Commerce Cloud.
- Work with teams for **solution architecture**, **estimates, delivery** etc.
  Create key **architecture documentation** and deliverables for specific workstreams.
- Good Experience in working with **Gerrit, GitHub and Jenkins** for continuous deployment tool with SFDX.
- Familiar with Salesforce **End-End Functionality** across the Sales Cloud, Marketing Cloud, Service Cloud and Communities.
- Hands on experience on **Finaicialforce PSA and HCM**
- Customized several managed packages like **Financial Force**, **Conga Composer 8**, **Click Link**, Discover Org, **Pardot**, Reinking, Draw loops, **DocuSign** and Revenue Recognition as per stakeholder requirement.
- Ability to work in a global cross-functional environment partnering with internal customers to help support and enhance business systems.
- Good analytical, verbal, written communication and interpersonal skills

• Languages

Telugu

English

Hindi

• Work History

2018-04 - Current

Salesforce Technical Lead

Deloitte Consulting India Pvt Ltd, Hyderabad, Telangana

- Currently delivering the Project Vector for Client "Google Inc" which handles 1M users in Partner Community.
- Designing and implementing critical customer facing solutions that are highly usable, scalable, extensible, and maintainable Salesforce platform
- Design discussion with client to get design approvals as per requirements
  Coordinate with different teams to ensure the new designs will not impact the existing features
- Design and Development many critical module of the application as per the requirement.
- End to End application development using various technologies like Salesforce Lightning and Integration.
- Coordinate with the Project Manager during project setup, on-boarding and planning activities
- Managed a 3 Teams of 15 people to deliver the module "GTM"(GoToMarket)" in Project Vector.
- Played a key role in Establishing the Continues integration between Salesforce and Middleware.
- Lead the Deployment of various modules using SFDX in different stages.
  Developed complex LWC components
- Review the code in Gerrit and provide the feedback to developers.

2016-06 - 2018-03

Salesforce Team Lead

LiquidHub, Inc (Capgemini), Hyderabad, TELANGANA

- Understand business process and align requirements with the technical solution with proper estimation.
- Solely responsible for end – end implementation of business process for UI development and configurations.
- Design solution approach for business process that needs to be implemented.
  Perform deployment on timely basis to various instances using Change set, Ant, etc.
- Created test cases and performed Unit Testing of the application to verify the desired functioning of the application.
- Discuss the technical solution approach with client and lead, also implementing the same.
- Increased the productivity by 20% using custom salesforce App which will provide the dynamic package XML in real-time.
- Developed Aura Components and Apex Triggers with code

standards as per requirements

• Education

2007-04 - 2011-05   **Computer Science**

Swarandhra Collage of Engineering and Technology -
Narasapuram

- B.Tech in Computer Science And Engineering with 72% at
  Swarnandhra College Of Engineering And Technology,
  Narasapuram, affiliated to JNT University, Kakinada (2007-2011)
- Intermediate in MPC with Sasi Junior College, Tanuku (2005 to
  2007)

• Certifications

2020-02   Salesforce Certified Application Architect

2020-05   Salesforce Certified System Architect