

# Priyabhavana Vemula



**Salesforce Platform Developer**  
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## Professional Summary:

- Over 2+ years of experience in the IT industry as a Software Engineer
- Have experience in Salesforce.com, administration including analysis, modeling, design, usability testing, integration, implementation of different business domains.
- Developed detailed process documentation and deployment process.
- Documenting Business Requirements, Technical Requirements and Use Case Diagrams to make the requirements easy to understand for Salesforce Developers.
- Expertise in maintaining the Functional areas of Data Management, Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards, Reports.
- Proficient in SFDC Administrative tasks like creating Users, Roles, Profiles, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards.
- Experience in Data Migration using Import Wizard, Workbench, Salesforce inspector, Apex Data Loader.
- Working knowledge in creating triggers, Apex classes, Visualforce Pages & Custom Application, Sandbox data loading, Web services API for implementing web services in the application for access to data from different users.
- Proficiency in administrative tasks like Creating and managing Users, Profiles, Permission sets, Roles, Public groups, Organization wide defaults, Sharing rules as per the business needs.
- Experience in Approval Processes for automated alerts, field updates, Custom Objects, Tabs, Email Services and Security Controls.
- Excellent Microsoft Office skills.
- Knowledge of Agile development practices and assessment.
- Excellent organizational and strong-problem solving skills with a proven ability to contribute to the team environment.

## Technical Skills

Salesforce Technologies	SalesForce.com, Force.com, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages/Components, Apex Web Services, Work Flow and Approvals, Dashboard
Salesforce Tools	Workbench,  DataLoader (Cloud and in premise)



ETL Tools	DataLoader, Salesforce-to-Salesforce, Apex Explorer
Languages	Apex

## PROFESSIONAL EXPERIENCE

**Popcornapps, Hyderabad.**  
**Salesforce Software Engineer:**

**July 18 – Present**

Working with Popcornapps for the client Intel, a multinational company, in the implementation, support, execution of their Salesforce application, IPA Libra. Have been instrumental in providing business solutions that are used for the data model and designing of objects.

### Responsibilities

- Performed the roles of Salesforce.com administrator and Salesforce.com Developer in the organization.
- Responsible for providing object level/record level/field level security by creating roles and profiles.
- Customized standard Salesforce objects like Accounts, Contacts, Case management and solutions.
- Used Salesforce Service Cloud app to design solutions that improve customer service while giving visibility to all of the customer interactions to derive the ease and functionality to maximize the productivity of every agent and deliver customer satisfaction across every channel
- Developed Apex Triggers, Apex Classes, Test Methods.
- Developed various Lightning and LWC components using LDS and custom controllers.
- Implemented complex workflow rules and approval processes to automate business processes like updating fields, sending E-mail alerts.
- Created time dependent workflows as per the requirement.
- Created e-mail templates and used them in the workflow & approval processes.
- Maintained user roles, security, profiles, wherever necessary.
- Created permission sets, sharing rules to extend access to some business requirements.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages



- Have been the go to person to learn LWC and teach teammates
- Complete ownership of Salesforce development tasks such as creating REST API, managing platform events, bulk data handling, and processing
- Have provided data model in relating and designing objects

**Environment:** Salesforce.com, Service Cloud, Apex language, Triggers, Reports, Data loader, Workflows, Email templates, Approval processes, Sandbox environment, Security and sharing, Visualforce pages, Visualforce controllers, Lightning components, Lightning Web Components

### **Notable Projects in Detail:**

#### **IPA - Libra:**

- IPA is a post sales support provided by Intel
- Intel has big customers and partners. The challenge was to segregate these accounts and provide services according to the business.
- I have been instrumental in providing the business solution in designing accounts with different record types.
- Track cases created by top customers and provide speedy services for them.
- To speed up services it requires complex execution of SOQL queries to be run to traverse and associate Parent ID and Parent's Parent ID

#### **Before providing services:**

- I have build REST API to be exposed to create objects.
- Created platform events to subscribe to the REST calls and process the payloads
- This involves bulk data processing, management, and a batch job to handle exceptional payloads

#### **Airlines:**

Airlines is about managing data of flight schedules, passenger reservations, and disruption management by creating cases.

#### **My contributions:**

- Have been the go to person to create REST API to be exposed to create a reservation from the bot.
- Built components this has details of flight and are shown on the account detail page.
- Built apex triggers to get JSON payload and process it.

#### **Taylor:**

Taylor communications is a printing company. They had an application in Salesforce classic



and needed a lightning version of the same. With the help of the Flash tool built by Popcornapps, we were able to convert all Visualforce tags to LWC tags, challenging part was to get controller information to the components using Javascript without changing existing controllers.

#### **My contributions:**

- Have converted a complicated VF page to an LWC component which uses an action function tag to call the controller and get data updated on the page every 5 seconds

#### **Resource Management:**

Resource management is all about managing employee details and track details of projects in which is working. The client needs a flexible way to replace employees from one project to another and track the number of days each employee contributed to the project.

#### **My contributions:**

- Single-handedly worked on the project
- Gathered requirements from the client. Visualized data model such as relating employee object with team and project objects
- Challenge was building a lightning component with drag and drop feature which allows the team leader to remove an employee from one project and add him to another project

#### **Education**

**B. Tech in Computer Science From G. Narayanamma Institute of Tech & Science, Hyderabad(2013-2017)**

#### **Certifications**

**Certified Salesforce Platform Developer 1 - Certification Number: 20104286**

