



ASHOK KUMAR NAYAK

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can Join Immediately

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PROFESSIONAL SUMMARY

I've **10** years of experience in Application Software Designing, Development and Implementation in **Salesforce CRM (Both in Classic , Lightning Modes, LWC Modules and Integration Patterns)**. A Salesforce Solution Architect specialized in implementing end to end solutions within a diverse range of modules including **Sales Cloud, Service Cloud , CPQ, Community Cloud** and **Force.com Sites**. I have led and delivered long term projects that includes system migration from legacy CRM to Salesforce CRM, Solution to handle the Sales of many automotive and other manufacturing industries, Service Cloud Portals to handle customer issues and communities to help partners. Enthusiastic Salesforce Developer eager to contribute to team success through hard work, attention to detail and excellent organizational skills.

CORE SKILLS

- **Salesforce Development** (Apex Programming (SOQL & SOSL), Visulaforce, Lightning Components, LWC, Modern JavaScript)
- **Salesforce Integration APIs** (REST, SOAP, Pub/Sub Model, Data Integrations, Tooling API, Metadata API)
- **Middlewares** (Dellboomi, Mulesoft)
- **Clouds/Modules** (Sales, Service, Experience, CPQ)
- **Salesforce Metadata Deployment Tools** (Changesets, ANT, SalesforceDX, TeamCity, Jenkins, Flosum, COPADO, VSCode with Salesforce CLI)
- **Salesforce Data Migration/Archival** (Jitterbit, Informatica ETL, MS Excel with Salesforce Excel Connector)
- **Version Controlling Tools** (GitHub, Bitbucket, Perforce)
- **Code Editors** (VSCode, SublimeText, Eclipse)
- **Agile Issue/Story Tracking Tools** (JIRA, MAXIMO, Rally)

PROFESSIONAL EXPERIENCE

Salesforce Technical Architect, 02/2023 - Current

Freelancer, Bengaluru

- Working on freelancing projects at [freelancer.com](https://www.freelancer.com) and [turing.com](https://www.turing.com)

Salesforce Solution Architect, 12/2021 - 01/2023

[Zuora](https://www.zuora.com), Remote

- Re-designing and Developing Zuora CPQ-X Application to gel with Zuora Billing with an improved connectivity.
- Enhancing the Quote-to-Cash experience of the customers to scale and excel Zuora in subscription economy.
- Part of Zuora R&D and Product Engineering team and focused on adding new features to the existing product.
- Supported customer implementations and ensured success through identification and application of repeatable best practices.
- Monitored system performance to identify weaknesses, bottlenecks and inefficiencies and developed actionable improvements,

- which reduced page load time from 22 sec to 8 sec.
- Worked on Zuora CPQ Connector to streamline the connectivity between Salesforce CPQ with Zuora Billing system.

Senior Member of Salesforce Team, 08/2020 - 12/2021

[VMware](#), Bangalore

- Involved in discussion(s) to brainstorm and propose a scalable solution for SaaS product configurator
- Developing a custom CPQ App for VMware SaaS Products, especially involved in the Product Configuration and Product Rule design and development modules
- Analyzing the tough and tricky requirements from business and creating POCs to demonstrate the way outs to achieve them
- Administrate code performance and part of code optimization team
- Worked on Tooling API and Metadata API to dynamically create custom fields on multiple objects from the JSON data packets which will reduce manual intervention of system admins and data lag
- Wrote many utility apex handlers which can be re-used time and again, while building custom apex logics
- Performing automatic code analysis (using PMD and CodeScan) on the existing code base and optimize it, if required.

Senior Salesforce Developer/Lead, 03/2019 - 07/2020

[Dotdash Meredith Corporation](#), Bangalore

- Worked on merging the common functionality and features with lot of analysis as the company has undergone a recent acquisition
- Built new custom lightning components, custom logic where ever it's necessary
- Also worked using LWC to build custom components to match business requirement
- Managed the sprint releases using SFDX and version controlling repos
- Part of the Scrum calls and sprint planning calls, and helps the BAs to groom the user story properly
- Guided the business to move into new salesforce features from legacy models and being part of high-level business team discussions
- Helped the colleagues to solve their coding issues and standards and urge them to follow the best practices by doing the code review
- Undergone COPADO CI/CD tool training and own COPADO Admin
- Certification

Senior Salesforce Solution Lead, 03/2018 - 03/2019

[Abbott Labs](#), Bangalore

- Worked on implementing a Custom Live chat application with multi-language support for the Global HRMS of my client
 - Implemented a Global Lightning Application which helps in booking appointments with the Global HRMS of my client
 - Implemented bi-directional synchronization of employee information by integrating Salesforce CRM App with Workday System using REST API
 - Worked on Migrating the existing HRMS Case Management Model of single business calendar, to multi business calendar model to facilitate the client with a
 - Global HRMS Application
 - Automated many manual processes like, auto Case Assignment, SLA
 - Calculation and Notify the admins about the fast approaching SLA Cases etc
 - Applied best practices to streamline business processes by leveraging capabilities of Salesforce with my architectural expertise
 - Provided code maintenance and system upgrades to maximize performance
 - Participated in design and planning exercises for future software rollouts.
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Salesforce Consultant, 06/2016 - 03/2018

[Deloitte USI Pvt. Ltd.](#), Bangalore

- Worked on implementing an Console App with automated Case Management using Queues, Assignment Rules, Escalation Rules, Entitlements and Milestones
- Set up Email-to-Case, Knowledge Articles to help business users to deal better with their customers
- Worked on Integrations using SOAP and REST APIs to consume/expose data from/to third party applications
- Worked on Lightning Experience Migration Assistant, and converted Classic Visualforce Pages into Lightning ready
- Build custom Lightning components using Aura Framework and Lightning Reports and Dashboards
- Worked on Partner Communities to help business improve their Sales Channeling and Customer Satisfaction Scores
- Worked on Dynamic Approval Processes and Dynamic record sharing using Apex
- Sharing for the external users
- Worked on automated Survey Management App when deals of a partner are closed

Salesforce Developer, 08/2015 - 06/2016

[Infosys Ltd.](#), Bangalore

- Worked on Apex programming language and Visualforce pages to deliver custom business requirements.
- Worked on Test Classes to improve org code strength and enforced salesforce best practices.
- Migrated workflow rules into process builders, also worked on Flows (Screen and Login) to implemented business needs.
- Worked on Batch Apex to Integrate leads to Salesforce system and specified custom business rules to convert them into Account, Contact and Opportunities.
- Worked on data migration modules using Import wizard, Apex Data Loader and other integration tools like JitterBit, Excel Connector Add-in as well.

Assistant Salesforce Developer, 04/2013 - 07/2015

[CGI Inc.](#), Bangalore

- Part of migration team from Siebel CRM model to Salesforce Service CRM
- Created Custom Objects and worked on Object relationship data model
- Set up OWDs, Role Hierarchies, and Profiles and managed the access levels
- Created Workflow rules, Validation rules, Case Assignment rules, Entitlement Processes and Milestones
- Created business related Reports and Dashboards
- Authored 10 Test Classes, 2 Apex Classes and 2 Triggers to fulfill the business requirements.

EDUCATION

Gandhi Institute For Technology, Bhubaneswar, Aug 2012
B.Tech: Information Technology

CERTIFICATIONS

- Salesforce Platform Developer II
- Salesforce Platform Developer I
- Salesforce Platform App Builder
- Salesforce Solution Architect
- Trailhead Ranger with more than 150 badges and 12 super badges