

Prakash Mewada

Sr. Salesforce Consultant

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Experienced Salesforce consultant with 5+ years of expertise in designing, developing, and implementing tailored Salesforce solutions. Proficient in Apex, VisualForce, and Lightning components, with a focus on Salesforce integrations. Adept at translating business requirements into technical solutions that drive business success. Proven problem-solving skills and a track record of delivering high-quality solutions on time. Passionate about staying ahead of the curve with the latest Salesforce technologies and best practices.

PROFESSIONAL EXPERIENCE

Technical Lead & Product Incharge

- Worked on the Development of customised Salesforce Applications using Apex, VisualForce, JavaScript, and Lightning components.
- Worked on automating processes using Salesforce automation tools such as Workflows, Formulas, Flows, Assignment Rules and Apex Triggers.
- Created and managed custom Objects, Fields, Formula Fields, Validation Rules, Sharing Rules, and Approval processes.
- Implemented Salesforce Development lifecycle covering Sales Cloud, Service Cloud, Marketing Cloud and AppExchange applications.
- Responsible for carrying out Third-Party integrations using REST & SOAP API.
- Initiated and maintained Technical/Design documentation, including Process, Naming and Commenting conventions, and Salesforce Policies/Procedures.
- Executed large-scale data import and data migration initiatives using Data Loader, Import Wizard, and custom Apex solutions, ensuring data accuracy, integrity, and seamless transition.
- Configured and directed CI/CD pipelines using COPADO and FLOSUM tool to automate deployment processes, improve release reliability, and ensure version control across Salesforce environments.
- Guided projects from initiation to completion, ensuring delivery within scope and timeline.
- Provided technical expertise and guidance to the development team, ensuring best practices and high-quality code.
- Collaborated with stakeholders to gather requirements, define project scope, and create technical designs.
- Conducted code reviews, performed testing, and ensured the successful deployment of Salesforce solutions.

SKILLS

Salesforce Development

Built and Enhanced various features using Apex Triggers, Apex Classes, Batch Classes, VisualForce pages, JavaScript, Lightning Aura Components, Lightning Web Components, and Test classes. Demonstrated proficiency in these programming languages and tools.

Salesforce Administration

Salesforce Administrator tasks, Configuration task such as Validation Rule, Workflow Rule, Reports and Dashboards, Approval Process, Flows, Process Builder, Custom fields, Record Types, Formula Fields, Page Layouts, Roles, Profile, Sharing Rules, Users, Permission sets.

Salesforce Integration

Worked on integrating Salesforce with third-party products using REST API-based web services. Hands-on experience with authentication (OAuth 2.0, Bearer token, API Key), handling JSON data, making callouts, and using Named Credentials. Managed both inbound and outbound integrations with a focus on reliability and performance.

Salesforce Clouds

Delivered customised Experience Cloud solutions, building Community Sites from scratch, Marketing Cloud which builds journeys across Email/Mobile/advertising your website, Sales and Service Cloud to fulfil enhancements to the functionality.

Salesforce Deployment & Release Management

Proficient in managing deployments using CI/CD tools like Copado and Flosum, ensuring structured and traceable release processes. Additionally experienced with Change Sets, ANT Migration Tool, and Salesforce CLI for deployments across environments. Skilled in version control with Git, sandbox management, and enforcing deployment best practices to ensure smooth and error-free releases.

Essential Skills for Salesforce AppExchange lifecycle

Proficient in Salesforce functionalities including Application development, Package creation, Security reviews, and publishing processes. Experienced in managing and maintaining the AppExchange lifecycle.

CERTIFICATES

- Salesforce Platform Developer I
- Salesforce Platform Administrator
- Salesforce Platform Foundations
- Salesforce AI Associate
- Salesforce Platform Developer II
- Salesforce JavaScript Developer
- Salesforce Data Cloud Consultant
- Salesforce AgentForce Specialist

PROJECTS

AppExchange Application Designing & Building

Role: Team Lead and Technical Analyst

Handled end-to-end preparation and compliance process for Salesforce AppExchange, ensuring robust security measures and successful review outcomes. The ultimate goal was to achieve consistently positive review outcomes by ensuring comprehensive compliance and a secure application environment, thereby facilitating successful AppExchange listing and distribution.

Responsibilities:

- Guided Development Team: Successfully managed a cross-functional team of 5 Developers, 2 designers, and 2 QA analysts to build the AppExchange Application.
- Project Planning and Execution: Oversaw all phases of the project lifecycle, including requirements gathering, planning, development, testing, and deployment, from ideation through execution, handling major responsibilities across the lifecycle.
- Technical Leadership: Provided architectural guidance and implemented best practices in software development, and modularisation of code.
- Agile Methodologies: Facilitated Agile methods such as Sprint planning, Daily stand-ups, and Sprint reviews, which improved team efficiency and communication.
- Security Review Preparation: Prepared for the security review of the Salesforce AppExchange platform, ensuring compliance with Salesforce security requirements and industry best practices.
- Documentation: Ensured thorough documentation of the development process, architecture, and codebase to support future maintenance and scalability.

Non-Profit Organization System

Role: Salesforce Consultant

A comprehensive system created to support the unique operational needs of non-profit organisations, enhancing efficiency and facilitating mission-driven impact.

Responsibilities:

- Leveraging the Salesforce platform to streamline operations, improve donation management, and enhance overall efficiency.
- Understanding the unique needs and goals of the non-profit organisation, customising Salesforce to meet those requirements, and providing ongoing support and training to ensure successful implementation.
- Executed Role-based access controls, Data security models, and compliance-aligned configurations to ensure secure handling of Donors, Beneficiary, Household, and Organisational data across the platform.
- Designing and implementing custom Salesforce solutions, integrating with other systems, and creating reports and dashboards to track key performance metrics.

Customer Community Portal

Role: Salesforce Developer

Contributed to the development of a community portal using the LWC framework for a multinational pharmaceutical corporation. The community portal offers various features and user interfaces for community members, including login and registration.

Responsibilities:

- Development of Community site in Salesforce utilizing LWC components. Along with changes to the layout of the admin side's record page are being made.
- To ensure proper functionality of code, Perform best practices in building Apex Classes and Triggers.
- User interface planned and created to adapt flexibly to different devices.

Welcome Wagon Onboarding Journey

Role: Marketing Cloud Consultant

Description: Develop an systematized email journey for new customers who sign up for a service.

Responsibilities:

- Design a multi-stage email series that welcomes new customers, educates them about product features, and encourages initial engagement.
- Utilize Marketing Cloud's Journey Builder to define triggers, delays, and content for each stage.
- Personalise email content using customer data like name, purchase history, or preferences.
- Set up process for welcome offers or discounts within emails.
- Provide ongoing consultancy and support to the marketing team for managing and refining the abandoned cart program.

Job Recruitment System in Education Industry

Role: Salesforce Developer

This project is for recruiting candidates in which they apply for jobs and schedule interviews, send documents for signing using different integration methods.

Responsibilities:

- Took an active role in documenting, improving & maintaining the Salesforce reference Architecture and Standards.
- Developing the functionality where users can create templates and send documents using Third-party applications such as Adobe Sign.
- Custom development using Apex Triggers, Apex class, Test class, Flow, and Lightning Components.

Brokerage Management System and Automations

Role: Salesforce Developer

- This project is aimed at a real estate brokerage company that needs to automate all processes in its Salesforce organisation.
- With more than 100 automations on the customer and user side, Executed multiple third-party integrations with enterprise applications and APIs, enabling end-to-end process automation, namely Property Base, Gmail, Calendly, Active Campaign, Xero, etc.