

Pranav Ashish

Salesforce Developer

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PROFILE

Salesforce Certified Platform Developer I with **1+ years of hands-on experience** in Salesforce development and administration. Strong expertise in **Apex, Triggers, Lightning Web Components (LWC), Flows, SOQL, and Salesforce Security Model**. Experienced in **Sales Cloud** and Service Cloud, REST API integrations, asynchronous Apex, and full **end-to-end Salesforce project lifecycle** including development, testing, and deployment. Proven ability to deliver scalable, secure, and high-performance CRM solutions.

TECHNICAL SKILLS

Salesforce Platform

Salesforce CRM, Lightning Experience, Sales Cloud, Service Cloud

Backend Development

Apex, Apex Triggers, Governor Limits, Bulkification, Asynchronous Apex (Batch Apex, Queueable Apex, Future Methods), SOQL

Frontend Development

Lightning Web Components (LWC), JavaScript

Automation & Configuration

Salesforce Flows (Record-Triggered, Screen, Scheduled), Process Builder, Workflow Rules, Approval Processes, Validation Rules

Security & Access Control

Profiles, Roles, Permission Sets, Sharing Rules, Field-Level Security

Integrations

REST APIs, Apex Callouts, JSON, Named Credentials, Salesforce APIs

Deployment & Tools

Salesforce DX (SFDX), Change Sets, Metadata API, package.xml

Data Management & Utilities

Data Loader, Data Import Wizard, Salesforce Inspector, Git, VS Code

EXPERIENCE

CloudMetic

Software Developer - Salesforce

03/2026
On-site, Noida

- Developed and maintained Apex classes, triggers, and Lightning Web Components (LWC) to support business requirements.
- Designed and optimized SOQL queries for efficient data retrieval and performance improvement.
- Implemented business logic for key modules including Opportunity, Asset, and Pricing workflows.
- Worked on Opportunity-to-Asset data flow and implemented logic for asset creation and mapping.
- Contributed to pricing module enhancements, including data handling and update logic.
- Analyzed and modified existing codebase to fix issues related to pricing and asset relationships.
- Ensured data consistency across related objects using Apex and validation logic.
- Debugged and resolved production issues using Developer Console, debug logs, and browser tools.
- Identified root causes of system errors including JavaScript conflicts and data mismatches.
- Fixed issues related to Lightning components and browser extension conflicts impacting UI behavior.

EXL NEO Technologies

Software Engineer

01/2025 – 10/2025

On-site, Noida

- Designed and developed **Lightning Web Components (LWC)** to enhance user experience and streamline business workflows.
- Developed and optimized **Apex classes, triggers, and batch jobs** while adhering to Salesforce governor limits and bulkification best practices.
- Implemented **asynchronous Apex** (Batch Apex, Future, Queueable) to process large data volumes efficiently.
- Automated business processes using **Salesforce Flows**, reducing manual effort and operational errors.
- Integrated **third-party systems using REST APIs and Apex callouts**, enabling secure data exchange.
- Implemented **Salesforce security model** including roles, profiles, permission sets, and sharing rules.
- Participated in **code reviews** to ensure clean, maintainable, and high-performance code.
- Managed deployments across **Sandbox and Production environments** and collaborated with QA teams during UAT.

Vaspire Technologies

Software Engineer

08/2024 – 01/2025

On-site, Noida

- Performed the role of **Salesforce Developer and Administrator**, supporting ongoing business operations.
- Designed and configured **custom objects, fields, page layouts, record types, validation rules, and reports**.
- Automated complex business logic using **Flows, Process Builder, Workflow Rules, and Approval Processes**.
- Implemented **Service Cloud features** including Email-to-Case, Web-to-Case, CTI integration, Live Chat, Case Escalation, and Assignment Rules.
- Migrated and managed data using **Data Loader and Data Import Wizard**.
- Developed **Apex classes, triggers, Lightning Web Components, and test classes**, ensuring reliable production deployments.

Coding Ninjas

Teaching Assistant

06/2022 – 10/2022

Remote, New Delhi

- Mentored over **80 students** in Java programming and data structures.
- Resolved **450+ technical queries** with an average rating of **4.5/5**, demonstrating strong problem-solving and communication skills.

PROJECTS

Insurance Claim Processing Portal

- Developed numerous Apex classes and test classes, while building and enhancing Lightning Web Components (LWC) to improve system functionality and performance.
- Worked on Salesforce Sites by building Lightning Web Components (LWC) and integrating them with Apex controllers to support external user interactions and improve user experience.
- Utilized various deployment tools and technologies, including Metadata API, package.xml, Change Sets to ensure seamless deployment processes.
- Established smooth data exchange between different Salesforce orgs by leveraging Salesforce APIs, ensuring efficient and reliable integration.
- Created multiple Flows, including Screen Flows, Record-Triggered Flows, and Scheduled Flows, to automate complex business processes and improve efficiency.
- Developed dynamic email templates using Apex and generated multiple PDFs using Apex and third-party libraries to meet various business requirements.

Automobile Dealer Management System

- Developed LWC components along with corresponding Apex classes and comprehensive test coverage to ensure robust functionality.
- Designed and implemented automation solutions using Flows, Process Builder, and Workflows to optimize business processes.
- Configured the Service Console, set up live web chat, and automated email templates and surveys using Flows for seamless customer interaction.
- Conducted thorough testing in the sandbox and deployed validated changes to production using Change Sets, ensuring error-free delivery.

CERTIFICATES

Certified Platform Developer I (PD1)  — Salesforce

Certified Platform Foundations  — Salesforce

EDUCATION

B.Tech in Computer Science <i>Maharshi Dayanand University</i>	2018 – 2022
Class XII <i>Lal Bahadur Shastri School (CBSE)</i>	2018
Class X <i>Mount Carmel School (CBSE)</i>	2016