

A V D SIVATEJA

Senior Salesforce Developer

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6x Salesforce Certified | Sales Cloud & Service Cloud

PROFESSIONAL SUMMARY

Senior Salesforce Developer with 7+ years of experience delivering enterprise-grade CRM solutions for global clients in the healthcare and telecommunications industries. Expert in Lightning Web Components (LWC), Apex development, and end-to-end Salesforce implementation on Sales Cloud and Service Cloud platforms. Skilled in architecting REST/SOAP integrations, leading technical teams, and mentoring developers. Holds 6 Salesforce certifications including Platform Developer I & II, JavaScript Developer I, and Service Cloud Consultant. Recognised with multiple awards for delivery excellence and team contribution.

SALESFORCE CERTIFICATIONS (6)

✓ Salesforce Certified Platform Developer I	✓ Salesforce Certified Platform Developer II
✓ Salesforce Certified JavaScript Developer I	✓ Salesforce Certified Platform App Builder
✓ Salesforce Certified Administrator	✓ Salesforce Certified Service Cloud Consultant

CORE COMPETENCIES

• Lightning Web Components (LWC) & Aura	• Apex (Classes, Triggers, Batch, Scheduled)
• REST/SOAP API Integration & Web Services	• Sales Cloud & Service Cloud Implementation
• Lightning Flow Builder & Process Automation	• Security Architecture (Profiles, Roles, Sharing)
• Unit Testing (Jest, Apex Test Classes)	• Version Control (Git, GitLab, CI/CD Pipelines)
• Agile/Scrum & Full SDLC	• JavaScript (ES6+), HTML, CSS, jQuery

PROFESSIONAL EXPERIENCE

Senior Salesforce Developer | Prolifics

January 2025 – Present

Client: CVS Health, USA

Technologies: Service Cloud, LWC, Apex, REST APIs, GitLab CI/CD

- Architected and delivered custom Lightning Web Components (LWC) for Account Record Pages, Home Pages, and specialised healthcare business interfaces, significantly improving agent productivity and user experience.

- Designed reusable LWC component library and Apex class framework following SOLID principles, reducing development time for new features by an estimated 30%.
- Established a comprehensive Jest-based unit testing framework for LWC, achieving high code coverage and improving component reliability across releases.
- Built Apex REST API integrations with external healthcare systems, enabling real-time bi-directional data exchange and eliminating manual data entry workflows.
- Implemented Batch Apex and scheduled jobs for automated weekly and monthly operational reporting, improving reporting efficiency by 40%.
- Architected HIPAA-compliant security framework covering Roles, Profiles, Permission Sets, Sharing Rules, and Field-Level Security for 500K+ patient records.
- Managed GitLab source control including CI/CD pipeline maintenance, branching strategies, and merge conflict resolution across a cross-functional team.
- Conducted regular code reviews and actively mentored 3 junior developers on Salesforce best practices, design patterns, and coding standards.
- Led client-facing requirement sessions and status meetings, ensuring strategic alignment and reducing requirement rework cycles.

Software Engineer – Salesforce | Tech Mahindra

June 2021 – January 2025

Client: Telefonica, UK/Spain

Technologies: Service Cloud, LWC, Apex, REST APIs, GitLab

- Developed 15+ Lightning Web Components supporting Account management, Home Pages, and custom telecommunications business workflows for a global client base.
- Built reusable LWC and Apex component library, significantly reducing duplication and accelerating sprint delivery velocity.
- Implemented Jest unit testing across LWC components, maintaining high code quality standards across a 3-year engagement.
- Developed Apex REST API integrations connecting Salesforce with external telecom systems, enabling seamless data exchange across platforms.
- Created Batch Apex and scheduled jobs for automated reporting, removing manual effort from weekly and monthly operational cycles.
- Configured Validation Rules, multi-step Approval Processes, and Workflows to enforce business logic and data integrity at scale.
- Established role-based security architecture (Profiles, Permission Sets, Sharing Rules, FLS) to protect sensitive customer data across multiple markets.
- Consistently delivered user stories within Agile sprint commitments while resolving production defects with minimal SLA breach.
- Mentored junior developers and participated in code reviews, contributing to team capability growth.
- Earned Best Team Player Award and Bravo Award at Tech Mahindra for exceptional contribution to delivery and team culture.

Software Engineer – Salesforce | KS Solutions Ltd

February 2020 – June 2021

Client: Adheris Health, USA

Technologies: Sales Cloud, Lightning Components, Apex, Administration

- Customised Salesforce Sales Cloud for a US healthcare client, building custom objects, page layouts, and complex multi-object relationships to support sales tracking, award management, and contract lifecycle processes.
- Implemented Validation Rules, Workflows, and multi-step Approval Processes to enforce data integrity and automate key business operations, reducing manual processing effort.
- Developed Lightning Components for interactive data visualisation dashboards, improving data visibility and reducing report turnaround time for the sales team.
- Configured role-based security model (Profiles, Sharing Rules, FLS) and performed large-scale data migrations using Data Loader, ensuring data accuracy and access compliance.

Software Developer – Salesforce | Zan Compute Ltd

April 2019 – February 2020

Client: Zan Compute AI Platform

Technologies: Service Cloud, LWC, REST APIs, Data Loader

- Integrated Salesforce Service Cloud with REST APIs to ingest real-time millimeter-wave (MMW) sensor data from smart building IoT devices, enabling live occupancy analytics and automated case generation for facilities teams.
- Built Lightning Web Components with real-time data refresh for interactive IoT monitoring dashboards, giving field support teams instant visibility into device status across airport and building deployments.
- Configured end-to-end case management automation using Validation Rules, Process Builder, and Approval Processes; designed custom objects and security architecture to support multi-site IoT device hierarchies.

AWARDS & RECOGNITION

- Best Team Player Award — Tech Mahindra (recognised among 1,000+ engineers for collaborative excellence on the Telefonica engagement)
- Bravo Award — Tech Mahindra (awarded for exceptional delivery quality and client satisfaction on the Telefonica project)
- PEP Award — Prolifics (performance excellence award for outstanding contribution to the CVS Health project)

TECHNICAL SKILLS

CRM Platform: Salesforce (Sales Cloud, Service Cloud, Implementation, Administration, Customisation, Force.com)

Languages: Apex, JavaScript (ES6+), HTML, CSS, jQuery, SOQL, SOSL

Dev Tools: Visual Studio Code, Salesforce CLI, SFDX

Version Control: Git, GitHub, Bitbucket, GitLab, CI/CD Pipelines

Testing: Jest (LWC), Apex Test Classes

Methodologies: Agile/Scrum, SDLC, Code Review

Domain Expertise: Healthcare (HIPAA), Telecommunications, IoT

EDUCATION

Bachelor of Technology (B.Tech) | Pragati Engineering College, Surampalem