



Lokeshwaran Ramu

CUSTOMER DOMAIN SME | DATA ARCHITECT | DEVELOPER

Profile

Results-driven Customer Domain CRM SME, Salesforce Developer, and Data Architect with 7+ years of experience in designing, developing, and delivering innovative solutions to optimize customer data management and CRM systems. Expertise in Salesforce technologies, including LWC, Apex, Aura, triggers, flows, and process builders, with a proven track record of architecting seamless data flows and integrations across complex systems.

Skilled in merging and de-merging Salesforce orgs, data migration, and system integrations, with a strong focus on ensuring data integrity, privacy, and compliance. Adept at collaborating with cross-functional teams, external vendors, and business stakeholders to deliver customer-centric solutions that drive business growth.

Proficient in Salesforce best practices, Java, and various programming languages, with a demonstrated ability to troubleshoot system issues, enhance performance, and implement scalable solutions. Known for effectively managing independent projects while contributing as a collaborative team player, with a passion for knowledge sharing and continuous improvement.

Work Experience

Senior Salesforce Developer, Country Road Group, Melbourne

FEBRUARY 2023 — PRESENT

- Acted as the Customer Domain SME and a Salesforce Developer, leading the design and architecture of seamless data flow across multiple systems, ensuring optimal integration and alignment with business objectives.
- Partnered with external consultants and vendors to implement innovative solutions, enabling uninterrupted customer data flow across new platforms and systems.
- Spearheaded the implementation of the Politix loyalty platform, overseeing data flow architecture and ensuring efficient load balancing of customer data to enhance system performance.
- Led the integration of Braze, a marketing automation platform, collaborating with external vendors and business stakeholders to prioritize customer data integrity and usability.
- Addressed data privacy concerns by architecting and implementing data masking solutions across the CRM and CDP platforms, ensuring compliance with privacy regulations.
- Collaborated with cross-functional teams to identify business requirements, define project timelines, and deliver solutions aligned with customer domain needs.
- Proactively resolved system issues, including data quality discrepancies, system errors, and performance bottlenecks, ensuring seamless operations and customer data accuracy.
- Played a key role in the successful de-merger of Country Road Group's Salesforce orgs by conducting in-depth data analysis, developing custom solutions, ensuring data integrity, and providing end-user training.

Details

Melbourne, Australia

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Date of birth

16-05-1996

Links

[LinkedIn](#)

[Portfolio](#)

[Salesforce Trailblazer](#)

[Twitter](#)

Skills

- Customer Data Management & Architecture
- CRM System Integration & Data Migration
- Data Privacy & Compliance
- Customer-Centric Solution Design
- Stakeholder Collaboration & Consulting
- Salesforce Development
- Salesforce Lightning & Administration
- Salesforce Service Cloud & Community Cloud
- Data Architecture & Data Integrity
- Identity & Access Management (IAM)
- Java Programming
- Continuous Integration & DevOps Practices
- Agile Software Development
- Project Management
- Problem Solving & Decision Making
- Effective Time Management & Prioritization
- Collaboration & Teamwork
- Adaptability in Dynamic Environments
- Strong Communication & Stakeholder Engagement
- Process Optimization & Productivity Improvement

Hobbies

Reading articles, Video Gaming, Exercising, Travelling

Senior Salesforce Developer, Webcentral Group, Melbourne

OCTOBER 2021 — FEBRUARY 2023

- Designed and implemented custom Salesforce solutions, including custom workflows, Visualforce pages, Apex customizations, custom objects, fields, formulas, and SOQL queries, aligning with business requirements and customer domain needs.
- Provided technical support and troubleshooting for Sales Cloud, Service Cloud, and Community Cloud, resolving bugs and implementing enhancements to improve system performance and user experience.
- Developed and reviewed test protocols to ensure robust application performance and seamless user acceptance testing (UAT).
- Acted as a trusted advisor to customers, offering strategic recommendations to streamline processes, enhance productivity, and scale operations using Salesforce best practices.
- Played a key role in the successful merging of Service Cloud and Sales Cloud Salesforce orgs by collaborating with cross-functional teams, conducting data analysis, developing custom solutions, ensuring data integrity, and delivering user training.

Developer Success Engineer, Salesforce, Hyderabad

OCTOBER 2020 — NOVEMBER 2021

- Worked productively with the product team to develop custom workflows, Visualforce pages, Apex customizations, custom objects & fields, formulas and SOQL queries by understanding requirements and business specifications.
- Provided technical assistance and end-user troubleshooting for bug fixes, enhancements on Sales, service, and community cloud.
- Reviewed the development of test protocols for testing applications before user acceptance
- Collaborated with customers and provided recommendations to improve their processes and productivity to increase their scaling at a rapid pace using Salesforce best practices.

Software Engineer, Issquared Inc, Hyderabad

NOVEMBER 2017 — SEPTEMBER 2020

- I have written codes with the java team for provisioning access to the users using ISIM (IBM Security Identity Manager), TDI (Tivoli Directory Integrator), and EIMS.
- Collaborated with other engineering teams to integrate Salesforce.com and various other internal back-end systems with ISIM.
- Developed the appropriate connectors and web pages to meet business requirements using JavaScript, Java, Apex classes, and Visualforce in Salesforce.
- Performed unit testing and functional testing using HP ALM (Application Lifecycle Management).
- Gathered data on integration issues and vulnerabilities and reported all findings, including improvement recommendations.

Software Developer - Trainee, Auzmor, Chennai

JULY 2017 — OCTOBER 2017

Languages

English

Tamil

- I have worked in back-end connectivity using Vert.x, JWT, and Java in HRIS and HCM projects.
- Coordinated with front end team for website development using ReactJs and Ant design.
- Hosted the Application Tracking System website and back-end system in the AWS EC2 console.
- Tested and deployed the application for ease of use. Collaborated on all stages of the software development lifecycle, from requirement gathering to production releases.

Education

Bachelor in Information Technology, Anna University, Chennai

JUNE 2013 — MAY 2017

Graduated B.Tech from Anna University, Chennai

Certifications

Salesforce Certified Data Architect, Salesforce

MAY 2022

Credential ID: 2336275

Salesforce Certified Service Cloud Consultant, Salesforce

FEBRUARY 2022

Credential ID: 22980536

Salesforce Certified Platform Developer 1, Salesforce

MAY 2021

Credential ID: 22166177

Salesforce Certified App Builder, Salesforce

DECEMBER 2020

Credential ID: 21651650

Salesforce Certified Administrator, Salesforce

OCTOBER 2020

Credential ID: 21524272

Java SE 6 Programmer, Oracle

OCTOBER 2011

Internships

Project Intern at Sans Pareil IT Services, Chennai

DECEMBER 2016 — MAY 2017

- As a java intern, I have developed health care software by gathering information from doctors, organizing the input, and analyzing the data for pattern matching combinations for the effective output.
- Established user interfaces using HTML and servlet for backend pattern matching using data analytics.

Courses

Advance Java Programming, NIIT

JANUARY 2011 — NOVEMBER 2011

C programming, NIIT

JANUARY 2010 — DECEMBER 2010

Object Oriented C++ Programming, NIIT

JUNE 2010 — DECEMBER 2010