

VENKATA ANNABATHINA

Senior Salesforce Developer

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PROFESSIONAL SUMMARY

Senior Salesforce Developer with nearly 7 years of experience building enterprise solutions across Sales Cloud, Service Cloud, CPQ, Revenue Cloud Advanced (RCA), and MuleSoft integrations. Comfortable owning a feature from technical design through code, testing, and release, and usually the person the team turns to for design reviews, code reviews, and tricky troubleshooting. Track record of cutting technical debt, closing billing gaps, and improving business efficiency by up to 50%, including a legacy CPQ-to-RCA migration with Python-built data pipelines (idempotency, rollback, Bulk API). Strong believer in engineers testing their own work — 90%+ automated coverage and mocked integration tests — and in using AI tools (Claude Code, Codex, Cursor) to write, refactor, and test code faster. Salesforce Application Architect with 13 certifications; CI/CD with Copado and GearSet in Agile teams.

TECHNICAL SKILLS

Salesforce Platform: Sales Cloud, Service Cloud, Experience Cloud, Apex, Lightning Web Components, Aura, Visualforce, Flows, OmniStudio, Platform Events, CDC

CPQ & Revenue Cloud: Quote-to-Cash, Product & Price Rules, QCP, Advanced Approvals, Discount Schedules, MDQ, Bundling, Orders, Renewals & Amendments; RCA Product Catalog, Pricing, Constraint Model Language, Rate & Usage Management, Assets & Asset Lifecycle; Legacy CPQ-to-RCA Migration

Integrations & Billing Systems: MuleSoft Anypoint, REST/SOAP, NetSuite, Zuora, Dell Boomi, SAP, Oracle, PartnerStack, Twilio, OAuth, Named Credentials, Connected Apps, Composite & Bulk API

Testing: Apex unit tests, test-data factories, HttpCalloutMock / stub frameworks, Jest for LWC, integration testing of external callouts, coverage tracking, code review

AI Tools: Cursor, Claude Code, GitHub Copilot, Codex for writing, refactoring, and testing code; Agentforce (Employee & Service Agents), ChatGPT & Claude integrations, AI workflows

DevOps: Copado, GearSet, SFDX, Git, GitHub, Jenkins, CI/CD

Data & Migration: SOQL, SOSL, Data Modeling, Bulk API, Python Migration Pipelines (idempotency, rollback), Bulkification, Query Optimization, Row Lock Handling

Other: Java, JavaScript, Python, React, Angular, Spring Boot, Django, VS Code, Jira, Agile

PROFESSIONAL EXPERIENCE

Ideahelix (via The Cloud Partner) — Atlanta, GA
Senior Salesforce Developer

Nov 2025 – Present

Client: Attentive

Nov 2025 – Present

- Act as the technical lead for the Attentive Salesforce team — turning product requirements into technical designs, reviewing designs and code, and mentoring junior developers on troubleshooting and best practices.
- Architected end-to-end Salesforce CPQ solutions across Quote-to-Cash, including Product & Price Rules, QCP, Advanced Approvals, quote automation, and contract lifecycle (Renewals & Amendments).
- Led the design and build of a Double Billing Prevention Framework (Apex, Flows, CPQ Product Rules) that eliminated revenue leakage and increased Order Operations efficiency by 50%.
- Integrated Salesforce with NetSuite and Dell Boomi for billing, finance, and order management, and built a Salesforce–PartnerStack integration with log monitoring and automated retry logic for reliable partner attribution and commission tracking.
- Use Claude Code and Codex day-to-day to scaffold Apex and LWC, refactor legacy code, and generate test classes, speeding up delivery without sacrificing coverage.
- Designed Agentforce AI solutions for multiple business teams and integrated Salesforce with ChatGPT for agentic decision-making, enabling AI-driven workflows that improved team efficiency.
- Set the team's testing bar — every Apex class ships with unit tests, external callouts are covered by mock-based integration tests, and coverage stays above 90% — and own deployments across Dev, UAT, Full Copy, and Production with zero critical regressions.
- Consolidated 140+ Workflow Rules, Process Builders, and Flows into optimized Before-Save and After-Save Flows, and reduced technical debt through bulkification, SOQL/DML optimization, and Flow-to-Apex refactoring, cutting row-lock issues by ~40%.

Client: Dutchie

Jun 2026 – Present

- Own the technical design and build of Opportunity, Quote, Renewal, and Amendment processes as part of Dutchie's migration from legacy CPQ and Zuora billing to Revenue Cloud Advanced (RCA).
- Designed the data migration into Revenue Cloud Advanced from two source systems — Zuora (active subscriptions) and legacy CPQ (orders not yet migrated to Zuora) — profiling source data and mapping it to the RCA asset data model.
- Built the migration pipeline in Python against Salesforce APIs with idempotency, rollback, and bulk-upload capabilities, migrating 10K+ Zuora subscriptions and legacy CPQ contracts into Revenue Cloud as assets with zero data loss, verified through automated reconciliation checks against the source systems.

Delta Dental — Atlanta, GA

Jan 2024 – Oct 2025

Salesforce Developer

- Designed and delivered MuleSoft REST integrations connecting Salesforce with the Oracle prospect feed, OSR, and Metavance via Connected App for real-time prospect, census, and rate synchronization.
- Owned Apex classes, triggers, batch jobs, and platform events automating lead-to-Account/Contact conversion, Producer Account attribution, and Case routing across the quote → rating → onboarding lifecycle.
- Led the configuration and customization of Salesforce CPQ for group dental quoting — product configuration, quote generation, and approval workflows across product mix (FFS, DHMO, Vision, Dental) and tier structures — partnering with the rating team on rate and pricing inputs.
- Architected reusable Lightning Web Components with Apex controllers powering the Rating tab, quote configuration UI, and a three-stage manager approval chain with queue-based reassignment for rating case review.
- Delivered Experience Cloud portals for Producer Accounts, enabling broker self-service prospect submission and quote status visibility, reducing inbound inquiries by ~30%.
- Owned GearSet CI/CD deployments across Dev, UAT, and Production, maintaining 90%+ test coverage and stable releases across cycles.

Wichita State University — Wichita, KS

Jan 2023 – Dec 2023

Graduate Research Assistant

- Built a full-stack product-mapping application (React, Django) with image and fuzzy text-matching logic to identify duplicate product listings across major e-commerce marketplaces.

Tata Consultancy Services — Chennai, India

Feb 2021 – Nov 2022

Salesforce Developer (Client: VinFast)

- Developed and enhanced Sales Cloud and Service Cloud solutions using Apex, Lightning Web Components, Aura, and Flows for VinFast, supporting vehicle ordering, lead management, and service request workflows.
- Built and maintained 15+ REST/SOAP integrations between Salesforce and enterprise systems (SAP, Tekion, CDK Global, Twilio) using Apex callouts, Named Credentials, and MuleSoft Anypoint Platform.
- Implemented asynchronous processing with Batch, Queueable, and Scheduled Apex plus Platform Events to synchronize 100K+ records daily, eliminating manual reconciliation.
- Created Apex test classes, reusable test-data factories, and mock frameworks to keep coverage above the deployment threshold; collaborated in a 10-member Agile team on code reviews and CI/CD (GitHub, Jenkins, Salesforce CLI).

Mahindra Lifespaces — Hyderabad, India

Jan 2020 – Feb 2021

Associate Salesforce Developer

- Automated lead assignment and follow-up routing across the opportunity lifecycle using Apex triggers, Process Builder, Workflow and Validation Rules, reducing manual handoffs and speeding up agent response times.
- Built Lightning Components, Visualforce pages, and Sales Cloud dashboards, and integrated Salesforce with real-estate portals (99acres, Housing.com) to sync property listings in real time.

SALESFORCE CERTIFICATIONS

Application Architect • Sharing & Visibility Architect • Platform Data Architect • Platform Developer II • Platform Developer I • OmniStudio Developer • CPQ Administrator • Revenue Management Consultant • Agentforce Specialist • Agentforce Sales Consultant • Platform App Builder • Advanced Administrator • Platform Administrator I

EDUCATION**M.S. Data Science**, Wichita State University, KS

Dec 2024

B.S. Computer Science, MGR University, India

May 2020