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PROFILE

5X Salesforce Certified Developer with 4+ years of experienced designing, implementing, and optimising Salesforce solutions. Designed robust and scalable architectures for products and client-specific projects, ensuring seamless performance and integration. Created detailed entity-relationship (ER) diagrams to improve database structure and efficiency. Delivered effective, real-time solutions to complex business challenges, consistently meeting client needs.

Collaborated with stakeholders to gather and analyse requirements, translating them into actionable technical plans. enhancing deployment efficiency and reliability.

SKILLS

Salesforce architecture & strategy, Solution design, Data modelling, Stakeholder communication & leadership, Salesforce sales cloud, Salesforce CPQ cloud, Lightning Web Components (LWC), Visualforce, Apex, Restful Integrations, SOAP Integrations, Batchable, Queueable, Schedulable Interfaces, SOQL, SOSL, Data loader, Custom Metadata, Custom Settings, Salesforce Security, React JS, Next JS, Node JS, SQL, Mongodb, GIT

EMPLOYMENT HISTORY

Salesforce Developer, Erudite Works Private Limited Apr 2021 - Present

- Led a team of developers to design, develop, and deploy multiple projects and products using a diverse
 tech stack, including Salesforce knowledge, Node.js, React.js, Next.js, MongoDB, and SQL. Played a
 pivotal role in managing the end-to-end development lifecycle, from requirement gathering to
 deployment, ensuring timely delivery of high-quality solutions.
- Designed and implemented the **architectural frameworks** for all projects, focusing on **scalability**, modularity, and performance optimisation. Developed and integrated **robust APIs**, enabling seamless communication between the backend and frontend systems while ensuring security best practices such as **authentication**, **authorisation**, and **encryption**.

EDUCATION

SS Agrawal College, GTU
Undergrade
Bachelor's Degree in Computer Engineering

AB Higher Secondary School Secondary School

Modern English Primary School Primary School

CERTIFICATION











KEY PROJECTS

ATS Custom CPQ Solution in Sales Cloud (Client Project)

LWC, Triggers, Apex, 3rd party API Integration, Queue, Batch, Schedule Interfaces, SOQL, Approval Processes, Flows

Role: Requirement Gathering + Architect + Developer

- Designed end-to-end scalable **CPQ solution in Sales Cloud** including data models, ER diagrams, and requirement gathering as sole developer
- Built **DocuSign CLM API integrations** to automate workflow initiation based on quote status with programmatic workflow control
- Created dynamic LWC quote management component with **real-time financial summaries** and intelligent **discounting** based on account history
- Developed multi-queue approval processes with automated price book management via flows and programmatic process controls
- Built custom Apex/LWC reports for approval process history and financial metrics unavailable in standard Salesforce reporting
- Implemented custom triggers for financial rollups and batchable interfaces for account hierarchy processing across large data volumes

EW DupeFinder (Product) (Listed on AppExchange - LINK)

LWC, Apex, Queue, Batch, Schedule Interfaces

Role: Architect + Team Lead + Developer

- Architected and designed a comprehensive solution to overcome Salesforce's default limitation of merging only three duplicate records at a time.
- Built a robust system to identify duplicate records across the Salesforce org by processing large datasets efficiently. Provided users with the ability to manually merge duplicate records by selecting the master record and choosing values for each field. Designed an intelligent automerge feature that evaluates pre-defined criteria to automatically select the master record and resolve duplicates without user intervention. Implemented a scheduling feature, enabling users to automate duplicate searches and prepare reports at specified times. Offered an on-demand duplicate search feature for instant results when needed.
- Enhanced data quality and consistency across Salesforce records. Provided users with flexibility and automation to manage duplicate records effectively, saving time and reducing manual effort.

Sergio & demetri (Client Project)

Financial Tool Connector (Two-Way Sync Integration), Apex, LWC, Callouts, Restful APIs

Role: Architect + Team Lead

- Developed a suite of Salesforce connectors to enable two-way synchronization with Xero,
 QuickBooks Online, and Stripe.
- Implemented webhook listeners (REST endpoints) in Salesforce to capture external updates and Apex API callouts to push Salesforce records to the external platforms.
- Built custom LWCs replicating each platform's UI (Stripe, QuickBooks, Xero) inside Salesforce for a seamless user experience.
- Created dashboard controls (toggle buttons) to manage object-level sync settings individually for each platform.
- Focused on real-time sync, secure authentication (OAuth 2.0) with named credentials, error handling, and audit logging across all integrations.

EW Sign (Product)

LWC, Triggers, Apex, Restful APIs, SOAP API, 3rd party API Integration, Queue, Batch, Schedule Interfaces, SOQL, Node JS, React JS, SQL, Windows Server setup

Role: Architect + Team Lead + Developer

- Led end-to-end development of EW Sign digital signature platform using Node.js, React.js, SQL, and Salesforce with Azure hosting
- Developed and managed 60+ APIs for Salesforce integration, document management, and backend operations with optimized MySQL database queries
- Built drag-and-drop template editor with dynamic merge fields for Salesforce record integration and automated content population
- Implemented comprehensive security features including client authorization, encryption, audit trails, and secure document access workflows
- Created intuitive signing interface with email notifications, secure links, and seamless electronic document review and signature processes
- Designed scalable architecture supporting private/public templates, document generation, and automated workflow synchronization with Salesforce

EW Data Backup (Product)

Node JS, LWC, Apex, Restful APIs, SOAP API, 3rd party API Integration, Queue, Batch, Schedule Interfaces, SOQL, SQL, Server Setup

Role: Architect + Team Lead + Developer

- Architected comprehensive Salesforce backup/restoration platform with Node.js, MySQL, supporting local and Google Cloud storage for 10GB+ CSV files
- Built scalable data processing engine handling hundreds of millions of Salesforce records across hundreds of fields with streaming and batch processing
- Implemented secure **JWT authentication** with **connected apps**, digital certificates, and private keys for Salesforce REST API integration
- Developed asynchronous cloud-based search jobs with record ID filtering, status tracking, and performance optimization for large dataset queries
- Created job monitoring dashboards with scheduling capabilities for one-time and recurring backups with customizable filtering criteria
- Designed MySQL schema for org configurations, audit logs, and relational tracking with automated error handling and recovery mechanisms

Zishe (Client Project)

Aura Components

Role: Requirement Gathering + Developer

- Worked on a nonprofit Salesforce org utilising Visual force pages and Aura components to address client requirements.
- Resolved existing bugs in the opportunity save logic and payment processing workflows, ensuring smoother functionality. Fixed issues with payment requests to improve reliability and user experience.
- Refactored and separated a complex Aura component into two reusable components, improving maintainability and scalability.

Pimlico Capital (Client Project)

LWC, Apex, Tailwind, Auth0

Role: Architect + Team Lead + Developer

- Architected and led migration of loan portal from Visualforce to Experience Cloud using LWCs, enhancing functionality and user experience
- Developed customer-centric dashboard for loan details, draw requests, "Contact Us" form, and direct email communication with representatives
- Integrated Auth0 with Salesforce for secure portal user authentication and authorization
- Implemented responsive UI with Tailwind CSS, optimized for desktop and mobile
- Added automated email notifications for loan status updates and redesigned email templates for branding consistency
- Updated Apex classes and provided ongoing support and enhancements based on user feedback and evolving requirements

Data migration from salesforce to Zoho (Client Project)

Zoho Admin, Salesforce Admin, XL

Role: Developer

- Managed the migration of data from Salesforce objects like Contact, Account, and Opportunity to the Zoho system.
- Ensured that associated files were migrated along with their respective records in Zoho,
 maintaining proper linkage between records and files. Researched and understood the Zoho
 platform, including its data structure and migration process, to ensure a smooth transition.
 Utilised Zoho's migration tool for data and file migration, mapping Record IDs or External IDs to
 maintain data integrity during the process. Resolved issues where duplicate records were being
 created in Zoho while migrating associated files by implementing a streamlined process and
 resolving mapping conflicts.
- Successfully migrated all records and associated files without data loss or duplication, ensuring the system's operational readiness in Zoho.

TDW B2B Commerce Cloud (Client Project)

B2b cloud, Flow, LWC, Apex

- I enhanced existing flows and sub-flows and developed new Lightning Web Components (LWCs) and Apex classes.
- Designed and implemented a new user interface to allow users to easily increase or decrease item quantities within the shopping cart. Displayed real-time subtotal and total prices for improved transparency and user experience.

- Added functionality to enable users to print the shopping cart directly. Implemented an email
 feature that allows the shopping cart to be shared with others as an attachment, enhancing
 collaboration and flexibility.
- Developed and integrated logic to calculate taxes for the entire order, ensuring compliance with tax regulations and accurate billing.
- Automated the sending of order confirmation emails to clients upon order placement. Set up notifications to inform customers about updates to the shipping status of their orders.
- Added conditional form validation to make the "Delivery Instructions" field mandatory when "Customer Provided" is selected, ensuring accurate and complete data capture.

Isatwelding (Client Project)

Salesforce Map
Role: Developer

- Added a dynamic "Open in Map" button to the Account record page. Enabled users to navigate directly to the map with relevant account information by utilising dynamic URLs. Diagnosed and resolved the issue preventing accounts from being visible on mobile apps, ensuring a seamless user experience across devices.
- Created and configured custom actions within the "More" tab for enhanced usability.
 Customised map layers to align with specific client requirements, improving data visualisation and navigation.
- Integrated activities, contact information, and direct phone options for accounts, providing quick access to essential details. Resolved permission issues affecting the visibility of map markers, ensuring accurate and secure data access.
- Designed and implemented a new map layer to preview all accounts within a specific region, offering better insights and operational planning.

DXC (Client Project)

LWC, VF Pages, Apex

Role: Developer

- Enhanced the speed, efficiency, and usability of the Opportunity Deal Approval process by converting legacy Visual force pages into Lightning Web Components (LWCs). Refactored and optimised the underlying code logic to improve performance and streamline processing. Reduced server round trips by implementing client-side filtering and search functionality, significantly boosting responsiveness.
- Redesigned the user interface using CSS and a modern colour theme, making the screens more visually appealing and user-friendly. Introduced a clean and intuitive design pattern, ensuring that users can easily understand and interact with the screens.
- Improved screen load and processing speed by 50%, eliminating lags and enhancing overall performance. Delivered a seamless and efficient user experience, empowering users to work faster and more effectively with the opportunity approval process.

EW Zoom (Product)

Integration, LWC, Apex

- Implemented authorisation token retrieval from the Zoom API for seamless integration with Salesforce. Enabled automatic meeting scheduling in Zoom when events or meetings are created in Salesforce. Synchronised updates: ensured that edits to events or meetings in Salesforce are reflected in Zoom, and deletions are processed accordingly.
- Designed and developed a user-level dashboard in Salesforce to manage meetings and events.
 Features included:

- Viewing upcoming meetings and events.
- Rescheduling or updating event/meeting times directly from the dashboard.
- Adding or removing invitees for events or meetings.
- Deleting events or meetings as needed.
- Integrated Zoom APIs to retrieve and store metadata about meetings and events in Salesforce, including:
 - Number of attendees who joined.
 - Event/meeting details and messages exchanged.
- Developed functionality to log and save meeting outcomes in Salesforce objects for comprehensive tracking and reporting.

Glebar (Client Project) & EW EaseMerge (Product)

Restful Integration, Apex, Node JS

Role: Developer

- Developed a Node.js server to handle the processing of large files efficiently, ensuring seamless performance and scalability.
- Built a robust solution for merging multiple files, including PDFs, DOCX, and PPT files, into a single PDF. Implemented functionality to dynamically update file content by processing merge fields, ensuring personalised and accurate document generation. Added support for: Dynamic headers and footers, Inserting dynamic content, such as brochures, product images, and text.
- Enabled the merged PDF to be automatically saved under the Files object of a related Salesforce record. Ensured compatibility with any Salesforce standard or custom object, providing flexibility for diverse use cases.

EW OCR (Product) (Einstein OCR and Google OCR)

LWC, Apex, 3rd Party API Integration

Role: Developer

- Architected and designed a robust OCR solution leveraging Einstein OCR and Google OCR, creating two versions of the product with distinct backends for text extraction from images and PDF documents.
- Developed a system where users or admins can upload scanned images or PDFs, extract text, and automatically create Salesforce records.
- Displayed document content on the left and Salesforce object fields in a picklist on the right. Enabled users/admins to map document content to Salesforce fields while creating a template.
- Allowed bulk uploads of documents using predefined templates, with consistent mappings applied automatically. Provided flexibility to update templates and mappings, ensuring adaptability to changing business requirements.
- Designed the product to process large volumes of documents efficiently by reusing templates and streamlining text-to-record mapping. Ensured compatibility with multiple Salesforce objects, allowing admins to choose the target object for record creation during processing.

TurnKey Ops & Ostroff Law (Client Project)

LWC, Apex

- Implemented functionality to clone Leads along with their associated child data, streamlining the lead management process.
- Added a "Payment Received" button on invoices to efficiently track monthly payments, improving financial oversight.
- Developed custom field mapping between Lead, Account, and Contact objects during lead conversion to ensure seamless data transfer.

- Built custom rollup logic to calculate actual profit:
 - From Hourly Detail to Hourly objects.
 - From Hourly to Invoice objects, enabling accurate profit visibility on both levels.
- Designed and implemented a rollup field on the Campaign object to track the count of all referred leads (Intakes).
- Extended the functionality of the standard data table in Lightning Web Components (LWC) to support and display custom fields, enhancing data visualisation and usability.

Discount Tire (Client Project)

LWC, Apex

- Added new fields to existing lead generation forms on the Experience Cloud platform. Implemented dynamic Country, State, and City fields with search-and-select functionality, ensuring a seamless user experience and accurate data capture.
- Designed and developed Lightning Web Components (LWCs) to showcase Discount Tire's product catalog on the Experience Cloud portal, improving product visibility and user engagement.
- Implemented a round-robin lead assignment mechanism to ensure equitable distribution of leads among users. Enabled users to efficiently manage and convert leads, improving the overall lead conversion process.