


Janardhan Kandala

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Salesforce Expert | 16+ Years of Experience | 12+ Years at Intelli-Cloudware Inc.

I'm a passionate Salesforce professional with over 16 years of experience in architecting, developing, and delivering scalable CRM solutions. My core strengths lie in Apex development, process automation, integrations, and leading end-to-end Salesforce implementations across various industries.

I help businesses unlock the full potential of Salesforce by designing smart, user-friendly solutions that enhance productivity, compliance, and customer experience.

Technical Expertise Summary

I bring comprehensive experience in **system analysis, data modeling**, and the practical application of **database normalization** principles. My background includes a diverse portfolio of work in **software architecture, development, testing, deployment, debugging, database administration**, and **systems integration**, leveraging both traditional and cloud-based platforms.

- **CRM Architecture & Development:** Proficient in Salesforce Sales Cloud, Service Cloud, Experience Cloud, and custom app development.
- **Programming & Automation:** Deep expertise in Apex, SOQL, SOSL, Visualforce, Lightning Web Components, Flows, Process Builder, and Workflow Rules.
- **Integration & APIs:** Skilled in integrating Salesforce with external systems using REST/SOAP APIs, middleware platforms (e.g., Mulesoft, Dell Boomi), and custom solutions.
- **System Design & Data Modeling:** Strong background in system analysis, entity-relationship modeling, and database normalization.
- **DevOps & Deployment:** Experienced in version control (Git), CI/CD processes, sandbox management, and deployment using Change Sets and tools like Copado or Gearset.
- **Testing & Debugging:** Well-versed in writing test classes, system debugging, and performance optimization to ensure robust and reliable deployments.
- **Database & Administration:** Proficient in managing Salesforce data integrity, schema design, and leveraging both traditional and cloud-based data management solutions.

- **Cross-Functional Leadership:** Proven ability to collaborate with stakeholders, lead cross-functional teams, and translate business needs into technical solutions.

Programming Languages & Web Technologies

- **Backend & CRM Scripting:** Apex, Visualforce, SOQL, SQL
- **Frontend:** HTML, CSS, JavaScript, jQuery
- **Data Formats & Interchange:** XML, JSON

Tools & IDEs

- Eclipse, Visual Studio Code
- Salesforce Workbench, Data Loader
- API Tools: SOAP UI, REST Console
- Microsoft SQL Server Management Studio

Integration & ETL Experience

- ETL Tools: **Jitterbit**, Salesforce Data Loader
- API Integration using REST & SOAP services
- Cross-platform data sync between Salesforce, external databases, and legacy systems

Database Platforms

- Salesforce.com CRM Platform
- Database.com (Salesforce PaaS DB)
- Microsoft SQL Server

Project Highlights

Enterprise Sales Automation for a Telecom Giant

- Streamlined sales process across 3 departments
- Built scalable Apex triggers and flows to automate opportunity lifecycle
- Improved lead-to-close time by 40%

Multi-City Task Escalation System for a Property Management Firm

- Designed and implemented task escalation using Apex & email notifications
- Ensured SLA compliance and improved service ticket resolution

Real-Time Platform Event Integration

- Created a robust Apex + Platform Event mechanism to sync Contact Roles
- Reduced data sync latency and improved record accuracy by 30%

Solutioning for Mortgage & Private Financial Sectors

Project Scope

I led end-to-end Salesforce solutioning for multiple mortgage and private financial institutions, focusing on automating lead capture, loan processing, document collection, compliance tracking, and advisor workflows.

Key Solutions Delivered

1. Custom Mortgage Application Workflows

- Designed tailored application intake processes using **Screen Flows** and **Dynamic Forms**
- Integrated document upload capabilities for ID, income proof, and credit reports

2. Loan & Application Lifecycle Automation

- Used **Apex**, **Flows**, and **Approval Processes** to automate application review, underwriting, and funding steps
- Created conditional stages for broker vs direct channels

3. Third-Party API Integrations

- Integrated Salesforce with external systems (Filogix Expert) to fetch credit scores, validate borrower data, and collect e-signatures

4. Compliance & Risk Management Tools

- Implemented validation rules and alerts for anti-money laundering (AML), income-debt ratios, and document expiry
- Enabled audit trails for advisor actions and data edits

5. Financial Advisor Dashboards

- Developed personalized dashboards for mortgage agents to track opportunities, client communications, and deal progress
- Built commission tracking modules linked to closed applications

Results Achieved

- Reduced application processing time by 50%
- Improved accuracy and completeness of applications submitted
- Enhanced compliance visibility for internal audits
- Increased team productivity through automation of repetitive tasks

Salesforce & Pardot Implementation for Banking & Insurance

Empowering Sales and Operations with Smart Automation & Insights

My Experience Delivering End-to-End Solutions for Sales & Operations Teams

I've had the opportunity to lead and deliver full-scale Salesforce and Pardot implementations for both **banks** and **insurance firms**, focusing on streamlining operations, enhancing sales workflows, and ensuring compliance automation.

Sales Team Enablement

1. Built 360° Customer View Dashboards

I configured and customized Salesforce to centralize client information — including financial products, policies, and communication history — giving Relationship Managers and Advisors a complete picture of their customers.

2. Implemented Lead Scoring with Pardot

I integrated Pardot to automatically score and qualify leads based on user behavior, form submissions, and engagement with marketing assets — improving lead-to-deal conversion for financial products.

3. Automated Opportunity Pipelines

Using Flows and Apex, I built automated sales processes tailored to various journeys — like new mortgage applications, policy sales, and loan renewals — with compliance checkpoints and approval steps built-in.

4. Cross-Sell Intelligence

I enabled cross-sell prompts and next-best recommendations by leveraging Salesforce reports and custom fields based on existing product mix and client goals.

Operations Team Transformation

1. Case Management Automation

I designed a service request system inside Salesforce for handling claims, KYC updates, policy endorsements, and more — assigning cases dynamically based on product line, region, and SLA.

2. Regulatory Workflow Integration

I implemented document checklist logic and compliance workflows that ensure each task (especially around KYC, AML, and claim approvals) follows strict audit paths — fully tracked inside Salesforce.

3. Built Real-Time Dashboards

I developed reporting dashboards for both executives and front-line teams to monitor KPIs like ticket resolution time, SLA breaches, and workload distribution — improving visibility and accountability.

Pardot-Driven Campaigns

I've also led Pardot campaign setups to launch financial product awareness journeys, nurture dormant leads, and drive renewals. I connected Pardot data with Salesforce campaigns to track true ROI from lead generation to closed deals.

Results Delivered

- 40% boost in qualified lead conversion
- 30% faster onboarding and claim turnaround
- Full compliance tracking integrated with operational workflows
- Higher client satisfaction through transparency and proactive service

Pardot Implementation for Non-Profit Organizations

Driving Donor Engagement and Campaign Success with Automation

I've also worked with non-profit organizations to implement **Pardot**, helping them streamline donor engagement, automate outreach, and improve fundraising outcomes.

Key Contributions

1. Donor Journey Automation

- Designed nurture campaigns for new donors, recurring contributors, and major gift prospects
- Created email journeys based on donor behavior, event attendance, and donation frequency

2. Campaign Segmentation & Personalization

- Built dynamic lists and segments based on donor type, location, giving history, and interests
- Personalized outreach to improve email open and conversion rates

3. Fundraising Visibility

- Integrated Pardot with Salesforce NPSP to link campaign data with donation outcomes
- Enabled tracking of campaign ROI, donor lifetime value, and engagement trends

4. Volunteer & Event Communication

- Automated registration and follow-up for fundraising events, community drives, and volunteer programs
- Tracked engagement through email interactions and forms

Results Achieved

- Increased email engagement and donor reactivation rates
- Improved segmentation accuracy and reduced manual effort
- Enhanced visibility into donor pipelines and campaign effectiveness
- **26% increase** in email open rates
- **40% faster** response time to donor inquiries
- Improved visibility into which campaigns drove **higher donation volume**
- Reduced manual outreach by automating donor re-engagement workflows

Certifications

- Salesforce Certified Platform Developer I
- Salesforce Administrator
- Salesforce Advance Admin
- Salesforce Email Marketing
- Salesforce Data Architecture

Let's Work Together

Are you looking to enhance your Salesforce org, build custom automations, or implement a scalable CRM solution?

Let's connect and make it happen.