

MANOJ KUMAR SELVAKANNAN

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PROFESSIONAL SUMMARY

Results driven Salesforce Administrator & Developer with 4 years of experience delivering end to end CRM solutions across Sales, Service, and Experience Cloud. Hands on expertise in Apex development, LWC, Flow automation, REST/SOAP API integrations, and data management with a proven ability to triage complex client issues, communicate solutions clearly, and resolve them within SLA. Experienced across diverse domains, including IP management, logistics, and enterprise consulting. Adept at bridging business and technical teams to deliver scalable, compliant Salesforce solutions in fast paced Agile environments.

CORE COMPETENCIES

Salesforce Administration: User management, profiles, roles, permission sets, sharing rules, validation rules, custom objects & fields

Automation & Flows: Flow Builder, Approval Processes, Escalation Rules, Process Builder (50+ automation rules deployed)

Development: Apex Triggers, Batch Apex, Schedule Apex, LWC, SOQL, REST/SOAP API

Data & Reporting: Dynamic dashboards, reports, Data Loader, SOQL queries, data integrity & migration

Integrations: REST API, Postman, third party app integrations

Project Delivery: UAT planning & execution, user training, change management, Agile/Scrum, Jira, Confluence

PROFESSIONAL EXPERIENCE

Maxval Group | *Salesforce Administrator & Developer* |

Apr 2026 – Present

- Own end to end ticket lifecycle in an IP domain environment triage client reported issues, diagnose root causes, communicate findings and fix timelines directly to clients, and deliver solutions within SLA
- Resolve complex Apex and LWC defects, debug Flows and automation failures, and fix integration and API issues across client orgs
- Develop, test, and validate Apex and LWC code in Partial Sandbox environment, ensuring thorough QA before deploying production ready changes via Change Sets with minimal business disruption
- Analyze data anomalies using SOQL to identify and resolve data integrity issues, preventing recurrence through targeted validation rules and Flow guards
- Manage security and access incidents, diagnose profile, permission set, and sharing rule misconfigurations and implement compliant fixes
- Build and enhance reports and dashboards to give clients real time visibility into their IP portfolio workflows
- Proactively identify recurring issue patterns and automate previously manual processes, reducing repeat ticket volume and improving overall client satisfaction

OTS Astracon | *Salesforce Administrator & Developer (Freelance)* |

Apr 2025 – Jan 2026

- Overhauled Role Hierarchy and Permission Sets to restrict sensitive financial data access to HR and Accounting teams, securing compliance with data privacy standards
- Cleansed and deduplicated thousands of records using Data Loader, boosting outreach accuracy and overall system performance
- Configured Scheduled Flow to monitor stagnant cargo updates, triggering automated alerts to dispatchers and eliminating workflow bottlenecks
- Built LWC components and tailored page layouts to streamline dispatcher workflows within Sales Cloud
- Conducted targeted training sessions for legacy system users, driving an 80% platform adoption rate across the dispatch team

Virtusa Consulting Services, Canada, ON | *Salesforce Administrator & Consultant* |

Jan 2023 – Feb 2025

- Provided day to day Salesforce administration and end user support; triaged tickets and resolved issues within SLA, maintaining high service delivery standards
- Served as liaison between business units, technical teams, and third party vendors to gather requirements and deliver scalable Salesforce solutions end to end
- Configured custom objects, fields, validation rules, and multi step Flows to enforce data integrity across Opportunity and Quote objects
- Designed profiles, roles, sharing rules, and security settings to ensure appropriate data access and compliance
- Developed Apex Triggers to automate lead assignment, opportunity creation, and custom workflow execution, reducing manual effort
- Integrated Salesforce with external systems via REST API for streamlined quote processing and real time data sync
- Built and maintained Experience Cloud sites with branded layouts, security configurations, and content visibility controls
- Designed escalation rules for SLA violation management and timely case follow up
- Developed dynamic reports and dashboards for sales and operations leadership; conducted UAT and post deployment training

Seven Hills Technologies, Canada, ON | *Salesforce Administrator & Consultant* |

Feb 2022 – Jan 2023

- Implemented 30+ automation rules using Flows and Process Builder, reducing manual admin effort by 50%
- Configured multi level approval workflows for deal desk and sales leadership, expediting decision making by 40%
- Conducted security audits and access control reviews; ensured data protection compliance across user profiles and permission sets
- Supported Batch Apex development for bulk record updates and routine system maintenance tasks
- Executed data migration, maintaining integrity and accuracy across all record types
- Delivered end user training sessions and authored documentation for new features and platform updates

EDUCATION

M.Eng. Mechanical Engineering | University of Windsor, ON

2021 – 2023

B.Eng. Automobile Engineering | Anna University, India

2016 – 2020

CERTIFICATION

Salesforce Certified Administrator (ADM 201)

Salesforce Certified AI Associate

Salesforce Certified Platform Developer - I (In-Progress)