

Mohit Peshwani

Pune, India (Open to EU/EMEA/UAE relocation)

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Professional Summary:

- Results-oriented Salesforce Developer and Data Analytics professional with 3+ years of experience delivering scalable, data-driven CRM solutions, automation, and analytics across real estate, SaaS, nonprofit, and fintech domains.
- Skilled in Apex, LWC, Experience Cloud, Data Cloud, CPQ, CRM Analytics, SQL, Python, Pandas, Tableau, and machine-learning workflows.
- Experienced in building web services, REST API integrations, and using version control systems (Git/GitHub) with DevOps practices and modern deployment standards. Collaborates effectively with stakeholders to gather specifications, perform code reviews, and deliver high-quality software using Agile/Scrum methodologies.
- Recognized for innovation, leadership, and attention to detail in fast-paced IT environments, including AI-powered Agentforce use cases and predictive insights with Einstein Discovery.
- Currently pursuing an M.S. in Artificial Intelligence & Data Science, supported by a strong foundation in computer science, OOPs, and an awareness of evolving industry trends.

Technical Skills:

- **Salesforce Development:** Apex, Triggers, Unit Testing, Async Apex (Batch, Queueable, Scheduled), SOQL/SOSL, Data Modeling, Custom Metadata & Settings, Platform Events, CDC, Named Credentials, REST APIs, Webhooks, Java, OOP
- **Frontend (Salesforce):** Lightning Web Components (LWC), Aura Components, SLDS, Lightning Data Service, Visualforce, JavaScript (ES6+), HTML, CSS
- **Salesforce Clouds:** Sales Cloud, Service Cloud, Experience Cloud, CRM Analytics, Data Cloud, Einstein Discovery, Spiff
- **Automation & Integration:** Salesforce Flows, Validation Rules, Approval Processes, REST/Bulk/Streaming APIs, Platform Events, CDC
- **CI/CD & Tools:** Git, GitHub, Salesforce DX (SFDX), VS Code, Postman, Data Loader, Workbench, Jira, Confluence
- **Data & Analytics:** Python, Pandas, NumPy, scikit-learn, FastAPI, Tableau, SQL, Excel, Dashboarding, Data Analysis
- **Methodologies & Business:** Agile/Scrum, Business Analysis, Process Optimization, Requirement Gathering, Stakeholder Management
- **Professional Skills:** Problem Solving, Analytical Thinking, Communication, Team Collaboration, Time Management

Work Experience:

Areya Technologies Pvt. Ltd.

Senior Salesforce Developer

Apr 2024 – Present

- Ola Krutrim (Sales Operations): Streamlined sales workflows using Apex, Flows, and LWC, reducing manual effort by 30% and improving operational efficiency.

- Samiti (Nonprofit Cloud): Built a hostel admission portal in Experience Cloud; integrated Cashfree payments; enabled WhatsApp-based status tracking; reduced processing time by 40%.
- Real Estate CRM (2+ Projects): Refactored and optimized data models, improving data load and reporting performance by 35%
- ReproCare (ShareEquity): Engineered a role-based LWC for grant management and applied access control using Custom Metadata and Custom Settings.
- Inmar Intelligence (Analytics): Constructed 3+ CRM Analytics dashboards and Einstein Discovery predictive models, improving reporting accuracy by 25%.
- Emerson (Commerce Cloud Payments): Performed Salesforce Payments Adapter, tokenization, authorization flows, and secure payment orchestration.
- Maymonth Homes (Lead-to-Lease): Conceptualized an end-to-end Lead-to-Lease automation process and architect PMD (Property Management Data) following best practices.

Delbridge Solutions

Salesforce Consultant

Mar 2023 – Mar 2024

- Architected and deployed Salesforce solutions for Boston University Admissions & Recruiting.
- Managed the BU Recruitment Manager application with complex profile, access, and security configurations.
- Reduced admissions processing time by 70% through optimized automation and Flow redesign.
- Created detailed technical documentation for integrations, data structures, and workflows using Confluence.

BrowserStack

SDET

Jun 2022 – Jan 2023

- Supported BrowserStack's acquisition of Percy by leading Salesforce CRM-side data migration including field mapping, deduplication, validation, and subscription data consolidation.
- Collaborated closely with the Systems & Payments team to streamline CRM processes across billing, subscription management, and product telemetry.
- Built REST API integrations to synchronize customer analytics and product usage signals from external systems into Salesforce.

Projects AND POCs:

- **Agentic AI Property Manager for Tenant Maintenance Queries**
Built an Agentforce-driven AI assistant that automates tenant maintenance workflows including email-based tenant verification, automated case creation, category mapping, priority scoring, detailed case descriptions, owner assignment, and real-time stakeholder notifications.
- **Agentic AI Banking Query Handler**
Built an Agentforce AI bot for BFSI use cases including email-based customer identification, complaint logging, systematized case creation and routing, escalation logic, stakeholder notifications, personal finance assistance, guided case initialization, and self-service knowledge base.
- **CRM Analytics & Einstein Discovery (SaaS Industry)**
Streamlined Weighted Pipeline dashboards, Scheduled Daily Amount trackers, and Win-Rate analytics. Formulated Einstein Discovery predictive model for opportunity win-rate forecasting. Built CRM Analytics recipes combining Amazon S3, CSV, and Salesforce CRM data, improving executive decision-making by 30%.
- **Tableau Dashboard & SQL Analytics**
Designed Tableau dashboards powered by SQL-based data pipelines analyzing churn patterns, win-rate trends, and multi-team KPIs for strategic decision-making.

- **Crowdfunding Success Prediction**

Constructed an end-to-end ML system (Flask + scikit-learn) predicting campaign success with ~88% accuracy including preprocessing, feature engineering, and model evaluation.

Education:

- Master of Science in Artificial Intelligence & Data Science, Woolf University, 2025 – Pursuing
- Bachelor of Engineering (Computer Engineering), VES Institute of Technology (VESIT), University of Mumbai, 2019 – 2022
- Technical Diploma (Computer Engineering), Government Polytechnic, Khamgaon — MSBTE, 2016 – 2019

Certifications:

- Salesforce Platform Developer
- Salesforce Platform Developer II
- Salesforce App Builder
- Salesforce Data Cloud Consultant
- Salesforce AI Associate
- Salesforce AI Specialist (Agentforce Specialist)
- Data Analysis Using Python
- SPIFF Certified