



# MAURYA PRIYADARSHI

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## Summary

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Salesforce Application Architect with extensive experience in driving digital transformation through Salesforce and AI technologies. Skilled in designing scalable systems that improve customer engagement and operational efficiency. Successfully implemented solutions that foster collaboration across departments and deliver measurable business growth. Focused on leveraging innovative strategies to keep clients competitive in the digital landscape.

## Skills

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- Salesforce platforms and tools
- Cloud solutions expertise
- Integration technologies
- Apex and Visualforce development
- Lightning web components
- Data management and analysis
- User experience design
- Artificial intelligence applications
- Machine learning techniques
- Event monitoring and reporting
- ServiceNow administration
- Customer success management (CSM)
- IT service management (ITSM)
- Marketing automation tools
- Identity management solutions

## Experience

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Meta Platforms Inc.  
**Salesforce Architect**  
08/2021 - Current

- Owned end-to-end Salesforce Service Cloud architecture and developed a 2-3 year application roadmap.
- Defined platform and product strategy, including modules and integrations.
- Aligned product vision with organizational goals and minimum viable architecture.
- Led cross-functional teams to implement modules across verticals successfully.
- Delivered innovative technical solutions under tight timelines with skilled engineers.
- Drove integration and vendor strategies aligned with program needs.
- Influenced organization-wide compliance strategies balancing effectiveness with cost.
- Maintained deep understanding of compliance standards, internal tech stack, and industry trends.

### Service Cloud Migration of Reality Labs Support for Meta

- Led the migration from Zendesk to Reality Labs, resulting in \$XXM in cost savings.
- Improved agent efficiency and scalability by centralizing engineering support.
- Enhanced customer and agent experience using Salesforce Service Cloud features like:
  - Skill-Based Omni-Channel Routing
  - AI-Powered Case Replies

Employee Support for Meta Employees - AI Agent Assist: Dynamic, Learning-Based Employee Support

- Built an AI service delivering agent-like responses, continuously learning, and improving.
- Leveraged content as a service to personalize and dynamically distribute relevant information.
- Improved content relevance in search results, and cut indexing time from 24 hours to approximately 1 hour.
- Used GenAI to generate comprehensive answers from validated HR sources, with citations.
- Enabled conversational interactions with proactive, follow-up HR content responses.

Rimini Street Inc. | Pleasanton, CA  
**Sr. Lead Salesforce Analyst**

07/2014 - 08/2021

- Developed and enhanced Salesforce applications to optimize user engagement.
- Designed and deployed custom objects, page layouts, tabs, and components per application requirements.
- Created Apex classes, triggers, and test classes to support Visualforce page development.
- Implemented workflow rules, email alerts, and field updates to enforce business logic.
- **Projects**
- Led design and implementation of Service Cloud for 500 engineers to boost productivity by 50%.
- Executed ITAR compliance restrictions on accounts, cases, and comments.
- Integrated customer portal with Salesforce using real-time API calls for seamless access.
- Managed deduplication project for leads, contacts, and accounts to improve data quality.
- Event Monitoring in Salesforce
- Major Tools Implementation in Salesforce: Clari, Icertis, Sales Navigator, SalesLoft, MindTickle, Seismic, FinancialForce, Marketo, RingDNA, Full Circle
- Identity Management using Okta
- ServiceNow - Customer Service Management (CSM) rollout
- ServiceNow - ITService Management (ITSM) rollout
- ServiceNow, Salesforce, JIRA, Cherwell Integrations using Boomi

Orion Systems Integrators, Inc. | San Jose, CA

**Salesforce Consultant**

05/2014 - 07/2014

- Developed and enhanced Salesforce applications for improved functionality.
- Worked with Salesforce.com standard and custom objects, triggers, classes, pages, reports, and dashboards.
- Designed, developed, and deployed custom objects, page layouts, tabs, components, and Visualforce pages.
- Created Apex classes, extension classes, and test classes for unit testing of Visualforce page development.
- Implemented workflow rules, email alerts, and defined tasks to support business logic.
- Executed portal implementation for partners and resellers of Polycom.
- Redesigned record types, stages, sales processes, and validation rules for better efficiency.

Tata Consultancy Services | San Antonio, TX

- Designed and developed Salesforce business applications alongside Java and J2EE multitier systems.

## Salesforce Developer

01/2009 - 04/2014

- Implemented Salesforce Standard objects, Custom Objects, Triggers, Apex Classes, and Visualforce Pages for data manipulation.
- Created users, roles, profiles, public groups, and other settings within Salesforce based on business requirements.
- Analyzed, designed, and tested web-based software applications while maintaining documentation and configurations.
- Developed applications in MVC architecture utilizing Java, JSP, HTML, and various frameworks in Agile Scrum methodology.
- Created SOAP Web Services for external client-server transactions; developed SQL queries for Oracle and Microsoft SQL Server databases.
- Optimized Salesforce environment following recommendations from Optimizer Report; cleaned unused fields and validation rules.
- Increased test class coverage by reviewing existing code and enhancing quality assurance processes.

Tata Consultancy Services | Chennai, India

## Java Developer

08/2006 - 12/2008

- Developed Java applications for insurance clients GenRe and CNA using MVC architecture.
- Created SOAP web services to facilitate external client-server transactions.

## Education

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Manipal Institute of Technology | Manipal, India

**Bachelor of Engineering** in Electrical & Electronics

06/2006

## Websites, Portfolios, Profiles

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- <https://www.linkedin.com/in/mauryapriyadarshi>

## Certifications

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- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified AI Associate
- INS 21-Property and Liability Insurance Principles
- ITIL (Information Technology Infrastructure Library) Foundation