**Rahul Modupalli**

**724-422-9385**

**Salesforce Developer**

**Professional Summary:**

* Over 7+ Years of IT experience that includes over 6 years of experience in **Salesforce.com CRM Platform , Apex technologies and Lightening Experiance** with around 1+ years of experience with **Java/J2EE.**
* **Used SAFe methodology in development lifecycle of a project.**
* Experience in working with Salesforce developer toolkit **(Apex, Visualforce, force.com IDE, SOQL and Web Services/ Metadata API).**
* Good knowledge on Apex development in creating Objects**, Triggers, Apex Classes, Standard Controllers, Custom Controllers** and **Controller Extensions.**
* Defining and managing **custom Objects, creating page layouts,** developing **fieldvalidations, campaign Management, formulas** and **workflow rules** using **Salesforce.com** and **Eclipse IDE.**
* Extensive work experience on designing of **custom fields, role based page layouts, custom Tabs, custom reports, report folders**, report extractions to various formats, design of **Visualforce Pages, Snapshots, Dashboards, Apex Classes, Controllers & Triggers**, and various other components as per the client and application requirements.
* Handson experience on marketing cloud in creating visualizations on the marketing campaigns.
* Experienced in creating and activating the **Marketing Campaigns** in **Salesforce.com**.
* Experience in implementing JavaScript, Jquery, and CSS for both **Visual force pages** and **lightning components** using **Salesforce Lightning design system** and AURA tags.
* Experience in Force.com **Apex Classes, Apex triggers, Visual Force, Batch Apex, Integration, REST, SOAP based Web Services**, **Force.com API, SOQL and SOSL**, and **AppExchange**.
* Experience in **SFDC Administrative** tasks like **creating Profiles, Permission Sets, Roles, Users, Record Types, Email Services, Reports, Dashboards, Tasks and Actions**.
* Hands on experience implementing **Role Hierarchies**, **Sharing Rules** and **OWD settings** for system security design.
* Good experience in developing Salesforce **Lightning Apps**, Components, Controllers and Events.
* Proficient in building **Lightning** components using Controllers, Handlers and using these components in Visualforce pages and integration using **LightningOut**.
* Good experience with salesforce**Lightning** experience, Sales Stages and **roll-out** to lightning experience.
* Worked on **SLDS CSS**, **Images**, **Icons** in the Visualforce pages, Components to have lightning experience.
* Worked on commerce cloud and knowledge on Omni cloud.
* Ability to efficiently analyze and interpret data using **Salesforce** and Well versed in Administration setup such as manage users and data management.
* Implementation experience on using **Apex Language (Classes, Controllers & Triggers), Visual Force pages, Custom Apps, Custom tabs, Custom Objects, Custom Fields, relationships, Page layouts, validations, workflow rules, S-Controls, Reports, Analytical Snapshots** and **Dashboards**.
* Experience in working with Agile methodology/ Scrum and SDLC.
* Hands on experience implementing **Security/Sharing rules, configured Permission Sets, Field level Security, Record level Security, Profiles, Roles** and **resource monitoring** at different hierarchical level of Organization.
* Accurate in setting the appropriate workflow and validation rules on the given data.
* Automated Business processes through **Visual workflows** and **process builders**.
* Good understanding of **Salesforce setup menu, Configuration, custom application development, administration** and deployment of applications to **Force.com** platform.
* Good Experience in building Custom Applications that includes **administration, configuration, implementation** and support experience on **Salesforce.com and Force.com**.
* Extensive experience in designing of custom objects, **custom fields, Pick-list, Page layouts, Workflows, custom Tabs, reports, design of Visual Force Pages, Dashboards, and Email generation according to application requirements**.
* Proficiency in analyzing business requirements, entity relationships and converting them to **Salesforce custom objects, object relationships, Entity relationship data model, Pages, Classes, Interfaces, Workflow rules, Email Alerts.**
* Understanding and functionality of **Web Services** for **SOAP API** and **REST API**.
* Experience in using the **sandbox** for testing and migrated the code to the deployment instance after testing.
* Good exposure on **Design Patterns** (Creational, Structural and Behavioral).
* Experience in development of custom application using Java.
* Extensive experience in developing enterprise applications using **Java** and **J2EE** technologies such as **JSP, Servlets**, **Tiles**, **Struts, Spring, XML, XSL, HTML, JavaScript, JDBC** and **CSS**.
* Good exposure to **RDBMS**, **SQL** and **PL/SQL**, writing **SQL scripts** for efficient report generation.
* Experienced in full life cycle application development from requirements gathering and design to **UAT (User Acceptance** Testing).
* Performed Data Migraton using Data migration import wizard and Data Loader.
* Highly organized and dedicated with a positive attitude, capable of producing results immediately on hire.
* Customer centric with effective interpersonal, organizational and problem solving skills.

# Certifications:

# Certified in PD1- Salesforce Admin With the Knowledge of App Builder and Development with Salescloud and Service Cloud.

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Partner WSDL & Enterprise WSDL and Visualforce (Page, Component & Controllers).,Lightening Components |
| **Custom Integration** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels & Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application & Sandbox data loading. |
| **Force.com tools** | Apex Data loader, Force.com Apex Explorer, AJAX tool kit, Force.com Migration Tool, Force.com Excel connector and Force.com Eclipse IDE Plug-in |
| **Programming Languages** | Java, C, C++, VB, APEX and UML |
| **Java/J2EE/Web Technologies** | J2EE, JSP, JDBC, RMI, Applet, Java Script, XML, XSLT, DTD, XML Schema, HTML, DHTML, Shell Scripts and Web service |
| **Database** | MS SQL Server and MySQL |
| **IDE** | Eclipse, My Eclipse and Force.com Eclipse IDE plug-in |

**Professional Work Experience:**

**HomeSite Insurance, Boston, MA Jun 2019 – Till Date**

**Sr. Salesforce Developer/Admin**

**Project Description:** The objective of the project was to facilitate complete interation of marketting, sales and service which required to use external objects of CPQ(As the product has a lot of diversity based on multiple ) which facilitate the complete and boost of operational efficiency to promote insurance.

**Responsibilities:**

* Involved in various stages of Software Development Life Cycle (**SDLC**) including analysis, requirement engineering, architecture design, development, enhancements, testing.Worked on SAFe methodology.
* Implemented the project in a CI/CD was way the software was developed.
* Designed, developed and deployed **Apex Classes**, **Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Created **Custom Objects** and fields for transactional and contractual information.
* Worked on Marketing cloud to facilitate campaign management.
* Created **Templates**, Approval **Page Layouts** and defined **Approval Actions** on them to automate the processes.
* Created **Visualforce Pages** to provide UI to the custom objects.
* Developed and maintained **SFDC analytical reports** and dashboards for management review and planning for accurate forecasting purposes.
* Developed Salesforce.com **ETL processes using Cast Iron, Informatica, Java and Salesforce** **Web Services Java API.**
* Built custom Salesforce1 Lightning apps for different business groups in the organization and used salesforce lightning design system styles.
* Worked on consolidation of all existing Workflow rules in the new **Lightning Process builder flows** and created one process builder for each object and managed all actions in the single flow.
* Worked onmultiple Salesforce Commerce Cloud (Demandware) site builds.
* Administrator for different **salesforce.com CRM** application for sales cloud and service cloud.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform **database** objects.
* Created **Page Layouts, Record Types, Profiles, Permission sets, security and sharing, Cases, Report Types, Reports** and Dashboards, master-detail and lookup relationships.
* Worked on new UI interface, which is **Lighting Experience** in salesforce.
* Performed **Apttus CPQ** related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Driving business requirement related meetings in order to capture the technical requirements for the **CPQ** implementation.
* Customized the Configuration Process and Document Engine for **Big Machines** application.
* Used **Salesforce Automation Process**, created **workflow rules** and defined related tasks, **time-triggered tasks, email alerts,** and **field updates** to implement business logic.
* Designed and developed **Apex Classes, Controller Classes, extensions** and **Apex Triggers** for various functional needs in the application.
* Experience in creating Lightning Components and used lightning Design System to convert existing Visualforce pages to lightning components
* Worked as enhancement developer and team member, performed the roles of **Salesforce.com Developer** and **Administrator** in the organization.
* Worked closely with Java development team in **Agile** Environment to build and support current dashboards and portals.
* Involved in migrating the data from Oracle database to Salesforce application using **Apex Data Loader**.
* Used **Informatica** cloud service to integrate the data between systems.
* Involved in **Data Migration** from **Traditional Apps** to **Salesforce** Using **Data Loader Utility.**
* Experienced in Unit Testing, for the customizations and developments done during the project.
* Involved in the **Data Transformation** and **Data Cleaning** activities while transferring the data to the external system using **Informatica** on demand.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**Environment:** Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Marketing Cloud, Service Cloud, commerce cloud,Data Migration, Informatica, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards, Oracle, Windows.

**Safeway, Pleasanton, CA Oct 2017 - May 2019**

**Sr. Salesforce Developer/Admin**

**Project Description:**Helped the organization in enhancing easy path to purchase, helped shoppers with great service across any channel, from SMS and messaging to email or phone. Personalized every interaction and empower agents to respond faster with the information they need to turn today’s shopper into a customer for life.

**Responsibilities:**

* Worked with **Business System Analyst** to provide recommendation and designed the Best Solutions for implementing new business ideas.
* Development, implementation and update focusing on **Sales cloud** and **Service cloud**.
* Implementation of **Apex Triggers**, **Apex Class** for automation of the business process on **Account**, **Contact**, **Opportunity** and **Custom Objects**.
* Implementation of **Batch Classes**, **Scheduled Classes** as part of the Business Requirement.
* Wrote an **Apex Trigger** on **Contact** for cross-object field update for reporting purposes.
* Enhanced **Apex Class** and **Visual Force Page** to create a custom **Related List**, showing activities for selected contacts or clients.
* Hands on experience on Salesforce**Lightning** for Customizing Reports and Dashboards for business use.
* Skillfully utilized **Lightning Connect** to get real-time data from external system by using external objects in Salesforce.
* Developed re-usable UI components using lightning component framework
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic &amp; Interaction
* Developed **Lightning components and Lightning apps** to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in using lightning, Process Builder and Workflows. Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* Integrated **Salesforce.com** with external systems like **Oracle** and **SAP** using **SOAP API** and **REST API.**
* **Visual Force** Pages using **Standard Controllers**, **Custom Controllers**, **Extension Controllers** & **Web Services API**.
* Creating new **User Interface** using **JavaScript**, **HTML** and **CSS** in Visual Force Pages.
* Created **Page Layouts** to organize **Fields**, **Custom Links**, **Related Lists** & other **Components** on Record Pages.
* As an Administrator implemented various advanced fields like **Picklist Fields**, **Master-Detail Fields**, **and Custom Formula Fields** and defined **Field Dependencies** for Custom Picklist Fields.
* Worked on various Salesforce standard objects like **Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports** and **Dashboards.**
* Designed, and deployed the **Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components** and **Visualforce Pages** to suit to the needs of the application.
* Designed and developed User Interfaces for Sales Force users as per requirements.
* Wrote **SOQL**& **SOSL** statements within **custom controllers, extensions**.
* Worked on Salesforce.com **Standard Object**s such as **Accounts**, **Contacts**, **Opportunities**, **Campaigns**, **Cases** and **Solutions**.
* Performed administrative tasks such as managing **Accounts, Contacts** and **Cases**, setting **Workflows** and **Approval Process** for approving new accounts and another business process.
* Created and maintained **Reports** and **Dashboards** to provide fast access to key business metrics.
* **Case Management** by Configuring **Email-to-Case** for the end user to submit a case through Outlook.
* Created and configured **Email templates** which were used by **PCS** Central users for approval processes and other field updates.
* Customized Salesforce.com **User Profiles** by setting **Standard** and **Custom objects layouts**, **Custom App**, **Field-level Security**, **Permission Sets** for client services and marketing.
* Customized **Chatter objects** and tabs to view progress and discussion on business process.
* Worked on different **Sandboxes** for development & testing; Involved in migrating the code to production instance in installments using **Change Set**.
* Configured **Chatter** to track emails from Outlook to Salesforce by following a user.
* Responsible for weekly and monthly **Data Export**, updates and backup for the organization.
* Used **Apex Data Loader** to Insert, Update and Import data from **Microsoft Excel** into Salesforce.com.

**Environment**: Salesforce.com, Force.com, Data Loader, Apex Classes, Controllers, Triggers, Visualforce, Sales Cloud, Service Cloud, Data Migration, Informatica, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards, Oracle, Windows.

**Charter Communications, St. Louis, MO Jun 2015 - Sep 2017**

**Salesforce Developer/ Administrator**

**Project Description:** The objective of the project was to create a more effective and efficient means to communicate with consumers as it is a highly compitative market had automate the processes and make the service, sales and marketing campaigns more effective.

**Responsibilities:**

* Implemented the requirements on **Salesforce.com platform** and **Force.com IDE** Plug-in using **Eclipse.**
* Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Worked with the **user group** for requirement gathering throughout the planning and implementation.
* Implemented **Validation rules, Email Templates, Sharing and Security rules** for the application.
* Interacted with Salesforce Administrators and senior Developers to design application modules
* Using Object-Oriented design methods.
* Implemented Salesforce for Outlook functionality and installed **outlook integration** with different user systems.
* Involved in Setting up and customized the apps in Salesforce.com Application to match the functional needs of the organization.
* Involved in code-review sessions to identify potential problem areas and suggest alternative solutions
* Created **Custom fields, Objects, Tabs, Page layouts, Custom Buttons, Workflows Alerts and Actions, Approval processes.**
* Assigned some special permission to some users using **permission sets**.
* Created **workflow rules** and **defined related actions - tasks, field update, email alert, time triggered tasks,** to implement business logics.
* Worked with various salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports,** and **Dashboards.**
* Worked with **Data Loader and App Exchange Applications**.
* Worked with different **Deployment Plans** for each release and **Sandbox Refreshing**.
* Worked with different Record types to setup for different Page layouts based on profiles.
* Involved in setting up the **Role Hierarchy** and assigning the Users as per the role.
* Created different **Profiles** and setup the **permissions** based on the roles in the organization.
* Worked on EchoSign for the electronic sign on the agreement and making it through **auto generated email** to the customers.
* Created **Apex Classes, Apex Triggers** and **Visual force pages** depending upon the requirement.
* Created custom **Dashboards** for manager home page and gave accessibility to dashboards for authorized people.
* Maintained user **roles, security, profiles** and **workflow rules validation rules** wherever necessary.
* Worked in Solving **troubleshooting** issues and **Platform Operation.**
* Used **sandbox for testing and migrated code** to deployment instance after testing.
* Provided training to internal business users to use application and develop their own custom reports.
* Supported **data migration activities** for migrating data from various business centers and business center users with the **support of Saleforce.com.**
* Experience on Lightening pages with lightening style sheets.
* Defined documentation review cycles for the project, assign review tasks to the project team and communicating project status, escalate issues to management.

**Environment**:Saleforce.com platform, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Apex language, Visual Force (Pages, Component & Controllers) and Sandbox data loading.

**Cummins, Columbus, IN Jan 2014 - May 2015**

**Salesforce Developer**

**Project Description:** The scope of the project was to list the sales of the organization in the most effective manner and track the sales in a more specified model and then generate reports and dashboards based on th listed transactions.

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Worked with functional leads to transform and develop new requirements into design, implementation.
* Created Visualforce pages with **fields, buttons** and using various components to invoke methods.
* Using **controllers embedded JavaScript** and **HTML** as needed.
* Implemented new look and feel to Customer Portal by creating Headers and Footers with the help of HTML, JQuery, and Visualforce Pages.
* Partially developed a Customer Service and a Knowledge Base portal. Specifically, developed **Workflows, Report Types, and User Profiles** and reused existing **Visualforce code templates** for quick mockups.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Designed, developed and deployed the **Custom objects, Page layouts, Custom tabs, Components, Visualforce Pages, Apex classes** to suit to the needs of the application.
* Create various profiles and configured the permissions based on the organizational hierarchy requirements.
* Defined **Lookup** and **Master-Detail Relationships** on the objects and created junction objects to establish connectivity among objects.
* Wrote **SOQL**& **SOSL** statements within **custom controllers, extensions**.
* Involved in **Field** & **page layout** customization for the standard objects like **Account, Contact, and Leads.**
* Created **Workflow** rules and defined related tasks, time **Triggered tasks**, **Email alerts**, **Filed updates** to implement business logic. Customizing **Custom Objects**, **Tabs, Fields, Page layout** as per the business need.
* Defined **Lookup** and **Master-detail relationships** on the objects and created junction objects to establish connectivity among objects. Involved in security levels and privileges by customizing **Salesforce.com Profiles and Roles**.
* Integrated Email with **Salesforce.com** for **mass E-mail management** and designed various custom E-mail templates.
* Maintained **User Roles, Security, Profiles**, and **Workflow rules** wherever necessary.

**Environment:** Force.com, Apex, Data Loader, Import Wizard, Eclipse IDE, Triggers, Custom objects, Layout, SOQL (Salesforce Object Query Language)

**Axis Bank, Hyderabad, India Jun 2012 – Dec 2013**

**Software Engineer**

**Project Description:** Application in the mutual funds to mange portfolios basd on the specific selections of the customers and to provide the feed data based on the need of the customer.

**Responsibilities**:

* Involved in coding using **Java Servlets**, created web pages using **JSP's** for generating pages dynamically.
* Involved in developing forms using **HTML, CSS & Java Script**.
* Developed Enterprise **Java beans** for the business flow and business objects.
* Designing, coding and configuring server side J2EE components like **JSP, Servlets, Java Beans, XML.**
* Extensive use of **Struts Framework** for Controller components and **view components**.
* Learned **XML** for communicating client, rigorously followed **Test Driven Development** in coding.
* Implemented **Action Classes** and server side validations for account activity, payment history and Transactions.
* Implemented views using **Struts tags, JSTL2.0** and Expression Language.
* Worked with various Java patterns such as Service Locater and Factory Pattern at the business layer for effective object behaviors.
* Worked on the **Java Collections API** for handling the data objects between the business layers and the front end.
* Worked with **JAXB, SAXP** and **XML Schema** for exporting data into XML format and importing data from XML format to data base and JAXB in the web service's request response data marshalling as well as unmarshalling process.
* Responsible for coding **SQL Statements and Stored procedures** for back end communication using JDBC.
* Developed a fully functional prototype application using **JavaScript** connecting to a **RESTful service** on a different domain.
* Development carried out under **Eclipse Integrated Development Environment (IDE).**
* Used **JBoss** for deploying various components of application.
* Used **JUNIT** for testing and check API performance.
* Used **Clear case** Version Control for Project Configuration Management.
* Involved in design and developing re-usable **web services** using **SOAP, XML, WSDL, UDDI, XML Schemas, JAXP, and XSL.**
* Maintaining the Source Code Designed, developed and deployed on **Apache Tomcat Server**.

**Environment**: Java/J2EE, Struts 1.2, Tiles, EJB, JMS, Servlets, JSP, JDBC, HTML, CSS, JavaScript, JUnit, WebSphere 7.0, Eclipse, SQL Server 2005, Web Services (SOAP & REST), log4j, Subversion, Windows NT.

**Education:**

Bachelors in Computer Science and Engineering from Sir M. Visvesvaraya Institute of Technology.