



Srinivasa Rao Rapala

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Professional Summary:

- Around 11 years of experience among 9 years of hands-on experience in Salesforce CRM as Administrator, Developer.
- Proficient in Salesforce Administration, Configuration (Declarative Development), and Custom Development.
- Experienced in implementing standard and custom applications using Lightning Web Components (LWC), Lightning Web Runtime (LWR), and Aura components.
- Developed administrative functionalities such as Custom Objects, Tabs, Fields, Page Layouts, and Record Types based on business requirements.
- Implemented declarative development using Validation Rules, Formula & Rollup Summary Fields, Process Builder, Flows, Approval Processes, Workflows (Email Alerts & Field Updates), Duplicate Rules, and Email Templates.
- Managed Data Security via Sharing Settings, Role Hierarchies, Profiles, Permission Sets, Object-Level, Field-Level, and Record-Level Security.
- Developed Apex Triggers, Classes, Batch Apex, Schedulers, Standard Controllers, Custom Controllers, and Controller Extensions.
- Extensive experience in migrating Classic apps to Lightning Experience and optimizing UI using SLDS.
- Worked with Salesforce tools such as Apex Data Loader, Data Import Wizard, Dataloader.io, Workbench, and Force.com IDE.
- Worked on migrating apps from Salesforce Classic to Lightning Web Components.
- Ability to meet deadlines and handle pressure in co-ordinating multiple tasks in a work/project environment.
- Experienced in designing Force.com pages using HTML, CSS, JavaScript, jQuery and SLDS.
- Expertise in handling deployments using Change Sets and Copado.
- Well-versed in responsive UI design for Lightning Communities.
- Experienced in converting workflows and process builders in to Lightning Flows.

Skills:**Salesforce Technologies:**

Salesforce.com, Force.com Platform, Apex (Controllers and Extensions), Visualforce, SOQL, SOSL, Lightning Web Components (LWC), Lightning Web Runtime (LWR), Aura Components, Change Sets, Copado

Other Technologies:

HTML, CSS, Java Script, jQuery, WordPress, SEO

Education:

Bachelor of Technology in Computer Science Engineering with 67.7% in 2013 from Gandhiji institute of Science & Technology, affiliated to Jawaharlal Nehru Technological University- Kakinada.

Certification:

- **Salesforce Certified Administrator**
- **Salesforce Certified Service Cloud Consultant**
- **Salesforce Certified Platform Developer 1**
- **Salesforce Certified Platform Developer II**
- **Salesforce Certified AI Associate**
- **Copado Certified Administrator**
- **Copado Certified Developer**

Work History:

- Currently Working as Lead Software Engineer in Qentelli Pvt Ltd, Hyderabad from November 2019 to Present.
- Worked as Salesforce Developer in Piersoft Technologies Pvt Ltd, Hyderabad from November 2017 to Oct 2019.
- Worked as Software Engineer in Piccolo Softech Private Ltd form August 2013 to September 2017

Projects Information:**Project 1**

Project Title:	YPO
Industry Vertical:	IT
Role:	Salesforce Developer
Project Duration:	2019 Nov – Till Date
Project Description:	YPO is a global leadership community of chief executives. They grow stronger as people and leaders through peer learning, life-changing experiences, important relationships. They inspire and challenge one another based in open sharing and trust among a diverse community. With YPO behind them, they are uniquely prepared and supported to make meaningful impact on lives, businesses, and the world.
Responsibilities:	<ul style="list-style-type: none">❖ Implement new features for the existing community flow.❖ Converting existing community pages in to Lightning communities and LWR sites.

	<ul style="list-style-type: none"> ❖ Enhance existing functionality by doing modifications to Apex classes, Visual force pages and Aura components. ❖ Responsible for all Front-End custom validations developed using Java Script. ❖ Worked on migrating classic community to Lightning Community by using Lightning web component. ❖ Worked on deployment using Copado. ❖ Responsible for responsive development.
Environment:	Salesforce.com, Force.com Platform, Apex, Visual Force, Copdao, Lightning component.

Project 2

Project Title:	Salesforce Classic to Lightning Migration – KMV Spaces
Industry Vertical:	Real Estate Industry
Role:	Salesforce Developer / Admin
Team Size:	12
Project Duration:	2019 July – 2019 Oct
Project Description:	KMV Spaces is into Real Estate Development industry, they need a customized tailor-made Salesforce CRM system to capture contacts from different sources, manage and maintain their prospects/customers information all in one place (Salesforce). The features that the implemented Salesforce system having are: Automatic capturing and routing of leads/contacts, Manage Sales pipeline and site visits, SMS and email campaigns/alerts, leads conversion integrated with Bookings, Milestone based payments and alerts, transfer leads to other projects or properties, Analytics and Reporting. Leads capture from cloud telephony systems like Knowlarity/Tollfreeforward.com
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on migrating the project from classic to Lightning. ❖ In this process worked on creating lightning components for existing visual force functionality. ❖ As per the existing functionality modified apex classes as useful to lightning components. ❖ Responsible for all Front-End custom validations developed using Java Script with the help of helper.js and controller.js. ❖ Worked on deployment using Change Sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Lightning component.

Project 3

Project Title:	Salesforce CRM Implementation – Inclusion Project
Industry Vertical:	Social Care
Role:	Salesforce Developer / Admin
Team Size:	2
Project Duration:	2019 Apr – 2019 June
Project Description:	Inclusion Project provides Social Day-Opportunities/Social-Care for adults with Learning-Disabilities located in community-venues for social-inclusion. Focus is on developing Participants' independence/confidence, social-skills e.g. money-management, life-style choices, voluntary work-experience, independent-living,

	travel, and social-interaction skills. They are a door-to-door service, with Group-Leaders, collecting/returning Participants home, after a 7-hour day, or 4-hour evening. Group-Leader to Participant ratio is 1:3 or 1:1. They operate year-round, 7-days a week. Activities are varied for personalisation of offer.
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on Creating Force.com page to fit to the multiple devices using SLDS. ❖ Worked on providing security for the end user by creating verification mechanism. ❖ Design and developed Visual force pages using apex and controllers. ❖ Added some custom fields in Standard Object and create Custom Objects. ❖ Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates and email templates. ❖ Created Users, Roles and Profiles and page layouts and assigned for the users accordingly to the Role and Profile. ❖ Responsible for all Front-End custom validations developed using Java Script, jQuery. ❖ Assisted in the creation of various Reports like summary reports, matrix reports, pie charts, dashboards and graphics. ❖ Worked on data migration activities using Data Loader tool. ❖ Worked on production deployment using Change Sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader.

Project 4

Project Title:	Salesforce CRM Implementation – Travelport
Industry Vertical:	Tourism
Role:	Salesforce Developer / Admin
Team Size:	2
Project Duration:	2019 Jan – 2019 Mar
Project Description:	Travelport is the technology company that makes the experience of buying and managing travel continually better for everyone. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The Company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on Creating New Opportunity page to fit to the multiple devices using Lightning. ❖ Design and developed Visual force pages using apex and controllers. ❖ Added some custom fields in Standard Object and create different types of Custom Profiles and object relationships. ❖ Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates and email templates. ❖ Created Users, Roles and Profiles and page layouts and assigned for the users accordingly to the Role and Profile. ❖ Worked on creating various Reports like summary reports, matrix reports, pie charts, dashboards and graphics.

	<ul style="list-style-type: none"> ❖ Worked on data migration activities using Data Loader tool. ❖ Worked on Deployment using Change sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader.

Project 5

Project Title:	Salesforce CRM Implementation – Weatherbys
Industry Vertical:	Animal Life Sciences
Role:	Salesforce Developer / Admin
Team Size:	8
Project Duration:	2018 May - 2018 Dec
Project Description:	Weatherbys is a privately-owned family business, which has been operating successfully since 1770. They are into Animal Health Sciences, they need a customized tailor-made Salesforce CRM system for their end users to upload and testing the samples data and, they need to differentiate the upload process for single Sample and batch Sample data. While uploading the single sample data their requirement is end users can also make payment along with sample submission.
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on Creating Force.com page to fit to the multiple devices using SLDS. ❖ Worked on providing security for the end user using verification page. ❖ Design and developed Visual force pages using apex and controllers. ❖ Created Users, Roles and Profiles and many page layout and assigned for the users accordingly to the Role and Profile. ❖ Added some custom fields in Standard Object and create different types of Custom Profiles and object relationships. ❖ Created workflow rules and defined related tasks, time triggered tasks, email alerts, field updates. ❖ Responsible for all Front-End custom validations developed using object-oriented Java Script, jQuery. ❖ Assisted in the creation of various Reports like summary reports, matrix reports, pie charts, dashboards and graphics. ❖ Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application. ❖ Created Email templates in Text, HTML and Visual Force necessary for the application. ❖ Worked on data migration activities using Data Loader tool. ❖ Worked on Production deployment using Change sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader.

Project 6

Project Title:	Salesforce CRM Implementation – KMV Spaces
Industry Vertical:	Real Estate Industry / Admin
Role:	Salesforce Developer

Team Size:	12
Project Duration:	2017 Nov - 2018 April
Project Description:	KMV Spaces is into Real Estate Development industry, they need a customized tailor-made Salesforce CRM system to capture contacts from different sources, manage and maintain their prospects/customers information all in one place (Salesforce). The features that the implemented Salesforce system having are: Automatic capturing and routing of leads/contacts, Manage Sales pipe line and site visits, SMS and email campaigns/alerts, leads conversion integrated with Bookings, Milestone based payments and alerts, transfer leads to other projects or properties, Analytics and Reporting. Leads capture from cloud telephony systems like Knowlarity/Tollfreeforward.com
Responsibilities:	<ul style="list-style-type: none"> ❖ Involved in Salesforce.com setup activities and customized the app to match the functional needs of the business. ❖ Used field-level security, profiles to ensure that the protected data is only with the authorized users. ❖ Developed various Apex batch classes, controller classes and Apex triggers for various functional needs of the application. ❖ Created and deployed several custom reports for different user profiles based on the need of the business. ❖ Designed and developed walk-in forms using various HTML email templates for auto-response. ❖ Programmatically helped the business identifying the duplicate leads/contacts/customers whenever the lead/contact is auto-captured in Salesforce from different sources like the property portals, Facebook, Knowlarity, web-to-lead and walk-in forms. ❖ Used force.com migration tool to deploy metadata between local sandbox environment, production and the other Salesforce organization ❖ Responsible for migrating existing data from legacy systems to Salesforce.com using Data Loader and ensure proper data quality standards by evaluating data entry. ❖ Worked on Production deployment using Change sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader.

Project 7

Project Title:	Salesforce CRM Implementation – Skinnerd
Industry Vertical:	Health Care
Role:	Salesforce Developer / Admin
Team Size:	6
Project Duration:	2016 Dec - 2017 Sep
Project Description:	Skinnerd is regarding online skin consultation to help customers to optimal skin health and address skin concerns such as aging, dullness, redness and more. For that they need customised salesforce CRM to capture end user information into salesforce system using force.com site, manage appointments, sending emails to customers about their consultation details and follow-up with the customer.

Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on force.com site development using SLDS to fit to the multiple devices. ❖ Worked on creating Save and Resume functionality for the end user using email and password options. ❖ Design and develop Visual force pages using apex and controllers. ❖ Add some custom fields in Standard Object and create different types of Custom Profiles and object relationships. ❖ Involved in writing Apex Triggers, Apex Classes and Visual force Pages. ❖ Responsible for all Front-End custom validations developed using object-oriented Java Script, jQuery. ❖ Worked on writing Test classes for Apex classes. ❖ Worked on Production deployment using Change sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader.

Project 8

Project Title:	Salesforce Implementation Project – Global wealth
Industry Vertical:	Wealth Management
Role:	Salesforce Developer / Admin
Team Size:	9
Project Duration:	2016 Jan - 2016 Sep
Project Description:	<p>Global wealth is into Financial advice and solutions, their requirement is they want to capture their end users financial affairs into salesforce and based on the end user inputs Client will analyse the end users income, expenditure and provide what is important for user to achieve in their life. Insights into how markets work and how the decisions that they make can affect their investment returns over time. A professional partnership for the future to help the user to achieve all that is important for them.</p> <p>For this we have suggested a force.com site for the client in which we are creating a self-contact, partner and child contacts if the self-contact has partner and children otherwise only self-contact is created into salesforce under this contact all the financial data will be stored like income, expenditure, assets, liabilities, retirement plans etc....</p>
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on custom objects creation, analysis of existing objects usage and creating required custom fields for the organization. ❖ Worked on creating workflows, process builder and email templates as per the business need. ❖ To make the organization data more secure created different users, roles, profiles, permission sets and sharing rules. ❖ Worked on Visual force pages, Standard Controller, Custom Controller, Controller extensions and triggers to fulfil the business needs. ❖ Worked on Creating Force.com sites to create user friendly forms. ❖ Developed Responsive web forms using SLDS to fit in to different browsers. ❖ Provided save & resume functionality to the end user using verification process through which we are generating a random verification code which is send to the end user registered email address.

	❖ Worked on Production deployment using Change sets.
Environment:	Salesforce.com, Force.com Platform, Change Sets, Apex Data Loader.

Project 9

Project Title:	WordPress Implementation Project – Surgical Sales Business
Industry Vertical:	Health Care
Role:	Web Developer
Team Size:	5
Project Duration:	2015 Feb - 2015 Oct
Project Description:	Oxtex business is into medical surgical sales and services and the main scope of this project is designed to capture and maintain communication preferences for contacts, prospects, and customers in the Salesforce.com org along with goal and team management responsibilities. Sales user's annual and quarterly targets are to be shown in dynamic dashboards indicating their performance through KPIs.
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on developing Website. ❖ Integrated website into Word press CMS. ❖ Created email campaign using Mail chimp. ❖ Worked on site maintenance and site updates as per the client requirement.
Environment:	WordPress

Project 10

Project Title:	WordPress Implementation Project – Eillu
Industry Vertical:	Real Estate Company
Role:	Web Developer
Team Size:	5
Project Duration:	2013 Nov - 2015 Jan
Project Description:	Eillu is a premier boutique real estate team in the Outer Banks. We have developed Eillu project and maintained the site updates as per the client requirement. This project provides the complete CMS solutions for the organization with custom built templates using Word press templates. Our focus is to provide clients with the highest level of service through our innovative and client-centred team approach towards web development services.
Responsibilities:	<ul style="list-style-type: none"> ❖ Worked on developing Website. ❖ Integrated website into Word press CMS. ❖ Created email campaign using Mail chimp. ❖ Worked on site maintenance and site updates as per the client requirement.
Environment:	WordPress