

# VINAY DHULIPALLA

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## PROFESSIONAL SUMMARY

- Salesforce Developer with 6+ years of experience delivering Sales Cloud, Service Cloud, CPQ, Experience Cloud, and LWC solutions across telecom, insurance, and financial domains.
- Expertise in Apex, Aura, Visualforce, Flows, REST/SOAP APIs, and DevOps automation, implementing Lightning migrations, CPQ automation, and API integrations that improve efficiency and data accuracy.
- Proven ability to design dynamic dashboards, Einstein Analytics, and self-service portals, enabling real-time insights, informed decision-making, and improved customer engagement.
- Skilled in Copado, GitHub, Jenkins, and CI/CD pipelines for secure, automated deployments and zero-downtime releases, ensuring release governance and system reliability.
- Adept at translating business requirements into scalable, secure, user-centric Salesforce solutions, enhancing operational performance, automation, and cross-functional collaboration.

## TECHNICAL SKILLS

**Salesforce Clouds & Platforms:** Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud, Field Service, CPQ, Financial Services Cloud, Data Cloud, Einstein 1 Platform.

**Development & Customization:** Apex (Classes, Triggers, Batch, Queueable, Schedulable), Lightning Web Components (LWC), Aura Components, Visualforce, SLDS, Dynamic Forms & Interactions, Custom Metadata & Custom Settings, Platform Events, Pub/Sub API.

**Automation & Process Optimization:** Flow Builder, Record-Triggered Flows, Orchestration Flows, Approval Processes, Workflow Rules, Validation Rules, Scheduled Paths, Business Process Automation.

**Integrations & APIs:** REST & SOAP APIs, GraphQL API, MuleSoft Integration, Outbound Messaging, Named Credentials, External Objects, Bulk API 2.0, Postman, Web Services (Partner & Enterprise WSDL).

**DevOps & Deployment:** Copado, Salesforce DevOps Center, Gearset, Jenkins, GitHub Actions, Salesforce CLI (sfdx), Change Sets, Unlocked Packages, Scratch Orgs, CI/CD Pipelines.

**Data & Security Management:** Data Loader, Workbench, SOQL/SOSL, Shield Platform Encryption, Field-Level Security, Role Hierarchy, Sharing Rules, Data Mask, Transaction Security Policies.

**Analytics & Intelligence:** Reports, Dashboards, Tableau CRM (Einstein Analytics), Einstein GPT, Data Cloud Segmentation, Slack Integration for Insights, Forecasting & KPI Dashboards.

**Tools & Environments:** Visual Studio Code, Developer Console, Workbench, Postman, GitHub, Jira, MS SQL Server, MySQL, UNIX/Linux.

**Methodologies & Practices:** Agile/Scrum, CI/CD, Test-Driven Development (TDD), SDLC, Release Governance, Code Review & Quality Assurance.

## PROFESSIONAL EXPERIENCE

### Sr. Salesforce Developer

Apr 2025 - Present

#### AT&T | Dallas, TX

- Led migration from Salesforce Classic to Lightning by converting 100+ Visualforce pages into Lightning Web Components, boosting UI responsiveness by 40% and enabling faster mobile access for field agents.
- Developed LWC dashboards with Apex and SLDS styling to visualize renewal pipelines and KPIs, improving forecast accuracy by 25% for executive decision-making.
- Automated contract renewals and case escalations using Batch and Queueable Apex, reducing manual interventions by 30% and accelerating service request turnaround.
- Implemented an Einstein Chatbot integrated with Coveo Knowledge Base, decreasing Tier-1 case inflow by 18% and increasing first-contact resolution by 25%.
- Configured Omni-Channel skill-based routing to optimize agent workload distribution, enhancing SLA compliance across nationwide service centers.
- Standardized deployments using Copado pipelines with GitHub Jenkins integration, ensuring same-day releases with zero regression issues.
- Executed large-scale data migration using Data Loader, Workbench, and Dupe Blocker, improving data integrity by 35% and ensuring seamless Salesforce integration.

### Salesforce Lightning Developer

Jun 2024 - Mar 2025

#### Chubb | Warren, NJ

- Migrated 80+ Visualforce pages and Aura components to Lightning Web Components, improving UI responsiveness by 35% and enabling seamless access for underwriters and brokers.
- Customized SteelBrick CPQ and CLM to automate discount approvals, reducing quote turnaround by 35% while maintaining compliance with pricing policies.
- Integrated Twilio CTI with Service Console for SMS notifications and surveys, increasing policyholder engagement by 20%.
- Configured role hierarchies, sharing rules, and permission sets in Financial Services Cloud, strengthening data security and reducing access-related exceptions by 18%.
- Automated Sales Cloud and Service Cloud processes using Flow Builder and Process Builder, eliminating repetitive tasks and boosting operational efficiency by 28%.
- Developed self-service portals with Experience Cloud and custom LWCs, increasing portal adoption by 40% and enabling real-time claims and policy tracking.
- Deployed dynamic reporting via Conga Composer integrated with CPQ data, cutting manual report creation by 50% and delivering timely business insights to leadership.

### Salesforce Developer

Jan 2023 - May 2024

#### Employment Development Department (EDD) | Sacramento, CA

- Revamped legacy Visualforce pages into Lightning Web Components with SLDS, improving page load times by 35% and boosting adoption across internal teams.
- Automated case routing and approval workflows using Apex Triggers and Batch processes, reducing manual intervention by 30% and accelerating resolution for high-priority requests.
- Integrated Salesforce with external REST and SOAP systems using reusable WSDL stubs and error-handling, increasing data synchronization accuracy by 25%.
- Configured role hierarchies, sharing rules, and permission sets, enhancing data security and reducing unauthorized access incidents by 20% during audits.
- Built dynamic dashboards and reports to monitor KPIs, enabling management to make data-driven decisions that improved operational efficiency by 22%.

- Developed Marketing Cloud journeys with automated email and SMS campaigns, increasing customer engagement by 28% and reducing manual campaign effort.
- Orchestrated CI/CD deployments using Copado and GitHub, standardizing release processes and ensuring zero-downtime production deployments across Salesforce orgs.

#### **Salesforce Administrator**

**Nov 2021 - Dec 2022**

##### **JPMorgan Chase & Co | New York, NY, USA**

- Migrated 60+ Visualforce pages and Aura components to Lightning Web Components using SLDS, improving UI load times by 35% and increasing adoption across business units.
- Automated claim routing and approval workflows with Apex Triggers and Flow Builder, reducing manual intervention by 30% and accelerating SLA compliance.
- Integrated Salesforce with legacy SOAP and REST APIs using reusable WSDL stubs and error-handling routines, improving data synchronization accuracy by 25%.
- Configured role hierarchies, permission sets, and sharing rules in Service and Sales Cloud, enhancing data security and reducing unauthorized access incidents by 18%.
- Built dynamic dashboards and reports for executives, enabling real-time KPI monitoring and improving decision-making efficiency by 22%.
- Developed Marketing Cloud campaigns with automated journeys and data extensions, boosting stakeholder engagement by 28% and minimizing manual outreach effort.
- Managed CI/CD deployments using Copado and GitHub pipelines, ensuring seamless metadata promotion between sandboxes and production with zero post-release defects.

#### **Salesforce Administrator**

**Mar 2019 - Jul 2021**

##### **Qualcomm | Hyderabad, India**

- Enhanced Sales Cloud objects including Accounts, Contacts, Opportunities, Products, and Campaigns, improving data accuracy and reducing duplicate records by 25%.
- Automated case routing using Apex classes, Visualforce pages, prioritizing high-severity cases and accelerating resolution times by 30%.
- Standardized operations by configuring workflow rules, validation rules, and approval processes, reducing manual errors by 28% and ensuring compliance.
- Designed interactive reports and dashboards, providing real-time sales forecasts and operational metrics that improved executive decision-making by 22%.
- Migrated legacy CRM data using mapping templates and validation scripts, achieving 100% data integrity and eliminating post-migration discrepancies.
- Collaborated with business stakeholders to define custom objects, fields, and relationships, optimizing CRM architecture and reducing redundant data entries by 20%.
- Managed system upgrades and patch deployments, coordinating testing and release schedules to minimize downtime and ensure continuous business operations.

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## **PROJECTS**

### **Salesforce Lightning Migration & Automation for Telecom Operations**

- Migrated 100+ Visualforce pages to Lightning Web Components with SLDS, improving UI responsiveness by 40% for users.
- Automated contract renewals and case escalations using Batch Queueable Apex, reducing manual work by 30% and enhancing SLA compliance.
- Built interactive LWC dashboards with Apex to track renewal pipelines and KPIs, increasing forecast accuracy by 25%.

### **CPQ Optimization and LWC Migration for Insurance Services**

- Migrated 80+ Aura components and Visualforce pages to LWCs, improving page load speed by 35% enhancing access for brokers.
- Customized SteelBrick CPQ and CLM processes for automated discount approvals, cutting quote turnaround time by 35% and ensuring pricing compliance.
- Integrated Twilio CTI with Service Console, enabling SMS notifications and surveys, increasing policyholder engagement by 20% and streamlining communications.

### **Salesforce CRM Modernization and Automated Case Management**

- Converted legacy Visualforce pages to LWCs using SLDS, reducing page load times by 35% and improving adoption for internal case management teams.
- Configured Apex triggers, Batch jobs, and Flows for case routing and approvals, eliminating 30% of manual intervention and speeding up high-priority request resolution.
- Integrated Salesforce with external REST/SOAP systems using reusable WSDL stubs, improving data synchronization accuracy by 25% for critical transactions.

### **Lightning Transformation and Partner Portal Optimization**

- Migrated 60+ Visualforce pages and Aura components to LWCs, reducing UI load times by 35% and increasing adoption across multiple business units.
- Automated claim routing and approvals via Apex Triggers Flow Builder, decreasing manual processing 30% improving SLA compliance.
- Built dashboards, reports for executives to monitor KPIs enabling data-driven decision-making improving operational efficiency by 22%.

### **Salesforce Classic Customization and Workflow Automation**

- Enhanced Sales Cloud objects (Accounts, Contacts, Opportunities, Products, Campaigns), improving data accuracy and reducing duplicates by 25%.
- Automated case routing using Apex classes and Visualforce pages, prioritizing high-severity cases and accelerating resolution by 30%.
- Designed interactive reports and dashboards, providing real-time sales, operational insights, improving executive decision-making by 22%.

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## **EDUCATION**

### **Master of Science in Computer Science**

Campbellsville University | KY, USA

**Aug 2021 - Dec 2022**

### **Bachelor of Technology in Electronics and Communication Engineering**

KL University | AP, India

**Jun 2016 - May 2020**

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## **CERTIFICATIONS**

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- CPQ Specialist & Copado DevOps (In Progress)