

Thirumala Dhanush Kammaripalle

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SUMMARY

Certified Senior Salesforce Developer with 4+ years of experience designing, testing, and maintaining CRM systems across Sales, Service, and Community Clouds. Skilled in Apex, Visualforce, and Lightning Web Components to enhance functionality and user experience. Proven track record in streamlining lead conversion workflows and implementing secure data models. Experienced across Healthcare, Insurance, and Hospitality sectors, aiming to drive impact as a Salesforce Administrator/Developer in a dynamic environment.

KEY QUALIFICATIONS: Organizational Logistics, Training / Mentoring, Team Motivation, Natural Leadership, Strategic Analysis, IT Experience, Operational Excellence, Complex Project Management, High-Performing Teams, Software Development, Process Implementation, Strong Communication skills.

PROFESSIONAL SKILLS: Admin, Visualforce, Integrations/API's, Sales Cloud, Service Cloud, Lightning, Apex, Deployment, JavaScript, HTML/CSS, SOQL, Excel (VLOOKUPS), Lightning Web Components, Marketing Cloud, Object-Oriented Programming, VS Code, Workbench, Dev Console, Git, LucidChart, Salesforce Certification.

TRAILBLAZER ACCOUNT: [DhanushKammaripalle](#)

CERTIFICATIONS

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- Salesforce AI Associate
- Salesforce AI Specialist

WORK EXPERIENCE

Workday (Virtual Labs Inc. Employer)

California

Sr. Salesforce Developer

Jul 2024 – Mar 2025

- Led efforts in the ITGC project, focusing on access and control management for users post-opportunity closure, which improved compliance with SOX regulations in Salesforce
- Ensured secure and structured access provisioning by implementing protocols for granting permissions to diverse user groups, resulting in enhanced data security after opportunities were won
- Contributed to the Lead Enhancement project within the marketing team by developing Apex classes and triggers, which optimised lead conversion and improved sales efficiency
- Focused on calculating and identifying Most Qualifying Leads, automating the conversion process to opportunities, prospects, or customers, which increased conversion rates and streamlined sales processes
- Built custom Lightning Web Components (LWC), Aura components, and Visualforce pages to enhance Sales Cloud functionality, streamlining workflows and optimizing Lightning record pages for improved usability and efficiency for sales teams.
- Leveraged Salesforce Einstein AI to implement predictive lead scoring, enabling the marketing and sales teams to focus on high-conversion prospects, resulting in increased sales efficiency and improved revenue generation. Integrated Einstein Bots and Einstein Next Best Action into the customer support workflow, enhancing case resolution times and personalising customer interactions through AI-driven recommendations.

Workday (Virtual Labs Inc. Employer)

California

Salesforce Developer

May 2023 - Jun 2024

- Developed Apex Triggers, Apex Classes, and Visualforce pages and components with various customizations requested by business users, enhancing system functionality and user satisfaction
- Integrated Salesforce with other systems using REST/SOAP APIs and middleware tools like MuleSoft, improving data accessibility and system interoperability
- Assisted in creating and managing data flow between Salesforce and external applications using SOQL, ensuring data integrity and improving operational efficiency
- Developed Batch Classes, Future Methods, and Queueable Methods in Apex to address complex scenarios where

synchronous methods hit governor limits, improving automation efficiency

Verzeo PVT.LTD

Hyderabad, India

Salesforce Developer/Administrator

May 2021 - Jan 2022

- Configured and customized Salesforce.com through standard setup tasks and developed Apex components, including Triggers, Classes (custom controllers and controller extensions), Scheduled Apex Classes, Batch Apex, Apex Sharing Rules, and Email Services, to meet the application's functional requirements
- Developed custom responsive Visualforce pages using HTML, CSS, jQuery Touch, and jQuery Mobile, optimized for mobile devices running the Salesforce mobile app.
- Designed and implemented workflow rules with field updates, email alerts (using templates), and validation rules to meet organizational security and process requirements.
- Worked with AppExchange tools such as Action Plans, Strike Address Verification, and DocuSign to enhance functionality and streamline processes.

Indian Servers

Hyderabad, India

Salesforce Developer Intern

Aug 2020 - Jan 2021

- Created and modified existing Lightning web components on the account record page for sales users, enhancing user interface and functionality
- Redesigned and maintained Lightning home/app pages and Visualforce pages for sales business users, improving user experience and efficiency
- Developed Apex classes and LWC components with customizations requested by business users, resulting in tailored solutions that met specific business needs

EDUCATION

George Mason University

Fairfax, VA

Master's, Computer Science

Jawaharlal Nehru Technological University

Hyderabad, India

Bachelor of Technology, Computer Science

PROJECTS

Lightning Datatable with Picklist Inline Editing & Color Disposition:

This Salesforce project provides a Lightning Web Component (LWC) solution to manage Customer SKU Heatmap records efficiently through a dynamic and interactive data table. This component allows users to view and edit multiple Customer SKU records on a single screen, significantly improving user experience and productivity. The core features include:

- Inline editing for picklist and lookup fields
- Color disposition to visually represent SKU statuses
- Custom data types to extend standard lightning-datable functionality
- Apex integration for backend record retrieval and updates.

GitHub URL: [gitlink](#)

Dynamic Territory Manager (DTM):

Dynamic Territory Manager (DTM) is a customizable Salesforce-native solution for managing and assigning territories based on User Profiles, Roles, Regions, and other custom logic. This project is built using Apex, Lightning Web Components, and Custom Metadata for a fully configurable Territory Assignment Engine.

- Dynamic User-Territory assignment based on rules
- Metadata-driven rule engine
- Visual map of Territories and assignments (via LWC)
- Real-time notifications with Platform Events
- Efficient list views with Apex Cursor-based Pagination

- Admin dashboard for Territory insights.

GitHub URL: [gitlink](#)