Rajesh Chinthapatla

Senior Salesforce Developer  <https://linkedin.com/in/rajesh-chinthapatla-04101028>

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| **Profile****Experienced Salesforce Lead & Developer** with over **10 years of expertise** delivering **scalable CRM solutions** across **Sales Cloud**, **Service Cloud**, and **Experience Cloud**. Blocked by 6 **Salesforce certifications**, I specialize in **Lightning development** (**Aura/LWC**), advanced **process automation**, and seamless **system integrations** using **REST/SOAP APIs** and tools like **Informatica**.I have a proven track record working in **agile consulting environments**, delivering **enterprise-grade Salesforce solutions** with a strong focus on **stakeholder collaboration**, **scalable architecture**, and **business value**.A **results-driven technologist** with comprehensive expertise across the entire **software development lifecycle** — from **architecture and design** to **development, deployment**, and **advanced issue resolution**. Known for taking **full ownership of projects**, I thrive in **client-facing roles**, combining **strong communication and presentation skills** with a **customer-first approach** to consistently deliver **high-impact solutions**. |
| **Client History****Senior Programmer Analyst,** USAClient: **Walt Disney**March 2022 — present**Senior Software Developer,** IndiaClient: **Synchrony Financial**March 2018 — February 2022**Software Developer,** IndiaClient: **GE Capital**April 2015 — March 2018 |
| **Education****Master Of Computer Applications, JNTU - India**July 2009 — May 2012**Bachelor of Computer Science, SVU - India**July 2006 — May 2009 |
| **Certifications*** Salesforce Certified Platform Developer I certification.
* Salesforce Certified Platform Developer II certification.
* Salesforce Certified Administrator
* Salesforce Certified Platform App Builder.
* Salesforce Certified Sales Cloud Consultant.
* Salesforce AI Associate
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# Details

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# 💡Skills

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| Sales Cloud, Service Cloud,Experience Cloud |
| LWC, Aura, Visualforce |
| JavaScript, HTML, CSS |
| Performance Optimization |
| Consulting/Client engagement |
| Risk Assessment |
| Development Standards, Code Reviews |
| SOQL, SOSL |
| REST & SOAP APIs |
| Apex, Triggers, Flows |
| Batch Apex, Scheduled Apex |
| Queueable Apex |
| Training and mentoring |
| VS Code, ANT migration, BitBucket |
| Jenkins, Gitlab, SourceTree |
| Agile, Jira |
| Copado, OwnBackup |

** Project Details**

Project #9

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| Client | Walt Disney (2023 Dec - Present) |
| Application | BLAST Lite |
| Tools & Technologies | Experience Cloud, Apex, LWC, Aura, SOQL, Flows, Triggers, Sharing Rules, Profiles, Permission Sets, Agile, Jira, SDLC, GitHub, Copado, VS Code |
| Responsibilities | * Collaborated with **cross-functional stakeholders** including product owners, business analysts, and M360 team members to analyse and document **business use cases** and **system requirements** for **Experience Cloud** implementations.
* Designed and configured **Experience Cloud sites**, including **page layouts**, **branding**, **audience targeting**, and **theme customization** to deliver tailored user experiences for partners and customers.
* Implemented **secure access and visibility controls** using **Sharing Rules**, **Roles**, **Profiles**, and **Permission Sets** to manage site user access.
* Built custom **Lightning Web Components (LWC)** and **Aura components** to enhance the functionality and user experience on Experience Cloud portals.
* Utilized and extended the existing **Salesforce data model** by leveraging **standard objects**, **fields**, and **relationships**, while also designing and creating **custom objects**, **fields**, and **schema enhancements** to support portal functionality and scalability.
* Developed **scalable Apex classes and triggers** to support complex **business logic** and **automation** requirements within Experience Cloud.
* Automated **business workflows** using **Salesforce Flows**, enabling **low-code solutions** for key Experience Cloud use cases.
* Conducted **rigorous unit testing** and ensured **high code coverage** across

**Apex logic**, **triggers**, and **API integrations**.* Managed **deployment activities using Copado**, including **version control**, **change tracking**, and **automated deployments** across sandbox and production environments to ensure smooth and error-free releases.
* **Worked in agile sprints with cross-functional consulting teams** to gather requirements, deliver scalable solutions, and lead sprint demos for

stakeholders. |

Project #8

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| Client | Walt Disney (2022 March – 2023 Nov) |
| Application | BLAST |
| Tools & Technologies | Apex, Visualforce, Lightning Web Components (LWC), Aura, SOQL, Flows, Triggers, Validation Rules, Batch & Schedule Class, Agile, Jira, SDLC, Copado |
| Responsibilities | * **Collaborated with clients and business teams to align technical solutions with strategic business goals using a consulting-driven approach**
* **Designed and implemented the data model**, including custom objects, fields, lookups, and relationships to support scalable business processes.
* **Configured and customized Force.com applications**, delivering tailored

functionality through **Validation Rules**, **Page Layouts**, **Record Types**, and**Custom Metadata**.* **Developed scalable Apex classes and triggers** to implement complex

business logic across various modules. |

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|  | * **Created and optimized Salesforce Flows** for automating business processes, including field updates, approvals, and record creation.
* **Built custom user interfaces** using **Lightning Web Components (LWC)**, **Aura**

**Components**, and **Visualforce pages** to enhance user experience.* **Wrote and optimized SOQL queries** to support Apex logic and UI components.
* **Performed comprehensive unit testing and ensured high code coverage**

across Apex classes, triggers, and batch jobs to meet deployment standards.* **Prepared detailed technical design documents** for implemented modules, supporting development and QA teams.
* **Worked in agile sprints with cross-functional consulting teams** to gather requirements, deliver scalable solutions, and lead sprint demos for stakeholders
* **Provided production support and issue resolution**, collaborating with end

users and technical teams to ensure system stability post-deployment. |

Project #7

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| Client | Synchrony Financial (2021 April - 2022 Feb) |
| Application | RC Calidus |
| Tools & Technologies | Salesforce.com platform, Apex, Aura, LWC, SOQL, Triggers, Reports and Dashboards, Agile, Jira, SDLC, BitBucket, Jenkins, Ant Migration |
| Responsibilities | * **Designed and implemented a dynamic Excel Data Loader solution** within Salesforce, enabling business users to upload multiple Excel templates mapped to specific objects with minimal technical support.
* **Built robust validation logic** to detect data vulnerabilities, enforce transformation rules, and prevent duplication before loading records into Salesforce.
* **Designed the data model** by creating custom objects, fields, record types, and page layouts tailored to business data import needs.
* **Configured UI elements** including tabs, formula fields, and validation

rules to support the loader framework and enforce data standards.* **Developed Apex logic and Visualforce pages** in collaboration with the team to support file processing, data mapping, and transformation workflows.
* **Created bulk-safe triggers** to manage large data volumes and ensure governor limit compliance during automated imports.
* **Implemented record-level access control using Apex**, granting internal users dynamic sharing permissions as per business logic.
* **Managed code deployments and metadata migrations** across

environments using **Eclipse IDE**, ensuring consistency and release readiness.* **Worked in agile sprints with cross-functional consulting teams** to

gather requirements, deliver scalable solutions, and lead sprint demos for stakeholders* **Built reports and dashboards** to monitor data load metrics, error

tracking, and system usage insights. |

Project #6

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| Client | Synchrony Financial (2020 Jan – 2021 March) |
| Application | Synchrony Portal |

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| Tools & Technologies | Community Portal, Approval Processes, Triggers, Sharing Rules, Profiles, Permission Sets, Agile, Jira, BitBucket, Jenkins |
| Responsibilities | * **Designed the Salesforce data model** by configuring custom objects, fields, record types, and page layouts to support community-specific requirements.
* **Developed a brand-new Community Portal** from the ground up, including setup, branding, page structure, and user access configuration.
* **Implemented business logic using declarative automation tools** such as **Workflow Rules**, **Approval Processes**, and **Process Builder**, streamlining user interactions and record handling.
* **Delivered custom functionality using Apex and Visualforce**, addressing advanced use cases beyond point-and-click tools.
* **Resolved bugs and provided ongoing support to business users**, ensuring smooth portal performance and quick turnaround on issues.
* **Managed deployment activities** including change migration across environments, supporting release cycles and production

stability. |

Project #5

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| Client | Synchrony Financial (2018 March - 2019 Dec) |
| Application | Synchrony Connect |
| Tools & Technologies | Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Batch Apex, Scheduler Classes Reports and Dashboards. |
| Responsibilities | * **Developed and scheduled Batch Apex and Scheduler classes** to process large volumes of data using existing Salesforce objects and fields, ensuring efficient background execution.
* **Built Lightning Components using the Aura framework and SLDS** to deliver responsive and interactive user interfaces within the community portal.
* **Created and maintained Visualforce pages, Apex classes, and triggers**

to support various backend operations and user-driven actions.* **Leveraged existing Salesforce data structures** to configure page layouts, record types, and object relationships as per business requirements.
* **Implemented user-level access controls** by setting up permission sets and assigning them based on functional roles.
* **Automated business logic and record routing** through workflow rules, approval processes, and Process Builder flows.
* **Designed operational and analytical insights** using standard and

custom reports, along with interactive dashboards for business users. |

Project #4

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| Client | GE Capital (2017 April- 2018 March) |
| Application | Submit to RAPID |
| Tools & Technologies | Sale & Service Cloud platform, Apex, Aura, VisualForce, SOQL, Triggers, REST API |

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| Responsibilities | * **Designed and implemented the data model** to support API-driven data exchange by creating custom objects, fields, and relationships aligned with integration requirements.
* **Configured front-end elements** such as tabs, record types, validation

rules, formula fields, and page layouts to support data submission and visibility.* **Integrated Salesforce with a Java-based external system** by consuming **REST APIs** to fetch real-time **enrolment data** for processing within the RAPID submission flow.
* **Worked closely on the development of Apex logic, Aura components,**

**and Visualforce pages** to support integration-driven business processes.* **Developed custom record-sharing logic using Apex**, allowing dynamic access control to study-related data across internal teams.
* **Built optimized bulk triggers** to ensure data consistency and high- performance processing of large integration payloads.
* **Implemented Infomax system integration** with the external Java application to facilitate seamless, secure record sharing between platforms.
* **Validated API responses and data mappings**, ensuring consistency

between external and internal systems during synchronization. |

Project #3

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| Company | GE Capital (2016 Oct- 2017 March) |
| Application | Mass Mailer |
| Tools & Technologies | Salesforce.com platform, Apex, VisualForce, SOQL, Triggers, SendGrid webservice Api, Changesets, Eclipse IDE |
| Responsibilities | * **Designed and configured custom data components** including objects, fields, validation rules, page layouts, and record types to support the mass mailing functionality.
* **Developed Visualforce pages and triggers** to handle user interactions and automate email logic workflows.
* **Implemented Apex classes and corresponding test classes** to ensure scalable backend logic and deployment readiness.
* **Integrated SendGrid email service** by consuming external web service

APIs, enabling dynamic bulk email distribution from within Salesforce |

Project #2

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| Client | GE Capital (2015 Nov- 2016 Oct) |
| Application | ABS Upgrade |
| Tools & Technologies | Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Reports and Dashboards. Changesets |
| Responsibilities | * **Built and customized Salesforce data structures** by creating objects, fields, page layouts, and record types to support evolving business functionality.
* **Defined and assigned permission sets** to manage user access across various functional areas.
* **Developed workflow automation** using workflow rules and configured

**multi-level approval processes** to align with business operations.* **Created custom Visualforce pages, Apex classes, and triggers** to extend platform capabilities and support tailored user interactions.
* P**articipated in requirement analysis sessions** and contributed to the
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|  | creation of **Functional Requirement Documents (FRD)**, **Technical Design Documents (TDD)**, and solution blueprints.* **Designed and delivered analytical solutions** by building interactive reports and dashboards for operational and executive-level visibility
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Project #1

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| Client | GE Capital (2015 April- 2015 Nov) |
| Application | Case & Release Management |
| Tools & Technologies | Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Reports and Dashboards, Changeset |
| Responsibilities | * **Configured custom objects, fields, record types, and page layouts** to support business-specific case and release tracking processes.
* **Set up and managed permission sets** to streamline user access based on role-specific requirements.
* I**mplemented automation using workflow rules** and designed **multi- step approval processes** to enforce business rules.
* **Developed Visualforce pages and Apex classes** to deliver custom functionality and tailored user experiences.
* **Authored and deployed triggers** to execute business logic during DML events and ensure data integrity.
* **Designed dynamic reports and interactive dashboards** to enable

business users with actionable insights and performance tracking. |