**Nasar Md**

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**(872) 242-7077**

**PROFESSIONAL SUMMARY:**

* **Around 8+ years of experience** as an IT professional **Certified Salesforce.com Platform Developer** and excellent experience as **Salesforce Admin** as well.
* **Having 8+ years of IT experience with 6+ years of experience in the Salesforce.com CRM space that includes Administration, Development and Support experience.**
* Extensive experience with the Salesforce.com. **Development life cycle application design patterns**, **integration patterns** and **deployment planning**.
* Experience working in **agile methodology**, **Scrum methodology**, **Waterfall model** and **Test driven** development.
* Expertise in **Business Analysis methodologies** and **iterative Software Development Life Cycle (SDLC)** in relation with all the phases of **Rational Unified Process (RUP)**.
* Experienced working in **Cross-functional teams**, identifying **business requirements** and supporting sales, marketing efforts.
* Experience in **SFDC** Development implementing the **APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins**.
* In-depth experience in **CRM business** processes like **Forecasting**, **Campaign Management**, **Lead Management**, **Pipeline Management**, **Order Management**, **Account Management**, and **Case Management**.
* Experienced working with various **App exchange** products or **CPQ** products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS CPQ, Conga Composer and DocuSign.
* Worked on various **Salesforce/Veeva integrations with SAP, Oracle,** and other third-party systems to support Order Management module.
* Experience in Analyzing, designing, configuring, and maintaining Salesforce **CPQ** solutions.
* Experience integrating **Pardot** into **Salesforce** for improving web lead information by configuring **Pardot**.
* Experience transitioning from **Salesforce Classic to Salesforce Lightning** experience.
* Experience in **Lightning framework**, **Aura frameworks,** **Lightning Web Components** (LWC).
* Experience into **Health care** domain with **providers/payers** exp.
* Working experience on [**Continuous Integration** Using **CircleCI,**](https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_ci_circle.htm) **Jenkins,** [**Travis CI,**](https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_ci_travis.htm) **Git, Ant etc.**
* Experience in configuration of **CI/CD tools** and installed and configured **Jenkins** for **Automating Deployments** and providing a complete **automation solution.**
* Experience of **Migration** & **deployment** of Applications with upgrade version of Applications.
* Configured **SonarQube code** quality tool and integrated it with **Jenkins**.
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Created journeys and implemented marketing campaigns using **Marketing cloud** tools like **Journey Builder, Email Studio** and **Automation Studio**. Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.
* Configure **salesforce** and **marketing cloud integration** user along with configuration in salesforce.
* Used **Email to case**, **Web to Case** features and created a community where the customers can create, update, and manage their cases.
* Implement **CPQ** Advanced Approval for multi-level approval process with dynamic routing.
* **Designing**, **implementing, testing,** and **deploying** solutions for employees and clients throughout Service Cloud.
* Created custom **Landing pages** and **Approval pages**. Worked on **Automation studios** and created **related Activities**, tracking to track the **email clicks**, **AMP scripts** while creating the **Email templates** and **Lead creating process** in Salesforce from landing pages.
* Worked with **Pardot** Functionality, **Pardot A/B Testing**, **Auto responder** emails and **Pardot Email Rendering**.
* Proficient in dealing with functionalities related to **sales cloud** & **service cloud, Marketing cloud, Community Cloud, Commerce cloud, Custom Cloud and Analytics Cloud**.
* Good insight knowledge into the **Health** and **Financial Domain.**
* Implemented Quote-to-Cash solution using **APTTUS CPQ.** Good understanding of the **APTTUS CPQ**, **APTTUS CLM** data model and functionality.
* Created customized **UI** as per the client and application requirements using **Visualforce**.
* Configured and managed **CTI** (**Computer Telephony Integration)** via an app exchange package.
* Review/Adjust/Write **Apex** and **Visual Force** page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different **email templates** and inbound emails using **Visualforce** for the clients and customers.
* Competent in analyzing and creating narrative **Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram** using **UML Tools** like **MS Visio.**
* Experience in data migration from different resource using **Data Loader, Data Import Wizard, SFDC Data Export.**

# Expertise in Apex to implement the complex business logic within Governor Limits. Collaborates and communicates with other business analyst, technology, and partners.

* Experience in using **Force.com Web services API** for **implementing web services** in the application for access to data from different users using **REST and SOAP.**
* Understanding and writing users stories for **implementing of visual forces, SOSL, SOQL, WSDL**, **partner WSDL and enterprise WSDL, visual force** (**page, component, and controllers**) and custom user interfaces using **HTML.**
* Experience in Creating **page layouts, search layouts** to organize **fields, custom links, related lists,** and other components on a record detail.
* Working with different aspects of Web Services (**XML**, **WSDL**, **SOAP**, **REST**).
* Exposure to **Apptus** and **SteelBrick**, developed POC’s in **Apptus CPQ** and steel Brick **CPQ**.
* Having knowledge on **Apttus products like CPQ, CLM, X-Author and Apttus Approvals.**
* Experience with **Steel Brick CPQ** for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with **Steel Brick CPQ**.
* Worked on **Salesforce.com** based development enhancements and implemented lightning applications from the scratch. Setting up **Service Cloud** Console, **Cases** (Web to case, Email to case), Solutions, Case Assignment and **CTI** Integration.
* Expertise in **Lightning app builder** (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed **Lightning Component Framework** and also built **Lightning component** using **aura framework**. Experienced in **creating and execute Unit and Integration tests.**
* Great exposure to key areas of **Enterprise architecture, including Integration technologies, single sign on, and master data management.**
* Good understanding of key **Salesforce architectural concepts** (e.g. **API and governor limits, security models and techniques**) and how they influence design.
* Solid technical and functional knowledge of **Salesforce Platform, APEX, Visualforce, Declarative tools, Interfaces.**
* Experienced in **Salesforce.com** Live Agent Console setup in **Service Cloud** and **Marketing Cloud.**
* Knowledge on **Salesforce Lightning Process Builder**, **Lightning UI**, **app builder** and creating **Visual Workflows**, salesforce support **communities** and **Chatter** groups.
* Very good experience of using **Data loader** and cleansing and **de-duplicating Bulk loads**.
* Built reusable **UI components** with **lightning component framework**.
* Strong experience with source control tools **Git**, **Bit bucket**, **Source tree**, built salesforce code from the repository.
* Knowledge of product development lifecycle **(SDLC)** and **DevOps** kits like **GIT, Jenkins, JIRA,** Confluence, etc. A thorough understanding of Salesforce Deployment Process and tools like **ANT, Change Sets, and Force.com IDE.**
* Created test scenarios on **Sandbox** and **production environment** and migrated code to deployment upon successful testing.
* Good knowledge of **Black Box testing**, **Smoke testing**, **Usability testing**, **End-to-End testing**, **System testing**, **Regression testing** and **User Acceptance testing (UAT)**.
* Good Knowledge about **healthcare** use cases and act as a liason with the Salesforce, data and integration teams supporting the project.
* Experience in **designing Sales Cloud, Marketing Cloud, Service Cloud, Data loader, and Partner Communities.** Knowledge to work on Salesforce **Wave Analytics** product.
* Experienced in **Object Oriented Analysis** and **Design** and **Object-Oriented Programming** and Design Patterns under **MVC** (**Model View Controller**) **Architecture**.
* **Excellent communication** and **inter- personal skills**, accustomed to work in both large and small team environments. A team player with **strong ethic,** a **positive attitude** and ability to make the best use of individual resources.
* Capable of rapidly **learning new technologies** and processes, and successfully applying them to projects and operations.

# TECHNICAL SKILLS:

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Classes, Apex Triggers, SOQL,SOSL, Visual Force (Pages, Components and Controllers), Apex Data Loader, S-Controls, Apex Web Services, Force.com Apex Explorer, AJAX, Dashboards, Reports, Analytic Snapshots, Custom Objects, Eclipse with Force.com Plug-in, Force.com IDE. |
| **Salesforce.com Tools** | Force.Com Eclipse IDE Plug-in, Force.Com Data Loader, Offline Edition, Apex Explorer, Force.Com Platform (Sandbox and Production). |
| **Programming Languages** | C, C++, Java, Apex. |
| **Web Technologies** | XML, HTML, JavaScript, JSP. |
| **Other Tools** | MS Office, Adobe Photoshop, MS Excel. |
| **Operating Systems** | MS Windows, UNIX, Mac OS-9/10. |
| **Databases** | MS SQL Server, Oracle Applications. |
| **Methodologies** | Agile, Scrum. |

**CERTIFICATIONS:**

* Certified Salesforce Administrator.
* Certified Salesforce Platform Developer I.

# PROFESSIONAL EXPERIENCE:

**USAA, Plano, TX Jul 2019 – Till Date**

**Sr. Salesforce Developer**

**Responsibilities:**

* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Worked on advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Designed and developed SFA based Application on Force.com Platform in Salesforce.com environment with Apex programming language at backend and Visual Force pages as user interface.
* Involved in implementation and Design of Cases and Issue with Order Management and Product Return module. Implemented Wave Analytics, created datasets, dashboards and apps for Opportunity, Accounts and Cases.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Design and Develop customer solutions in Visualforce, Apex, CSS, JavaScript, and other technologies. Developed, Tested, and deployed Custom fields/objects, Forms, Workflows, Interfaces, Records, and user roles to meet business requirements.
* Worked with Third parties in Creating API’s for them to perform actions on cases that are in SFDC using RESTFUL Web Services.
* Worked on for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business and renewals, and tracking producer credentials.
* Implemented reusable templates with comprising SLDS styling.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Upgraded some Apps from Salesforce Classic to Lightning.
* Experience to develop rich user interface and better interaction of pages.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions.
* Experience In configuring workflows, Lightning pages, process builders and lightning flows.
* Familiar with Salesforce latest product launches including Wave Analytics.
* Developed wave dashboards using Salesforce platform as the backend.
* Developed different Visual Force Pages to suit to the needs of the application using different Visual force components.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Creating SFDC reports (functional and technical documents).
* Working on configuration of specific health cloud-related functionality within a Health Cloud Implementation.
* Worked with Electronic health records HL7 (Health Level Seven) is a standard for exchanging Electronic health records (EHR).
* Worked on Health Cloud Empower Components in other applications to create a patient or member community.
* Create profiles, roles and configure permissions according to organizational hierarchy requirement.
* Used Organization security, Network security to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Created Workflows for automated lead routing and lead escalation.
* Developed Apex classes and Triggers and linked them to manage the workflows.
* Experience in configuring price quote (CPQ) with steel brick.
* Implemented Email-to-Case, Web-to-Case entry, and manual case entry for entering customer’s cases in Cases Tab.
* Used SOQL and SOSL for Data manipulation needs of the application using platform Database Objects.
* Integrated Salesforce.com with external systems like Oracle and SAP using SOAP API and REST API.
* Integrated applications with salesforce.com using SOAP web services API.
* Used Informatica Power Exchange for integrating the SFDC with legacy system.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Developed lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Deployed Apex using Force.com IDE, Force.com Migration tool and Web services API.
* Developed Visual Force pages which rendered based on salesforce1 app.
* Developed custom UI suing CSS, HTML, Visualforce components and used jQuery, JavaScript for front-end validation.
* Designed salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure). Responsible for writing SOQL and SOSL queries.
* Deployed Change Sets from Sandbox to production.
* Used Sandbox for testing. created, managed packages, and migrated them between Sandboxes and Production environments for final implementation.
* Performed Unit, Integration, Regression and User Acceptance Testing.

**Environment:** Salesforce.com IDE, Sales Cloud, Service Cloud, Community cloud, Deployments, SOAP, SOQL and SOSL, Lightning components, Visual force, APEX Classes, APEX Triggers, Data Loader, Workflow & Approvals, Reports, and Dashboards. JavaScript, Custom Objects, Custom Tabs, Email Services, Security Controls, CSS, HTML, JSP, jQuery, Data loader, AppExchange apps, REST API. data Import wizard, Sales Cloud, Service Cloud, Marketing Cloud, Health cloud, Migration Tool, CPQ, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

# Xandr, Louisville, CO Sep 2017 – Jun 2019

**Sr. Salesforce Developer**

**Responsibilities:**

* Responsible for requirements gathering from business users and prepare technical requirement specification document Implemented Agile Methodologies in developing SDLC.
* Created Lightning Components, added CSS and Design Parameters which improves performance.
* Worked extensively on managing Products, Categories, Product Attributes, and defining Product Visibility for Apttus CPQ package.
* Developed Lightning apps using Lightning Components and made them compatible with salesforce1 mobile app.
* Software Development Tools, Methodologies & Environments: Rapid Application Design (RAD), Toad for Oracle SQL, PL/SQL., Stored Procedures, Serena Dimensions, Git Hub, Business Objects, Captiva, Documentum, DocuSign, RightFax, Extrema, Jenkins, Salesforce.
* Worked on Standard Objects as well as. Created Custom objects, formula fields and design validation rules page layouts, workflow rules.
* Created many Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects in lightning experience.
* Developed Apex Classes & Triggers to implement the business logic as per the requirements and upgraded from Salesforce Classic to Lightning.
* Developed various Custom Objects, Formula Fields, Master detail, Lookup relationships, Tabs, and validation rules.
* Developed SOQL and SOSL queries to get data from different related objects and Used Force.com
* Explorer for SOQL testing.
* Created and modified templates using Apptus CPQ & Author CLM. Modified profiles and permission set access as per requirement.
* Integrated Pardot with Salesforce and used Pardot marketing automation to gain new referrals.
* Implemented Pardot B2B Marketing Automation platform for lead generation/nurturing.
* Integrated with Salesforce by using Marketing cloud connector (V5).
* Integrated Apttus CPQ system with Salesforce CRM.
* Provide training and coaching in the use of CPQ CRM systems. Identify training and development gaps and create plans to address.
* Created Apex methods for the lightning controller and helper methods to perform DML operations on the case records.
* Used Angular JS as the development framework to build webpages.
* Worked extensively on SOAP and REST API web service calls.
* Worked with External objects in Salesforce a feature introduced with lightning component.
* Developed Analytics Cloud data using SAQL via Wave analytics to build own app to access and analyze analytic cloud data.
* Worked on different CRM platforms like Veeva, Servicemax and closely with business partners to realize the full implementation capabilities into Salesforce CRM.
* Managing the end-to-end technical delivery for multiple Salesforce, Veeva, and Siebel and custom applications.
* Worked on Veeva including System Configuration, to make business processes social, to collaborate in real-time from anywhere, with Chatter.
* Extensively worked on IWA (Intelligent Workflow Approval process) and Advanced approval process in Apttus CPQ.
* Created Custom Profiles, Public Groups and Roles to distribute user rights and functionality.
* Managed Apttus application, releases, and future upgrades
* Created and customized Record types, page layouts, list views managed Role hierarchies and Profiles.
* Developed Conga Composer Reports, Queries, Templates and more.
* Developed Reports, Dashboards and Processes to continuously monitor data quality and integrity.
* Used the sandbox for testing and migrated the code to the Production environment after testing.
* Configured Chatter for the users in the company for collaboration.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects.
* Organized Daily Scrum meetings with all the team members to check whether we are in same page.
* Provided training to the internal business users to use the application and develop their own custom Reports.

**Environment**: Salesforce.com Platform, Lightning, Apttus CPQ, Apex Language, Veeva, Visual Force (Pages, Component & Controllers), Pardot, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Reports, Email Services, Service cloud, Marketing cloud, Sharing rules, Security Controls, Eclipse IDE Plug-in.

**Care Source, Cleveland, OH Nov 2015 – Aug 2017**

**Salesforce Admin/Developer**

**Responsibilities:**

* Worked on various Salesforce.com standard objects including accounts, contacts, reports, dashboards, events and tasks. Followed agile development methodology for implementing the project.
* Created various profiles, roles, and page layouts and configured the permissions based on the organization hierarchy requirements.
* Designed and deployed custom tabs, validation rules, approval processes and auto-response for automating business logic.
* Developed cascading style sheets (CSS) for creating effects in Visualforce pages. Created workflow rules and defined related tasks, email alerts, and field updates.
* Experienced on S controls, Visualforce pages and page layouts according to the business requirements.
* Installed the call center applications and allowed the end users to maintain a track history of customer’s complaints.
* Created email templates and inbound emails using Visualforce for clients and customers.
* Enabled chatter for the organization and to effectively communicate with the users in the organization.
* Implementation of data loader for loading the data. Performed data cleanup and/or data migration to/from salesforce.com.
* Developed business documents for Salesforce.com custom objects. Worked on different portals like self-service portal, partner portal and customer portal.
* Implemented Salesforce.com web services client using sales force web services API, Java, XML and partner WSDL.
* Developed several custom reports & dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel. Provided training for the business users about the system.

**Environment:** Saleforce.com CRM, Force.com platform, Apex Classes, Chatter, Visual Force Pages, Controllers, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, SOAP, WSDL, Windows.

**Infosys, CA Feb 2014 – Oct 2015**

**Salesforce Developer/Administrator**

**Description:** Worked on Enrollment management, support services, academic departments and advancement which depend on Salesforce to perform functions such as tracking donations, making appointments with advisors, monitoring student progress in courses scheduling tutors to increase successful completion, and providing crisis management. Integrating Salesforce with other platforms used by the university such as the myNEU portal Microsoft Outlook, Banner and Folder wave, it underlies many services and functions of university departments.

**Responsibilities:**

* Design Requirement documents and functional document for the development team.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Created Dashboards and Dashboard Components and implemented multiple levels of Dashboards and scheduled Dashboard refresh.
* Used Visualforce Templates and Placeholders to encapsulate page elements to be reused across several Visualforce pages.
* Used Organization security, Network-based security and Session security to implement platform security.
* Used Tab permissions, Record type permissions and Field Level Security to implement component-based security.
* Used Tabular, Summary and Matrix reports to create Standard reports and Custom reports.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Performed analysis, troubleshooting, data testing and environmental refreshes as needed.
* Used Process Visualizer to study Approval steps.
* Implemented various advanced configurations like Visual Flows, Process builder, service cloud console and Salesforce.com Community setup.
* Worked on the Page Layouts, enhanced search results by modifying Search Layouts, provide Custom links, Related lists and other components on Record detail pages and Edit pages.
* Provided training to internal business users to use application and develop their own custom reports.
* Created workflow rules on Leads, Accounts, Cases and Contacts to automate the Email Alerts, Field Updates and sent Outbound, Inbound, Messages to external partners, defined Time Triggered Tasks.
* Implemented Approval processes, created Email Templates and Approval Page Layouts and tested using Sandbox.
* Created Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.

**Environment:** Salesforce.com platform, Workflow and Approvals, Reports, Custom Objects, Tabs, Email Services, Apex Language, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader.

# UMC TECH, Hyderabad, India Jun 2012 – Dec 2013

**Java Developer**

**Description:** UMC TECH is a software services company delivering transformational IT solutions through customer specific Centers of Excellence. UMC TECH serves Software Product Companies and enterprises in the Travel, Manufacturing, Retail and Distribution verticals. Its key service lines include Business Intelligence and Analytics, Application Development Management.

**Responsibilities:**

* Written XML Document Type Definition (DTD) to get data from GPSIS in specific format.
* Modified current database design to accommodate required changes.
* Design/Develop personal measure module in IBSC to manage individual client’s personal measures.
* Utilized existing STRUTS framework as well as written Action Dispatchers, JDBC Mappers, JSPs Custom Tags.
* Integrate module in current application and test in various environments like Test, Pre-Production, and Production.
* Add measure information popup to the current scorecard JSP.
* Created DIV layer in the JSP which consists of all measure details.
* Written JavaScript functions to show/hide/print popup.
* Modified existing CSS files to meet GPSIS display and print standards.
* Add job share feature to IBSC.
* Switch from own SQL/JDBC Mappers to Hibernate persistence classes (Object/Relational mapping), which subsequently improves performance. Used Hibernate 3.0 API.
* Used AJAX methodology to enhance current user hierarchy display.
* Involved in testing applications in different stages e.g., TEST, Preproduction, and Production.
* Involved in Critical Bug fixes and Enhancement of application.
* Used Subversion to implement version control System.
* Carry out rigorous project plans and promptly meet deadlines to fulfill customer requirements.

**Environment:** Java 1.4, J2EE , JEE, JSP, JavaScript, DB2, JMS, Web Logic 8.1, Apache Struts, PVCS, JUnit, Hibernate 3.0, AJAX, Lotus Notes, Windows XP, Novell Networks, Text pad, Microsoft Office 2003.

**EDUCATION:**

Bachelors from JNT University, India.