Name – Malik  
Contact – (308) 303-5821  
Location – Peoria, IL  
Visa - US Citizen

**Summary:**

* A result oriented professional with 10+ years of experience in salesforce.com CRM integration, Configuration and customization and TEMPhas development experience in WEB technologies using Java, JSP, EJB, Servlets, Struts, JSTL, JavaScript, AJAX, XML, XSLT, JNDI, Oracle, JDBC, WSAD, RAD, Hibernate, Subversion, Clear case, VSS, Oracle Application Server, Web Sphere and Web logic.
* Experience of two full implementation with Vlocity CPQ, Worked extensively on managing Products, Categories, Product Attributes, and defining Product Visibility for Vlocity CPQ.
* Good experience with Salesforce CPQ and CLM development and implementation.
* Software Development Tools, Methodologies & Environments: Rapid Application Design (RAD), Toad for Oracle SQL, PL/SQL., Stored Procedures, Serena Dimensions, GitHub, Business Objects, Captiva, Documentum, Docusign, Rightfax, Exstream, Jenkins, Vlocity, Salesforce.
* Perform SFDC administration function to support CRM operational process through automation process
* Configured & customized external apps such as Valkre (Value Proposition), Xactly (Compensation System), Vlocity (CPQ) and Productivity apps.
* In - depth working knowledge of SDLC methodologies including Agile/Scrum/Kanban, and Waterfall.
* Involved in emphasizing Sales Cloud and Service Cloud and Oversee current Sales Cloud & Service Cloud environments while assisting with the vision and standards for new Salesforce.com solutions.
* Experience in Software Quality Assurance and Business Analysis as per Waterfall, Iterative, Agile models across enterprise - grade CRM, ERP, Mobile, Cloud-based.
* Excellent work experience in designing of Communities, custom objects, custom fields, role based page layouts, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, Snapshots, Reports, Apex Classes, Controllers & Triggers, Validation Rules, Workflow Alerts & Actions, Process builder and various other components as per the client and application requirements.
* Demonstrated Servant Leadership experience as a Scrum Master utilizing sprint planning best practice methods to maximize technical team engagement & efficiency a/c various agile frameworks.
* Expertise in SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows.
* Performed Vlocity CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Using the Zuora CPQ programmatically mainly for creating and submitting the Salesforce CPQ contracts to Zuora by automating manual steps during the quoting process.
* Knowledge on Marketing Cloud - Marketing Campaigns, Campaigns hierarchies, Lead Queries, Assignment Rules, Web-to-Lead and Auto Response Rules.
* Hands-on experience on using Vlocity Communications, Media & Energy, Vlocity Insurance & Financial Services, Vlocity Health Insurance, and Vlocity Clickstream Analytics on different industrial domains.
* Exposure to Apttus and Steelbrick, developed POC’s in Apttus CPQ and Steelbrick CPQ. Worked in the Vlocity CPQ
* Expertise in Visual Force Pages development, Apex Controllers development, Apex Schedulers development, Batch Apex development, Ajax Toolkit implementation, Test Methods development, Triggers development, SFDC complex reporting using Google Visualization / Apex Charts.
* Highly proficient with Sales Cloud Service Cloud Service Max web service Force.com Community Portal Chatter Knowledge One and App-exchange on Salesforce.
* Conducted Gap Analysis on Vlocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities.
* Experience in Standard Web service API integrations using Enterprise WSDL / Partner WSDL, Apex Web service development, Callouts implementation, Outbound Messaging implementation, REST API.
* Experience in configuring & customizing the Apttus CPQ and CLM tools.
* Designed Lightning pages by using LWC and Lightning message service to communicate with other frameworks in lightning pages.
* Experience in Salesforce Customization, Security Access, Workflow Approvals, Data Validation, data utilities, Analytics, sales, Marketing, Customer Service, and Support Administration.
* Worked on Vlocity, 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. Coordinated and transferred knowledge to the offshore team.
* Hands - on full stack developer using libraries like AngularJS, Angular, React, Aura, LWC and Vue.js.
* Implementing the Zuora WSDL by schema set up by including all the correct fields, such as tax fields and custom fields. Synchronizing the Zuora CPQ by adding additional custom fields and configuring from salesforce to Zuora.
* Experience in administration, configuration, implementation, and support of Sales Force CRM and Sales Force SF Aapplications based on Apex Language and leveraging Force.com Platform - - world's first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.
* Implemented SDLC for application development based on Agile and Waterfall methodologies.
* Hands - on experience in several mid-size, global implementations using Apttus CPQ.
* Hands-on experience in deploying components across Production and Sandbox instances using Force.com Migration tool, Changesets and Workbench. Good at implementing Salesforce best practices.
* Good Domain Knowledge of Shipping, Insurance, Sales cloud, Service cloud, Communities, HR Business, Health Services and Grant Management.
* Experienced in Sandbox Management (Like Creating New Sandbox, and Migrating code from one sandbox to the other) using Change Sets, GIT and Flosum.
* Generated HTML Email templates in ExactTarget and configured single sign on in ExactTarget.
* Proficient in authoring Business Requirement Documents (BRD) into System Requirement Specifications (SRS) and identifying interface and business process specifications.
* Tuned ETL jobs/procedures/scripts, SQL queries, PL/SQL procedures to improve the system performance.

**Technical Skills:**

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| --- |
| * **Salesforce technologies:** Apex, Visualforce, SOQL, Email template, formula, Validation rules, Triggers, Workflow and approvals, Flows, Eclipse, sales force.com IDE, Apex data loader, Web services, Reports, Dashboards, Process Builder, Custom Objects, Lightning, Salesforce1 App * **Operating Systems:** Linux, Mac, Unix, Microsoft Windows Platforms * **Programming Languages:** Java, JQuery, JavaScript, Angular JS, CSS, HTML, Apex, SQL, SOQL * **Databases:** Oracle 9I/10g, SQL Server 7.0, MS Access 2000, DB2 * **Cloud Computing:** Salesforce.com CRM, Sales Cloud, Service Cloud, Marketing Cloud, Finance Cloud, Visual Force, Apex, Salesforce configuration and customization. * **Salesforce.com:** CRM, Sales Cloud, Service Cloud, Visual Force, Apex, Salesforce configuration and customization. * **Project Methodologies:** Waterfall, SDLC, Agile Scrum * **Configuration Tools Source Control:** OPAS(BMC Remedy) and Service Now, JIRA Source Control Clear case, VSS, CVS. * **Technologies:** JSP, Servlets, JDBC, Struts, Spring, EJB, RMI, XML, Hibernate |

**Professional Experience:**

Lead Salesforce Developer  
IBM  
MN  
Jan 2021 – Current

Responsibilities:

* Incharge of the complete salesforce activities for the entire organization after the initital package deployed by Salesforce.com.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation rules and formula fields to the custom objects Implemented main monitoring interfaces, monitor health of Vlocity Dataraptor bulk processing including custom logic to restart their backend jobs if found to be slowed/stalled, and to monitor data limits in partial copy sandboxes including custom logic to automatically clean up Account/Contact and related object records when data capacity was near max.
* Used guidelines and artifacts of Rational Unified Process (RUP), Agile and Waterfall methodologies to help strategize testing effort into different iterations and phases of Software Development Life Cycle.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Responsible for writing, reviewing, and maintaining all aspects of CRM migration documentation such as requirement document, high level design and low-level design document, UAT document from current process to future process in accordance to Salesforce.com standard and custom functionality
* Built and presented customized demonstrations for SFDC Sales Cloud product offerings.
* Worked on SAFe Agile, and Scrum of the Scrum agile ceremonies on program/portfolio level.
* Managed Estimation, prioritization, scoping and project planning of the CRM project with business leaders.
* Managed subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
* Developed and designed a Partner community based CPQ in Salesforce Vlocity
* Worked on pub sub modules to communicate between LWC components along with API decorators.
* Promoted and led an open, transparent, and respectful team environment with knowledge of agile and scrum to help teams on their journey to continuous improvement.
* Facilitated agile ceremonies such as PI Planning, daily stand-ups, sprint review & sprint retrospectives.
* Designed and executed customized solutions by leveraging Salesforce Marketing Cloud (SFMC) and other toolsets and leveraging industry best practices
* Implemented Quote-to-Cash solution using CPQ. Depth understanding of the CPQ, CLM data model and functionality.
* Managing Functionality Enhancements for Salesforce CRM System supporting Search Advertisers and Reseller/Self-Serve channels via Agile User Story methodology
* Integrated custom HTML pages, AMP Script to capture Data directly into Salesforce using Marketing cloud Journey builders and mass email campaign blast.
* Strong knowledge on Administration setup, Apex, Visual force and experience with different SFDC development tools like Eclipse IDE and integration tools like SOAP user interface.
* Organized and facilitated Agile Ceremonies such as daily stand-up, sprint review & sprint retrospective meetings; sprint planning; demos and other Scrum related events.
* Responsible for the Functional Configuration, design and validation of the Siebel Sales Support Operations System from the Siebel CRM technology best practices perspective.
* Lead a team of six developers, provided guidance to the team and involved in designing phase.
* Worked on customization of Sales Cloud schema by customizing standard objects like Leads, Accounts, Contact and Opportunity, Products
* Received approval to design and develop POC custom Data Integration Framework to prove viable options to replace Vlocity DataRaptor usage for high volume interfaces.
* Used Aura Lightning, LWCs, VF, JavaScript, and Velocity to create custom applications tailored to the needs of the business.
* Followed Agile Methodology to analyze and design business needs in an iterative manner.
* Hands of experience in CPQ by CPQ 360, Version 3.1+, Salesforce CPQ, Version 25.2+.
* Worked on Vlocity Salesforce AppExchange App and various Omni-scripts to build custom user-friendly UI for create and edit actions with core Vlocity team.
* Worked on Lightning Data Services in AURA components and Lightning Web Components (LWC) for Create/ Update/ Delete operations of a record without requiring Apex code.
* Worked on the Big Machinesas part of the project Guided Selling, Product Configuration, Quoting, with links to automated pipeline forecasting, Complex Pricing & Discounting, Approval Workflow, Proposal Generation.
* Delivered system specifications and changes in CPQ and CLM.
* Worked on LWC lightning data service by using wire service (wire adapter) to fetch data from server side and performed CURD operations.
* Resolved issues connected to Call Centers, usage of CTI adapters and Mobile applications.
* Drove and contributed to project dat rely on Salesforce Sales Cloud from discovery through delivery: gathered requirements, collaborated with the team to define a solution, build it and trained the users.
* Involved in Pricing Configuration and Product Configuration into APTTUS CPQ using some advanced principles of Salesforce.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services,Approvals, Workflows, Reports, Dashboards, Tasks and actions.
* Configure salesforce and marketing cloud integration user along with configuration in salesforce.
* Developed rich UI using Visual force page components, Bootstrap CSS and performed client-side validation using JQuery and JavaScript.

Lead Salesforce Developer  
IDEAL Image  
GA  
Jan 2018 - Nov 2020

Responsibilities:

* Expertise in advanced APEX/Visualforce development, including high volume data processing, managed packages, community portals, SSO, Canvas applications and metadata API.
* Followed Agile Methodology to analyze and design business needs in an iterative manner to manage projects within Salesforce and collaborate with subject matter experts on new features and functionality.
* Experience with Marketing Cloud, Sales Cloud and Service Cloud Created Custom Objects and fields for transactional and contractual information.
* Developing Custom Controllers and Standard Controllers in Visual Force.
* Followed Agile SCRUM methodology for project - created user stories, burn down chart, conducted daily scrum, sprint planning, sprint retrospective meetings as well as managed the product / sprint backlogs
* Conducted Gap Analysis on Vlocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile and software analysis.
* Making use of LWC to display the Toast message and also refreshing page using lightning web components. Making use of LWC Combobox Event.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Worked on configuring standard Salesforce Chatter and also customizing it by including custom logics on chatter objects using triggers and Classes and VF Pages.
* Worked on vlocity for sales cloud service and Marketing cloud for user friendly UI.
* Used HTTP Callout using JSON to fetch records/data from other system and display them on the fly in the Visualforce Page each time the page opens.
* Responsible for guiding QA UAT teams for testing the assigned Projects for all the releases both in Sandbox and Production Orgs.
* Worked closely with Java development team in Agile Environment to build and support current dashboards and portals.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Implemented case management automation on Case Object to track and solve customer s issue and also Implemented Web-to-Case entry and manual case entry for entering customer s cases.
* Used Data Loader for insert update and bulk import or export of data from Salesforce.com Objects. Used it to read extract and load data from comma separated values CSV files.
* Worked closely with Pricing and Quoting Leaders to ensure a coherent design and deployment of Apttus CPQ.
* Created Custom controllers implementing complex code for Sales Force VF pages also integrated force.com application on mobile platform like I-phone Blackberry and Android.
* Involved in migrating data into Salesforce application using Apex Data Loader through CSV files. Installed and Configured Apex Data Loader.
* Developed custom UI suing CSS, HTML, Visualforce components and used JQuery, JavaScript for front-end validation.
* Tableau integration using Tableau Viz Lightning Web Component AppExchange package and customized using LWC.
* Made new feature enhancements on Service cloud, Sales Cloud and Marketing cloud using Lightning and vlocity.Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.)
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Loads, Opportunities, Reports, Dashboards, Events and Tasks.
* Understanding SFDC CRM processes to document pre-sale activities at the company based on the business life cycle. Worked on generative data models using agile data.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, JavaScript and other technologies.
* Integrated different internal systems using REST API for seamless data flow to marketing cloud.
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Used Force.com web service API for implementing WSDL in the application for access to data from external systems and web sites.
* Performed the roles of Salesforce.com Analyst/Developer and Administrator in the organization.
* Contributed towards HLD and LLD phase and design documents preparation by integrating different modules.
* Working Knowledge on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform.

Senior Service Cloud Developer  
FPS  
TX  
Jan 2015 – Sep 2017

Responsibilities:

* Customized standard Salesforce objects like campaigns, leads, accounts, contacts, opportunities.
* Designed and developed the Custom objects, Formula fields, Validation Rules, Page Layouts, Lightning components, and Visualforce pages to suit to the needs of the application.
* Conducted Gap Analysis on Vlocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile and software analysis.
* Implementation of the custom business processes using Apex/LWC
* Involved in project technical design plan, conversions, mapping, and configuration of portions of the SFDC application.
* Worked with custom labels, custom settings, record types, page layouts, reports, static resources, managed/un-managed packages, AJAX, jQuery, jQuery AutoComplete, Bootstrap and the standard/custom fields.
* Optimize and improve the overall runtime of Omniscripts, DataRaptors and Vlocity Integration Procedures using best practices.
* Well versed with migration of Vlocity components using Data Packs and manage connected Orgs.
* Used SOQL/SOSL for DML operations on various standard and custom related objects
* Imported data by mapping to business objects in CRM system using Apex data loader / DBamp and Import/Export wizard.
* Implementation of visual and backend components on Salesforce by using Apex, Aura, LWC, and SOAP/Rest web services.
* Configured Custom objects Custom tabs and deployed Workflows Approval processes Validation rules and sharing rules to meet the requirements of the application.
* Employed Data Loader to import data from Oracle to Salesforce database and completed the configurations in Oracle application to Salesforce platform.
* Maintained consistency between territory management application and SFDC accounts and leads ensuring all sales people are assigned the correct accounts and leads.
* Created pick lists, dependent pick lists, lookups fields, junction objects, master detail relationships, validation and formula fields.
* Architected the solution in SFDC and participated in coding apex classes, triggers, visual force pages and REST API's.
* Actively involved in design and development of custom CRM solution to service.
* Implemented platform security using Organization security, Network-based security and Session security.
* Implemented AJAX functions in Visualforce pages to meet business requirements for internal force.com site users.
* Debug Apex scripts using Debug Logs and System Log Console to catch Exceptions and execute Governors and Limits.
* Designed, and developed the Custom objects, validation rules, Page layouts, Custom tabs, components, VisualForce Pages to suit to the needs of the application.
* Involved in Salesforce.com Application Setup activities and customized the applications to match the functional needs of the organization in enterprise edition.
* Utilized expertise in front-End development technologies such as HTML, XHTML, CSS, and JavaScript to enhance interactivity.
* Working on a Large-scale & complex Salesforce development projects along with integrating date from other systems/Repositories.

Salesforce Developer  
US Bank  
MN  
Mar 2011 – Jul 2014

Responsibilities:

* Involved in Salesforce.com Application Setup activities and customized apps to match the functional needs of the organization.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Involved in Salesforce.com Integrations with EIDM&SIEBEL, which includes Customer & Partner User Integration.
* Created various reports (summary reports, matrix reports, pie charts, dashboards) and setup report folders to authenticate users based on their profiles (permissions).
* Participated in requirements Gathering and definition of ER (Entity Relationship) diagrams using MS Visio.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects, Web to case, Email to case.
* Integrated SFDC system with IBM Lotus Notes.
* Having daily scrum call and meetings with Architect to gather requirements and build solutions.
* Implemented Marketing Cloud with Sales Cloud. Customized Automation Studio, Email Studio, Data Extension and Customer journey as per the business requirement.
* Implemented Service Cloud modules Case Management, Web to Case, Knowledge, Article Management and Solutions.
* Performed administrative tasks - creating Users, Profiles, Roles, Permission Sets, Page Layouts, Record Types and configured sharing rules based on Organization role hierarchy.
* Worked with Jitterbit tool to load data into salesforce. Worked with Jitterbit to develop process builder automation.
* Worked on Wave Analytics to build reports.
* Used Data Loader for insert, update and bulk import or export of data from Sales force Objects.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Used App Exchange Tool called Click Tool to integrate with other applications to know the survey of the product.
* Administrated and monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Salesforce Web Services, Ant, eclipse, Apex coding
* Performed System Testing, UAT Testing, Production Testing, and Regression Testing along with administrating Salesforce .com banking needs.
* Worked with the client Project Manager to run through the UAT Scripts post deployment.
* Involved in Designing and Development of Workflow Rules, Validation Rules and Customizations within Salesforce.
* Integrated with PeopleSoft FT at the back end with Salesforce as User Interface and it is a bi-directional integration using Informatica on demand.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.