** ** **Asmat Ali**

[**asmat.sfdc@gmail.com**](mailto:asmat.sfdc@gmail.com)

**PROFESSIONAL SUMMARY:**

* Over **8 years** of IT experience which includes **7+ years** of experience in **Salesforce** CRM Implementations: Analysis, Design, **Development, Administration, Integration, supporting the cloud applications, communities and migration from classic to Lightning, Lightning component development**.
* Expertise in **Full Software Development Life Cycle (SDLC)** implementation analysis, requirement engineering, architecture design, development, enhancements, testing, deployment and maintenance of standalone, multi-tier, web-based, and portals-based object-oriented enterprise applications.
* Good working experience in various capacities such as **Salesforce Developer, Salesforce Administrator.**
* Experience in working across various SFDC implementations covering **Sales Cloud**, **Service Cloud, Marketing Cloud, Communities** and **Force.com Sites**
* Expertise in Salesforce **Application Design and Data Model as per the Business Requirements.**
* Involved in building Custom Applications that includes administration, configuration, implementing and support experience with **Force.com** platform
* Experienced customizing standard objects Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns, Reports and Dashboards
* Experienced in **Apex Classes, Apex triggers, Visualforce pages**, Custom components, Custom Settings, Force.com API.
* Extensively worked on **SOQL, SOSL** and **DML**.
* Good exposure to different applications **like Sales cloud, service cloud, marketing cloud and community cloud.**
* Experience on Salesforce **Lightning** UI using **Aura Components** and **LWC** (Lightning Web Components).
* Working experience with Lightning Component Framework, using Lightning component in Visualforce and adding lightning component to Salesforce1. Proficient in configuring and customizing Salesforce1 App.
* Hands - on experience in building responsive application using by creating **Lightning components** (**Client/Server-side controllers) using aura framework, Salesforce LDS styling.**
* Hands on experience in developing and deploying custom integration Salesforce.com CRM solutions.
* Added geographical redundancy to the computing needs in order to track the customer’s location using **Community Cloud**.
* Experience in Managing and developing complex inter-related business systems to deliver effective business processes through our **CPQ, CLM (Apttus)** and the entire force.com platform.
* Experience with data migration through Import Wizard, Data Loader, Workbench and Bulk APIs in Salesforce.
* Experience working on **Eclipse IDE with Force.com Plug-in for writing business logic in Apex**.
* Adept in sales analysis, marketing & customer support business processes used by Salesforce.com customers and recommendations to customers for improving their processes using Salesforce.com
* Expertise in developing Web Services using **WSDL, SOAP and REST API’s**.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

**CERTIFICATIONS:**

* Certified Salesforce Platform Developer 1.
* Certified Salesforce Administrator.

**EDUCATION:**

* Bachelor of Engineering in Information Technology, Osmania University, India – 2004.

**TECHNICAL SKILLS:**

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| **Salesforce Technologies** | Apex Language, Apex Classes, Apex Triggers, Apex Web Services, Visual Force Pages, Workflow & Approvals, Dashboards, Data Loader, Lightning components, Reports, Analytic Snapshots, Custom Objects, Component and Controllers |
| **Salesforce.com Tools** | Force.com IDE, Force.com API tools (Data Loader), Force.com Explorer, Force.com Migration Tool, Force.com Excel Connector. |
| **Databases** | Oracle, MS Access, Microsoft SQL Server, SQL & PL/SQL |
| **Operating Systems** | Windows, Linux |
| **Web Technologies** | HTML, DHTML, HTML-5, CSS, JavaScript |
| **IDE and Editors** | Eclipse, My Eclipse and Force.com Eclipse IDE |
| **Office Tools** | Microsoft Project, MS Visual Source Safe, MS Visio, MS Office |
| **Custom Integration Tools** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom Settings, Custom Labels and Tabs, Account Management, Contact Management, Email Services, Security Controls, AppExchange Package & Custom Application and Sandbox Data Loading, Force.com Migration Tool. |

**PROFESSIONAL EXPERIENCE:**

**Client: PayPal, SFO, CA Duration: Oct’19 – Till Date**

**Role: Sr. Salesforce Lightning Developer/Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering requirements for Salesforce implementation and documented the Business and Software Requirements.
* Designed Use Case Diagrams and Use Case Specification documents based on requirements gathered.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SFDC and other Platform based technologies like Visual Force, Force.com API and Web Services.
* Created the company profile, set up new users, defined roles and set up public groups.
* Involved in Implementation and Design of Campaigns, Cases, Issues, Product and Orders Management and Product Rejection module.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* Constant involvement in exploring apex change apps and using the apps wherever necessary. Used apps like target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, DocuSign etc.
* Strong Experience in Salesforce Lightning components design & designing compact layouts using Apex triggers, Page layouts, Visual force pages, workflows for Mobile platform.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Implemented custom Cascading Style Sheets (CSS) for Visual force pages.
* Created relationships among objects using Lookup and Master-detail relationships.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE.
* Experience in creating Lightning Components and used Lightning Design System to convert existing Visual force pages to lightning components.
* Involved in using Lightning, Process Builder and Workflows. Worked on customization of visual force to have Lightning Experience for desktop and mobile applications.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions.
* Extensive experience on S controls, Visual force pages and Page layouts according to the Business requirements.
* Created External data sources using Lightning connect to connect to SAP end point. Created Lightning Component Tabs and Visual force Tabs.
* Creating custom dashboards using jQuery graphs by consuming JSON data.
* Having experience on Third party Integration using REST API and SOAP API.
* Constant involvement in exploring apex change apps and using the apps wherever necessary. Used apps like Apttus, target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, DocuSign etc.
* Responsible for the creation of custom Apps, and Reports using the Salesforce CRM cloud computing model.
* Built SF1 quick action Visual force pages using lightning components.
* Worked on Integrating SAP and Salesforce systems using SOAP and REST API's
* Worked on using Lightning Design Systems to develop the Visual force pages for SF1.
* Developed Lightning apps using Lightning Components and made them compatible with salesforce1 mobile app.
* Installed the Call Center Applications and allowed the end users to maintain a track history of customer’s complaints.
* Experience in integrating Salesforce with ERP applications like SAP using Informatics on Demand
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Imported excel based customer information records into Accounts, Contacts and Cases using Data Loader and Import Wizard.
* Experience with Service Cloud and Sales Cloud Functionalities
* Provided post-implementation support to assist end users in creating reports, dashboards and certain Administrative tasks like creating and maintaining user profiles and privileges.

**Environment:** Salesforce.com platform, Force.com, Sales cloud, Service cloud, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, XML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Web Services, Security Controls, Dashboards, Analytical Snapshot and Data Migration, Salesforce data loader, Windows XP, Eclipse IDE Plug-In.

**Client: Premier, Raleigh, NC Duration: Oct’17 – Sep’19**

**Role: Salesforce Administrator/Developer**

**Responsibilities:**

* Used SOQL & SOSL for data manipulation needs of the application using platform database objects and Developed UI containing angular/jQuery in Salesforce.
* Agile Development Methodology was followed for the implementation
* Performed the detailed analysis of functional and technical requirements, designed & deployed the custom objects, identified the lookup and master-detail relationships, and created the junction objects. Demonstrated ability to translate customer requirements into specification.
* Provided data access reports to Compliance and Security ensuring that data and roles are properly defined and transparent.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer's cases in Cases Tab and created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Involved in Service cloud and Sales cloud for Implementation/Customization.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Working on Jira Agile tool for migration projects from SAP to Salesforce.com.
* Development of SOAP and REST based web services used for custom development
* Worked on maintaining the complete contract management using Apttus.
* Involved in collecting the data during contracting process back in to the Salesforce instance using Apttus.
* Worked on Apttus Advanced Workflow approvals, Apttus order management, created agreement wizards, validation rules and contract templates.
* Created custom object creations with multiple record types, page lay outs, custom buttons, validation rules and apex triggers.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API.
* Deployed Customizations from Sandbox to production Environment by creating Change Sets and using the ANT Migration tool.
* Utilized Salesforce Lightning Experience Process Flows to automate Business process
* Created custom reports and dashboards outlining key sales metrics for upper-level management and provided daily administration and support to Marketing Cloud.
* Business Process and Sales Process creation for Direct & Channel Sales, as well as Marketing Workflow Integration (Marketo) (Exact target).
* Developed Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Worked with Exact Target marketing automation suite for email, landing pages, camping web analytics, lead scoring, assert management, and trigger workflow.
* Worked with Multi-Currency, Product and Price book set-ups.
* Migrated data from Traditional Applications to Salesforce using APEX Data Loader and Informatica on Demand.
* Experience in working with Salesforce Marketing Cloud applications for APT automation testing for restful services using MCAT Framework.
* Developed Salesforce Lightning applications using Lightning Components, Controllers and Events and used custom CSS in the components.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used Service Max App exchange field service for efficiently managing the customer contracts and configured relations between service max and SFDC.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visual force pages to develop custom business logic.
* Used Service Max App exchange field service for efficiently managing the customer contracts.
* Built, measured and managed company marketing campaigns within Marketo, a marketing automation software.
* Utilized Salesforce Lightning Experience Process Flows to automate Business process
* Worked on installing and integrating Apttus CPQ and Apttus approvals package with Salesforce Sales process.
* Developed lightning components using Lightning Data Services to build an application that provides guide lines for SDRs and BDRs based on opportunity data to increate data quality and efficiency.
* Developed Visual force Pages and Components to include extra functionality and developed Apex Classes to provide functionality to the visual pages.
* Used Data loader to load the records on to the force.com platform.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.

**Environment:** Saleforce.com platform, Apex Data Loader, Agile, QA Scribe, HTML, Java Script, CSS, Bootstrap, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, XML, Triggers, RestAPI, Salesforce Communities, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Apex language, Visual Force (Pages, Component & Controllers), Sandbox data loading.

**Client: JPMC, NYC, NY Duration: Oct’15 – Sep’17**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Developed, enhanced, and maintained existing Salesforce customized software solutions.
* Administered, maintained, and enhanced Salesforce implementation for 2500+ salesforce licenses.
* Involved in defining solutions based on the requirements from various Business Functional units such as Sales, Services, Marketing, Partner
* Developed Custom objects, Custom fields, Tabs, Record types as per the requirements of the organization.
* Involved in areas such as Lead Management, Campaign Management, Content Management, Customer Service/Case Management, and Dashboard/Report development.
* Automated business logics in the organization using validation rules, workflow rules and apex triggers.
* Created and configured Page layouts and search layouts to organize fields, custom links, related lists and other components in detail and edit pages of records.
* Developed integration processes using Salesforce.com Web Services (using callouts), API and third-party integration tools (Apex Data Loader, Pervasive, etc.)
* Involved in Data Migration and Integration using SSO and Webservices.
* Implemented Picklists, Dependent picklists, lookup relationship, master detail relationships, validation and formula fields to the custom objects.
* Wrote SOSL and SOQL queries with consideration to Governor Limits to export bulk data and data modifications.
* Managed data transfer/mapping between Salesforce.com and other applications databases.
* Worked with the Integration Team during data loads to improve the performance of data loads.
* Understood Logs, Alerts and troubleshooted any and all problems related to the Salesforce.com solution.
* Enhanced the security by configuring profiles, organization wide defaults, sharing rules and roles.
* Developed Apex Controllers and Extensions along with Visualforce pages for better UI and functioning.
* Developed and deployed Apex Classes, Batch Apex and Scheduled Apex for various functional needs in the application.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Supported off-shore staff of 6 members for incident fixes and enhancements
* Participated in reviews of new Salesforce features and capabilities introduced every quarter to see how we can take full advantage of the Salesforce.com Platform.
* Created Simple Process flow diagrams to document the visio flows of the requirements and worked on the requirements.
* Created/setup Sandbox for testing and migrated code from development org to other sandbox and production orgs, and vice versa using change sets, Flosum (an App Exchange app)
* Written well-commented code and adhere to naming conventions and Submitted code for review, if required, and adhere to the standards established by team leads.
* Analyzed all the production issues and prioritized the issues based on the severity/user impact and requested business approvals if a hot fix is required.
* Supported QA and UAT for enhancements and productions fixes
* Effectively communicated with other development team members and demonstrated the ability to deliver quality results in a timely fashion.

**Environment**: SalesForce.com Platform, S-Controls, Salesforce.com Custom Objects, HTML, Java Script, Workflows, Reports, Force.com Eclipse Plug-in, SalesForce.com sandbox. MS SQLServer2000, MS Access, Query Analyzer, SOQL, Data Loader, Windows 2000 Server, Apex, Visual force, Apex Classes, Apex triggers, Visual force, Pages, Batch Apex, Schedule Apex, Approvals, Case Management, Automation.

**Client: Mercy Health, Cincinnati, OH Duration: Feb’14 – Sep’15**

**Role: Salesforce Developer**

**Responsibilities:**

* Proficient in using market products for automation, consumer engagement and marketing management
* Developed many requirements using metadata and change set.
* Developed Apex Classes, Apex triggers, Batch apex classes, Scheduled apex classes to define more automation process.
* Developed many applications using service max to automate operational planning.
* Deployed many applications on sales cloud, service cloud which includes the call center and marketing applications.
* Involving in doing unit testing by writing test classes and working with SIT and UAT.
* Working with writing SOQL and SOSL queries.
* Developed complex formulas to calculate response times and show flags reminding customer service reps to respond to customer queries in due time.
* Worked on developing customer portal for Developed an Application for portal users
* Prepared reports and dashboards and analytical snapshots for executive levels as well as manager levels
* Worked with Setup Audit Trail to gather information about client usage and then Migrated Accounts, Leads, Contacts, Opportunities and sales data from external systems into Salesforce.com instance using Data Loader.
* Hands on experience on service max for customer service and scheduling
* Created custom Visual Force page as well as few extensions to standard page, Apex classes and test methods in accordance to the requirements that the standard page would not suffice.
* Designed Dynamic approval process with records to be routed based on lookup fields on the record and in accordance to the approval matrix.
* Develops in Visual force, Apex, Java and other technologies to build customized solutions that support business requirements and drive key business decisions.
* Proficient in SalesForce.com configuration, Force.com Security, Visual Force, SOQL, Apex, JavaScript, Web Services API, Chatter.
* Written apex REST web service classes for inbound calls to Salesforce.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.

**Environment:** Saleforce.com platform, Visual Force (Pages, Component & Controllers), Apex Language, DML statements, SOQL, SOSL, JavaScript, Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, S-controls, Sandbox data loading, Eclipse IDE Plug-in, Windows, Custom Fields, Triggers, Workflows Rules, Validation Rules.

**Client: TCS, India Duration: Sep’12 – Dec’13**

**Role: Junior Java Developer**

**Responsibilities:**

* Involved in designing the system based on UML concepts which include class diagrams, data flow diagrams, state diagrams using Rational Rose Enterprise Edition, sequence diagrams.
* Involved if design, implementation, testing, deploying and enhancement of the application.
* Stored procedures and developed data model.
* Using JSP and HTML designed and developed web pages along with JavaScript for client-side validation.
* To process update information developed servlets.
* Involved in maintenance and production support of the application documented design and functional aspects of the application.
* For communication with database used JDBC.
* Based on MVC architecture standards involved in design and development of the application in n-tier fashion and utilized struts frame work.

**Environment:** Java, Java Beans, Servlets, JSP, MVC, JMS, EJB2.0, Weblogic8.1, ORACLE8i, JavaScript, XML, HTML, DHTM.