**Rabia**

Salesforce Administrator / Developer

**PROFESSIONAL SUMMARY**

Around 7+ years of professional experience in Salesforce, maintaining a cutting edge of technical and management skills with up-to-date industry knowledge, including areas of core competencies as a Salesforce Architect, Administrator, Developer and Business Analyst; along with Data Validation and Utilities, Analytics, Sales, Marketing and Support Administration.

* Experience in working with Salesforce.com Sandbox and Production environments.
* Performed migration from Salesforce Classic to Lightning Experience, with Reports and Dashboards automatically viewable and inheriting all Permissions and Sharing Settings defined in Salesforce Classic.
* Background in full software development life cycle (SDLC) and proficient in working with Agile Scrum Methodologies.
* Hands-on experience with building and delivering managed package to the Salesforce AppExchange.
* Able to configure and setup Skills-Based and Queue-Based Routing for Omni-Channel.
* Well versed with Configurative development such as Custom Tabs, Custom Objects, Custom Fields, Workflow Rules, Process Builder, Flow Builder, Email Alerts, Email Templates, Reports, Analytic Snapshots and Dashboards, etc. to achieve desired business functionalities.
* Experience in creating different types of Reports like Tabular, Summary, Matrix, Joint and developing Dashboards using those Reports in Salesforce Lighting and Classic.
* Knowledgeable in creating and deploying Einstein Bots using declarative and custom Salesforce functionality.
* Having good knowledge on Salesforce.com Profiles, Roles, Permission Sets, Field Level Security, Page Layouts, Record Types, List Views, Public Groups, OWD, Sharing Rules and User Access Privileges.
* Implemented security and sharing rules at Object, Field and Record level for different Users at various levels of the organization and implemented Data Access security model using Profiles, Roles, Permission Sets.
* Created, configured and assigned Einstein Analytics Reports and Dashboards to end-users.
* Proficient in Data Migration from Traditional Applications to Salesforce, using Import Wizard and Data Loader.

**TECHNICAL SKILLS**

**Salesforce:** Apex Classes, Test Classes, Triggers, Batch Apex, Dynamic Apex, SOQL, SOSL, Visualforce (Pages, Components & Controllers), Apex Web Services, Managed Package Components, Workflows & Approvals, Validation Rules & Formulas, Dashboards, Reports, Analytic Snapshots, Custom Workflows and Custom Objects

**Web Technologies:** ASP.NET, Web Services, HTML, JavaScript, JSON and Application Server

**Platforms:** Force.com and Eclipse, Visual Studio Code (VS Code) and SFDX CLI

**Languages:** Apex and JavaScript

**Databases:** MS Access, Oracle and SQL Server

**Operating Systems:** Windows and OS X

**PROFESSIONAL EXPERIENCE**

**Salesforce Developer / Administrator**

Humana - Louisville, Kentucky *(Work Remotely)*

**January 2020 - Present**

**Responsibilities:**

* Involved in various Salesforce.com Application Set-up activities and customized the applications to match the functional needs of the organization.
* Worked on Salesforce Administration and Customization, Sales, Marketing, Customer Service and Support Development team.
* Liaison between the business client and technology team developers, system architecture, and QA Testers.
* Gather requirements through interviews with the client and referring to existing documentation and procedures.
* Translate business requirements into functional specifications and creating High Level Design documents.
* Perform GAP Analysis of the ‘as-is’ and ‘to-be’ system.
* Extensively engaged in managing the project SharePoint and create a structured and logical project document repository.
* Create Data Flow diagrams and process flow diagrams to facilitate better system understanding.
* Responsible for redesigning the Artificial Intelligence (AI) SharePoint to make it more user-friendly.
* Conduct surveys and interviews to identify areas of improvement in the SharePoint.
* Design wireframes using MS Visio.
* Work closely with Project manager to keep track of timeline and budgeting.
* Strongly practiced Scrum methodology in my project involved in Scrum meetings to review and discuss the sprint backlogs, prioritizing the product backlogs considering the facts from the product manager.
* Participated in daily Scrum calls with the customer and update them with the project updates.
* Involved in creating gap analysis document, clearly identifying the data, business process and workflows of the organization with respect to salesforce.com implementation.
* Performed Data Analysis and migrated data from SQL Server database to sales force, Accounts Merging, maintaining Public Groups.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Aura Lightning Components.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Created a user interface for custom applications using the Custom Objects, Custom Tabs, Page Layouts, Record Types and Customization options.
* Created Custom Fields, Custom Reports, Triggers, Field help, Custom Formulas and Field History Tracking.
* Used Master-Detail relationship, Lookup relationship, Lookup filters, Roll-Up Summary in master detail relationships.
* Created Workflows rules with field updating actions and validations.
* Created complex Validation rules based on business requirements.
* Created Profiles, Permission Sets, Sharing rules, public groups and Apex Managed Sharing.
* Created Apex classes, components and triggers with minimum 90% code coverage using test classes for both positive and negative cases.
* Developed Custom lightning components and controllers for Apex for Customer and Partner online loan application process and dashboard views.
* Created community using Customer Community and Community Plus licenses using Napili template.
* Part of team building new User experience using Salesforce Communities.
* Created setup and manage Salesforce Knowledge Article, provided Knowledge Articles and different Article types access to Customer Community Cloud Users and Public Pages.
* Created Page Layouts and Search Layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
* Implemented Email-to-Case and Web-to-Lead for Lead and Case automation.
* Created Workflow Rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Configured Salesforce including but not limited to Validation Rules, Workflows, Custom Labels, Custom Settings, Profiles and Permissions.
* Worked on Salesforce.com Setup & Configurations, Data Migration and conducting end-user training.
* Worked on various Salesforce.com Standard Objects like Accounts, Contacts, Cases, Leads, Opportunities, Campaigns and Reports.
* Designed and implemented Dashboards and tailored Reports for Sales departments.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various Standard Objects of Salesforce.com and other Platform based technologies.
* Interacted with team members to gather and document requirements.

**Environments:** Salesforce.com, CRM, Compare It, Magic Mover for Notes and Attachments, Workflows, Validation Rules, AppExchange, Reports, Dashboards, Force.com IDE, Email Services, Custom Objects, Process Builders, Data Loader, SOSL, SOQL

**Salesforce Administrator / Developer**

Coresphere - Dallas, Texas *(Work Remotely)*

**January 2018 - December 2019**

**Responsibilities:**

* Worked on Salesforce Administration and Customization, Sales, Marketing, Customer Service and Support Development team. Worked on Salesforce Administration and Customization, Sales, Marketing, Customer Service and Support Development team.
* Strongly practiced Scrum methodology in my project involved in Scrum meetings to review and discuss the sprint backlogs, prioritizing the product backlogs considering the facts from the product manager.
* Participated in daily Scrum calls with the customer and update them with the project updates.
* Involved in creating gap analysis document, clearly identifying the data, business process and workflows of the organization with respect to salesforce.com implementation.
* Worked with Business for transition from Classic to Lightning – including creating Reports and Report Folder for Lightning experience as well as creating Lighting Record Pages.
* Built a custom Lightning App using Lightning App Builder and standard Lightning components, custom Lightning components and AppExchange Lightning component bundles.
* Performed GAP Analysis of the ‘as-is’ and ‘to-be’ system.
* Worked on Lightning Process Builder Flows, Connect API, Chatter and Quick Action.
* Worked with Lightning UX and assisted internal Users with transitioning from Classic to Lightning experience.
* Created Sandbox inbound and outbound connections in developer and QA Sandboxes to send and receive Change Sets.
* Responsible for redesigning the Artificial Intelligence (AI) SharePoint to make it more user-friendly.
* Transformed data to be loaded using CSVs and Data Loader – transformed date, datetime fields, picklist value columns, checkbox data, removing and ignoring null/irrelevant/garbage/undefined data and data calculations.
* Created Custom Objects and defined Lookup and Master-Detail relationships on Objects. Also created Junction Objects to establish the connectivity among Objects.
* Created Visualforce Pages with fields, buttons and using various components to invoke methods.
* Created Data Flow diagrams and Process Flow diagrams to facilitate better system understanding.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Used Jitterbit Harmony to build integrations to import data sent by vendor in CSV format into Salesforce, resolving duplicated records.
* Conducted surveys and interviews to identify areas of improvement in SharePoint.
* Strongly practiced Scrum Methodology, involved in Scrum meetings to review and discuss the sprint backlogs, prioritizing the product backlogs considering the facts from the Product Manager.
* Gathered requirements through interviews with the client and referred to existing documentation and procedures.
* Translated business requirements into functional specifications and created High Level Design documents.
* Extensively engaged in managing the project SharePoint and created a structured and logical project document repository.
* Liaison between the business client and technology team developers, system architecture and QA testers.
* Worked closely with the Project Manager to keep track of timeline and budgeting.

**Environments:** Visual Source Safe, Salesforce.com, Apex Classes, Visualforce Pages, Data Loader, Jitterbit Harmony, Workflow Alerts, Approvals, Validation Rules, Service Cloud, Sales Cloud, Sharing Rules, Reports, Standard & Custom Objects, Tabs, Email Templates, Roles, Profiles, HTML, AppExchange and Force.com IDE

**Salesforce Administrator / Business Analyst**

CVS - Waukegan, IL *(Work Remotely and On-Site)*

**August 2017 - January 2018**

**Responsibilities:**

* Made significant changes to existing Role Hierarchy, added Users to roles, groups and assigned various Sharing Rules to them.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich User interface and better interaction of pages.
* Hands-on experience with Workbench to view and query customer’s data.
* Worked with business teams to complete acceptance testing and participate in integration testing as well.
* Developed Custom Lighting Reports and Dashboards as per given requirements by the client.
* Created Custom Fields, Relationships, Field Dependencies, Validation Rules, Lookup Filters and Record Types for the Application.
* Troubleshooting Data Loader issues when Upserting data into Salesforce.
* Created a weekly project status Reports to track the project progress and observe bottlenecks for review of top management.
* Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
* Developed and configured various Reports and Report Folders for different User Profiles based on the need in the organization.
* Installed Instant Service Chat and Email from the AppExchange to let agents click to create Cases from chat and email.
* Communicated with Vendor Managers to establish communication channels for different Vendor Applications.
* Involved in creating gap analysis document, clearly identifying the data, business process and workflows of the organization with respect to Salesforce.com implementation.
* Implemented security and Sharing Rules at Object, Field and Record Level for different Users at various levels of the organization.
* Participated in daily Scrum calls with the customer and provided them with the project updates.

**Environments:** Saleforce.com Platform, Lightning UI, Salesforce APIs, Wave Analytics, Reports, Dashboards, Email, Triggers, Chatter, Sharing Rules, Validation Rules, SOQL, SOSL, Documentation, Data Loader, Reports, AppExchange and Data Tools

**Business Analyst**

**Amigo Energy, Houston, TX**

**January 2015- July 2017**

**Responsibilities:**

* Validated CenterPoint Energy’s application supporting tools, Middleware, Tools to IHPUM (Integrated High-Performance Utility Model) Heat map
* Assisted in analyzing CenterPoint Energy’s application portfolio to determine the current state and identify potential value that may be obtained through optimization of the applications.
* Assisted in analyzing CenterPoint Energy’s middleware applications to determine the current state and identify potential value that may be obtained through rationalization and cost of the tools and technologies leveraged by IT in service delivery.
* Assisted in characterizing current state of CenterPoint Energy’s application portfolio by reviewing the financial, strategic alignment, application disposition, technical and functional adequacy.
* Identify and prioritize functional capability areas with CenterPoint Energy business units with the greatest potential optimization and cost reduction.
* Assisted in defining the road map for the validation and implementation of the future state blueprints
* Gathered and document business requirements for Intranet using SharePoint 2010
* Document and develop test plans for UAT testing in HP Quality Center based on requirements
* Include tests for both graphic and data-driven results
* Review and re-design business process flows
* Maintained and updated documentation in Microsoft SharePoint
* Assist in determining user roles and authorization requirements to restricted and confidential data
* Work with business to determine reporting requirements and design report formats
* Support integration testing and user acceptance testing
* Manage track and posting of project deliverables using Microsoft Project

**Environment:**  Microsoft Office 2010 (Outlook, Word, Excel, Visio, Access), Microsoft SharePoint 2010, SQL

**Business Analyst**

**Aker Solutions,** Elko, NV

**December 2012 –December 2015**

**Responsibilities:**

* Understanding the legacy applications, talking to Business Users, documenting the ‘As is’ process, creating Business Architecture Diagrams, Process Design Documents, HLD, LLD for the new process.
* Analyzing requirements for process workflow changes, changes to data model, data transformations required, Business Rules needs, new UI requirements and determining modifications required to the existing UI screens.
* Conducting sessions on elaboration items to ensure all risks are identified, prioritized, discussed, mitigated or workaround solution decided.
* Analyzing Reporting requirements, creating Report specifications for developers.
* Conducting user story discussion sessions with business users and developers to elicit requirements, create sub user stories, decide on the acceptance criteria.
* Showcase newly developed functionality to Business user, get feedback and signoff. Ensure newly developed functionality is as per the requirements.
* Assist Business Users in User Acceptance Testing UAT. Created and maintained the Requirement Traceability Matrix (RTM).
* Created User Requirement Specifications (URS) and Functional Requirement Specifications (FRS) documents.
* Worked on data profiling and analysis and assisted in the extraction, Transform and load (ETL) process.
* Provided management with metrics, reports and schedules as necessary and participated in the design walkthroughs meeting using MS Project
* Authored progress and completion reports, which were then submitted to project management on a weekly basis.
* Collaborated with Quality Assurance Analyst in Rational Clear Quest to track defects and used Rational Clear Case to maintain consistency in the builds.
* Designed the look-n-feel requirements of the application through wire framing using MS Visio, for better illustration of the application to research team and portfolio managers.
* Performed risk analysis of the requirements to identify the key business risks areas for the project and prioritized the application development and testing.
* Developed Training Strategy, web-based training materials and conducted end user training.

**Environment:** MS Office (Word, Excel, PowerPoint), SQL, MS Visio, MS SharePoint, MS Project, SAP PLM.

**EDUCATION**

**Bachelor of Science in Computer Science**

**University of Central Punjab, Pakistan**