**Syed Ahmed**

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**PROFESSIONAL SUMMARY**

Salesforce System Admin with extensive experience solving complex challenges and creating customer-centric teams to drive bottom-line results managing highly customized Salesforce Org. Experience with CRM business processes, leads, accounts, and cases. Proficient in Salesforce.com (SFDC), including using Data Loader and Process Builder and creating profiles, roles, users, page layouts, reports, dashboards, and flows. Skilled in designing custom formula fields, field dependencies, validation rules, workflows, and approval processes for automated alerts, field updates, and email generation according to application requirements.

**WORK EXPERIENCE**

**Finning International,Inc. April 2017 to Current**

**Salesforce Admin**

**Responsibilities:**

* Administrated and monitored the company’s Salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert.
* Provide Production support to our business partners; Sales, Service, Marketing, HR and Finance.
* Manage deployments between sandbox environments
* Work with offshore teams, external consulting firms and software vendors.
* Responsible for the executing on the day-to-day configuration, support, maintenance and improvement of our CRM platform
* Good knowledge and hands on the community cloud module.
* Use Community cloud to engage the customers
* Enable communities by setup the community cloud.
* Using community cloud give a customer an easy way to interact with a company whenever and wherever they are.
* Setup and service the Service cloud
* Automate the case management using the Service cloud
* Used the Service cloud enter Web-to -Case.
* Used Service cloud voice to capture customer information from voice call
* Implemented Salesforce Development Cycle covering extensively in Sales Cloud and Service Cloud
* Plan, lead, and manage all Marketing Cloud
* Service Cloud engagements, through implementation/post-implementation support.
* Working in a SCRUM or agile environment
* Worked with Marketo.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Experience with lightning Sales,Service, Commerce, and Marketing cloud.
* Support Salesforce Lightning.
* Experience with Salesforce CPQ
* Using CPQ to set limits on your discount policy and to require different degrees of approval for discounts.
* Hands on experience with declarative programming on the Salesforce platform
* Automate Business processes with Process Builder
* Create a flow with Process Builder
* Strong Knowledge in Salesforce Administration and Customization, Data Validation, Sales, Marketing, Customer Service and Support Development team.
* Work with end users to develop needed reports and dashboards.
* Strong Hands on experience with AppExchange.
* Experienced with RemedyForce.
* Develop and maintain interfaces between Salesforce and in-house applications
* Created profiles, deployed security settings, created automatic tasks assigned to both users-partner, users-external customers, created validation rules and created workflows.
* Configuring reports and dashboards in the Salesforce
* Experience in providing and restricting access appropriately by using Profiles, Permission sets, Organization wide settings, roles, Owner based sharing rules, criteria based sharing rules and Manual sharing.
* Understanding of Visual Force Pages, Visual Force Custom Controllers Components, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Experienced with Apttus tool.
* Performed deployment using the Copado and Auto Rabbit Salesforce.
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation.
* Develop and deliver Salesforce training including maintaining the accuracy and completeness of Salesforce training materials
* Customizing salesforce.com application based on the user needs.
* Customized field & page layout customization for the standard objects like Account, contact and Leads.
* Maintained and gave permissions to communication templates based on Profiles.
* Performed Data Analysis and migrated data from SQL Server database to sales force.
* Created Reports and Dashboards as per the customer requirements.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.

**BC Ferries - Victoria, BC April 2010 to March 2017**

**Oracle Admin and Salesforce Admin**

**Responsibilities:**

* Managed Salesforceapplication user profiles,roles,permissions,generating security tokens, validation rules.
* Built custom apps and objects, formula fields, workflows and custom views.
* Developed workflow rules and defined tasks.
* Migrate the code using the Copado between Salesforce Instances.
* Developed and deliver Salesforce training including maintaining the accuracy and completeness of Salesforce training materials
* Created new fields, workflows, page layouts and complex formulas.
* Created profiles and implemented object level, field –level and record –level security and managed roles.
* Analyze current business processes, suggest improvements, validate and implement the changes.
* Worked in a matrix environment on finance/HR/Payroll/Benefits projects
* Acted as day-to-day liaison between business Subject Matter Experts (SMEs) and technical teams.
* Created and executes tests that ensure the end solution delivers the required business results.
* Drives adoption of the solution with the end user community.
* Worked closely with Business SMEs in the definition, testing, training, implementation, and support of functional requirements.
* Created a functional design to address business issues within an assigned process area.
* Process mapping (process maps).
* Data flow modeling (data flow diagrams).
* Definition of test scenarios (use cases / acceptance testing).
* Made recommendations on changes to business process and simple function enhancements.
* Functional specifications (design and configuration).
* Liaison between the business and technical teams.
* Created and defined business requirements.
* Analyzed business users need: documented requirement, and translated into system requirement specifications.
* Understanding of data migration
* Experience with SQL.
* Developed and facilitated business requirement gathering sessions with multiple stakeholders;
* Facilitate walk through meetings.
* Directed and coordinated other Business Analysts, Contractors, Developers and Testers;
* Helping in creating Functional Specification documentation from Business requirement documentation.
* Helped in preparation of test cases in from functional requirements document.
* Created a mapping between Functional Specification to Business Requirements.
* Developed and facilitated requirement gatherings.
* Analyzed business users need: documented requirement, and translated into system requirement specifications.
* Developed and facilitates business requirement gathering sessions with multiple stakeholders;
* Directed and coordinate other Business Analysts, Contractors, Developers and Testers;
* Translating business requirements for Oracle HRMS into test scripts, scenarios and conditions.
* Involved in integration testing between Oracle HRMS and third party time collection legacy application.
* Keyed and tested Oracle HRMS data on all the scenarios like Hiring, Rehiring, Intercompany transfers, promotion, demotion, terminations and so on.
* Tested real time integration and transaction updates from Oracle HRMS application to Smart Staff application.
* Conducted requirements analysis, fit-gap analysis and designed solutions to meet business requirements in multiple functional areas of Human Resources.
* Created design and Functional specification documentation.
* Solid understanding of HR disciplines business processes and workflow.
* Performed functional testing and UAT testing.
* Writing Test Plans, Test Scripts, execution of Test Scripts and deployment of Oracle HRMS.
* Performs functional testing through final User Acceptance testing.
* Tested HRIS and ERP systems including HRMS used HP Quality Centre.
* Tested a staffing requisition and vacancy adds job description and competency to the job.
* Provides 2nd level functional and technical support for end users.
* Created and Tested default job posting and recruiting sites details in Oracle iRecruitment.
* Maintained templates for the offer letter.
* Tested user record with the person record to identify the user who access iRecruitment.
* Tested and add competencies and clearances.
* Tested Manage and Personalize with Self Service Modules of Manager and Employee Self Service.
* Performed quality audits to ensure quality standards, procedures and methodologies.
* Tests run and schedule concurrent processes using concurrent Manager.
* Configures and tested SSHR.
* Worked in both test and production environments.
* Tests AME rules to restrict entering personal emails in ESS.
* Tests using Web ADI to update mass salary increases and position updates.
* Collected and analyzes data for software process evaluation or data repository requirements and improvements, and integrates them into business processes to address the needs of the business.
* Tested Oracle forms according to the Business requirements.
* Involve in test planning, writing test cases, developing test scripts, test case automation and test execution.
* Tested Workflow Administrator to search for notifications.
* Tested User ids /Passwords, responsibilities, menus, functions, and profile options etc.
* Tested organizations, locations, positions and job titles.
* Performs Setup steps for various Key Flex Fields (KFF) and Descriptive Flex Fields (DFF).
* Tested various lookups and Value sets.
* Tests custom responsibilities for Core HR based on different Security Profiles, modified menu selection as per customer requirements and assigned to users.
* Part of testing that conducted Systems Integration Testing (SIT) for Oracle HR system feeding to Smart Staff, Maximo, in-house Gross Pay and Time Collection applications.
* Tests Users/Responsibilities, Menus, Functions, Custom Forms, Task Flow, Task Flow Nodes and Profile Options.
* Works with software architects, developers and business leaders throughout the software development life cycle to develop software functional test cases and test scripts.
* Prepares End User Training Manual.
* Creates classes, course, sessions and offerings in OLM and tested question Bank, online test and learning path.
* Tests resources in OLM add and delete and cancel enrolments.

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**Ministry of Citizens Services - Victoria, BC February 2010 to April 2010**

**QA Analyst**

**Responsibilities:**

* Review requirements for testability.
* Involved in the Functional implementation of Oracle E-Business Suite R12.1 Financial Management Systems.
* Ensure software is functioning according to requirements.
* Ran SQL Queries and statements.
* Delivered operational analysis, business process re-evaluation, user training, and testing of modules.
* Addressed operational problems, concerns, and questions posed by users.
* Maintained proactive interaction with the client to understand business practices to aid in system configuration.
* Wrote test cases in HP Quality centre and linking with the requirements.
* Logged the defect in Quality Centre.
* Responsible for full functional test lifecycle, including writing, scripts, conditions and test documentation.
* Identify, analyze, and document defects and inconsistencies.
* Worked with programming staff to identify QA issues.
* Defined document, develop and execute tests case or scripts.
* Closely working with the developers.
* Maintained and enforced QA procedures and standards.

**JEA Pension - Victoria, BC November 2008 to December 2009**

**BA and QA Analyst**

**Responsibilities:**

* Developed and facilitated requirement gatherings.
* Liaison between the business and technical teams.
* Created and defined business requirements.
* Analyzed business users need: documented requirement and translated into system requirement specifications.
* Developed and facilitated business requirement gathering sessions with multiple stakeholders;
* Participated and facilitate the walk through meetings.
* Directed and coordinated other Business Analysts,Contractors,Developers and Testers;
* Helping in creating Functional Specification documentation from Business requirement documentation.
* Helped in preparation of test cases in from functional requirements document.
* Created a mapping between Functional Specification to Business Requirements.
* Planned, document, and execute black-box testing of enterprise level software platforms.
* Wrote Test Plans and Test Cases.
* Upgraded and developed maintenance procedures for pension administration and calculation.
* Identified, analyze, and document defects and inconsistencies.
* Used Virtual machines in a test environment.
* Managed technical risks affecting the testing.
* Executed functional, system, and performance tests to achieve optimal test coverage.
* Tested our software for compatibility with modern operating systems.
* Created Documents, which includes the Test Summary Results, tasks Risk Assess and Testing Signoff.
* Created and following pre-release QA checklists.
* Involved in the complete Software Development Life Cycle (SDLC).
* Involved heavily from find bugs till its resolution.
* Tested software by comparing operation to documentation.
* Created traceability matrix, testing scenarios, test cases, test execution plans and logging defects with follow through to resolution.
* Recommended modifications, and additions to software features.
* Maintained QA procedures and standards.
* Ran SQL Queries and statements.
* Worked with software architects, developers and business leaders throughout the software development life cycle to develop software functional test cases and test scripts.
* Performed regression testing after quick fixes.
* Participated in Walkthrough and defect report meetings periodically.
* Identified, troubleshoot, and characterized product quality issues.
* Reviewed hardware, operating systems, networking environments, and competitor software.
* Ability to identify testing dependencies and risks, ensuring that they are effectively managed and mitigated.

**Bloor View Kids Rehab – Toronto, ON February 2007 to October 2008**

**Application Analyst**

**Responsibilities:**

* Defined, document, develop, and execute black-box testing. Includes the development and execution of test plans, test strategies, and test cases.
* Assisted in writing Test plan and plan Test strategy.
* Configured software by comparing operation to documentation.
* Documented detail test plans, test cases expected results and tracing the test cases to the requirements.
* Installed virtual machines for tests, and set up new testing environments with different operating systems and SQL Server.
* Identified, analyze, and document defects, questionable functions, and inconsistencies in software.
* Performed functional testing.
* Performed functional testing through final User Acceptance testing.
* Extensively involved in finding and re-testing bugs and create a bug report.
* Identified, analyzed, and documented defects and inconsistencies.
* Was also involved in manual testing of all the screens and testing the end point values with both fixed and varying precision.
* Manual Testing of fixed and updatable data into the database was also performed. Database connectivity/security check was also performed.
* Ran SQL Queries and statements.
* Primary responsibilities involved writing Test Plan Requirements and then formalizing those requirements into viable Test Plans along with import of Test Plans into Quality Centre.
* Responsible for setting up the test environment and documenting in the test strategy document.
* Documented manual testing and keep track of defects found during testing.

**Wells Fargo, CA - USA January 2006 to December 2006**

**Application Analyst**

**Responsibilities:**

* Tested a variety of web applications both internal and external facing.
* Defined, document, develop and execute tests case or scripts.
* Wrote Test scripts and executed them.
* Understanding and knowledge of TSYS and their TS2 and TS1 technology platforms.
* Defined, document, develop, and execute black-box testing. Includes the development and execution of test plans, test strategies, and test cases.
* Implemented software by comparing operation to documentation.
* Be able to work on projects individually or as part of a team.
* Involved in complete bug life cycle from finding till the resolution.
* Supported Bug tracking meetings with development team and QA team.
* Identified, analyze, and document defects and inconsistencies.
* Performed High Level Regression testing and User Acceptance Testing.
* Recommended modifications, and additions to software features.
* Performed testing on different scanner types for the application. (Ex: Panini Scanners, RDM Scanners and Page)
* Performed functional testing through final User Acceptance testing.
* Performed Black Box testing and worked with Web Based application.
* Reviewed hardware, operating systems, networking environments, and competitor software.
* Performed testing in different environments like UAT and Prod fix that support the application.
* Supported every Production install with QA team group.
* Worked closely with the developers to resolve the issues.
* Responsible for all aspects of running a web site and web application.

**Education: Bachelor of Science**

**Diploma in Computer Networking**