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|  **Name: Syed Zaheer****Email :jobszaheersf@gmail.com** **Phone : 786-529-4006**  |  C:\Users\Unitech\Desktop\SFDC ADM 201.png   |

**Professional Summary:**

* 7+ years of experience in IT industry which includes experience in Salesforce.com CRM Platform as Administrator and developer in Salesforce.com and **Lightning Platform using Lightning Components, Lightning Web Components** included Lightning pages, apps, Bundle, Events etc.
* Experience on **MVC** Framework and **Lightning** Framework
* Working knowledge on **DevOps tool VSTS**
* Working the process for release management in the **VSTS DevOps** too including **CI/CD.**
* Created on **Spark Kafka, Performance Tuning**, JavaScript Frameworks, Apex Design Patterns, Salesforce security model
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions
* working on the **Angular JS, Bootstrap, CSS3, REACTJS**
* Working with **Maintain infrastructure** and web services developed including security (1 way and 2 ways SSL), along with all other customized tools across the [salesforce.com](http://salesforce.com/) applications.
* Lightning components and added Design Parameters from **Lightning Design System** (LDS) Customized Lightning components were built using Java script on client side and Apex on server side.
* Experience in Administration, Configuration, Implementation and Support of sales force CRM and sales force SFA applications based on Apex Language and leveraging Force.com Platform world’s first commercial Software as a Service (SAAS) application running in Cloud Computing Environments.
* Provided customer with best practice solutions as related to Salesforce.com and CRM.
* Extensive expertise in SFDC development using Visual Force Pages, Visual Force components, Force.com IDE, SOQL, and SOSL.
* Experienced with Sales Cloud, Service Cloud, Call Center, Chatter and App-exchange.
* Hands on experience with Apex Language, Apex Trigger, Apex Class, Test Methods, Web Service, and Visual force Pages, Visual force Components Controllers. Experience in Software Testing Projects, SQL Server.
* Implemented complete application design and development process in Salesforce.
* Experience in data migration using Salesforce data loader and import wizard.
* Experienced in developing HTML pages with Java script validation for Web to Lead, and Web to case.
* Extensive experience in business CRM process like Forecasting, Campaign Management, Lead management, Pipeline Management, Account Management and Case management.
* Developed Custom Controller, Extensions, Triggers, Test Methods, and Web Services.
* Excellent communication and inter-personal skills, experienced working with both large and small teams.
* Worked with **WSDL, BULK API, callouts, and Web services**.
* Implemented Salesforce.com with other internal/external applications using **SOAP** and **REST** based web services.
* Worked in using **Developer console** and **Debug logs** for debugging apex methods.
* Worked in all phases of Software Development Life Cycle (SDLC) like requirement **analysis, architecture and design, development, testing and post implementation** revisions.
* Work within an Agile Scrum and Devops model.
* Good knowledge on Case Assignment, Knowledge Management and Case escalation rules
* Excellent Salesforce Customer Community Portal experience, to fully leverage Portal capabilities in support of new requirements.

**Education & Certifications:**

* Bachelors in Computer Science from India
* Sales force Certified Developer.
* Sales force Certified Administrator

**Technical Skills:**

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| **Programming Languages** | C, C++, C#, Java, Apex. |
| **Databases** | SQL, SOQL, jQuery, DB2, MYSQL, Oracle etc. |
| **Operating Systems** | Windows 10/8/7/Vista/XP |
| **Scripting Languages**  | JavaScript, CSS |
| **Web Technologies** | Web services, HTML, XML, CSS and JavaScript |
| **SFDC Tools**  | Apex Data loader, Force.com Apex Explorer, AJAX tool kit, JQuery,Force.com Migration Tool, Force.com Excel connector and Force.com Eclipse IDE Plug-in |
| **SFDC Technologies** | Force.com platform, Custom Objects, Workflow & Approvals, Validation Rules, S- Controls, Apex Classes/Controllers, Test Classes, Triggers, SOQL, SOSL, Visual Force (Pages, Components), Sandbox development & Testing, Reports, Dashboards, Analytical Snapshot and Data Migration |
| **Custom Integration** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Cast Iron web sphere Integration, Custom labels and Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application and Sandbox data loading |
| **Analytics** | Wave/Einstien |

**Professional Experience**

**GM Motors, Detroit, MI Apr 2019 to till date**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Worked on various Salesforce.com standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Agile Development Methodology was followed for the implementation
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects and Developed UI containing angular/JQuery in Salesforce
* 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.
* Used ServiceMax App Exchange functionality in salesforce for developing the application used as service cloud.
* Experience with implementing Salesforce Field Service Lightning (FSL) product, FSL Mobile, or a like Field Service product.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Worked with SOQL, SOSL, Visualforce, APEX, ETL, SOAP API Force.com and Web services API.
* Used Canvas tools and JavaScript API's to integrate a third-party application in Salesforce
* 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.
* Created and developed Wave Apps, Datasets, Lenses and Dashboards in Einstein Analytics.
* Introduced to Wave Analytics and worked with prebuilt Dashboards and Wave app for data isolation, sales cloud, service cloud, marketing cloud Salesforce Cloud Commerce (SFCC) to create custom reports, and opportunity development as per business requirement.
* Used ServiceMax App exchange field service Lightning (FSL) for efficiently managing the customer contracts.
* Integrated batch updates to SQL Server 2014 to Salesforce and vice versa using .net code written in C#.
* Integrated Pardot with Salesforce and used Pardot marketing automation to gain new referrals.
* Involved in Service cloud and Sales cloud for Implementation/Customization.
* Managed and maintained Marketo marketing automation platform.
* 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.
* Provided architecture strategies, business process mapping, data mapping, functional and technical solution design documents to implement complex business requirements.
* Used GitHub for version control and Source tree for branch management and check ins.
* Worked with Salesforce CPQ and CLM development and implementation.
* Worked SalesForce and MuleSoft integration and connected to ERP System
* 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.
* Working on Tableau reports implementing the Salesforce data analytics.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics.
* Worked with Steelbrick CPQ and configured DocuSign.
* Created application with Angular Js, NodeJs and Deployed on Heroku.
* 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.
* Worked on Integration, Heroku Connect, Postgress SQL by establishing connections from salesforce to Heroku to split the orgs with respective filter conditions approved by business.
* 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.
* Code Coverage to make sure all or maximum apex code covered in servicemax application functionality
* Migrated data from Traditional Applications to Salesforce using APEX Data Loader and Informatica on Demand.
* Designed and Implemented Visualforce pages, Components, Events to use them on the health cloud Console.
* Developed enterprise Einstein Analytics strategy to replace the tableau dashboards
* Utilized Node.js, React and Angular for scalable website architecture and real-time technology.
* Developed Salesforce Lightning applications using Lightning web Components, Controllers and Events and used custom CSS in the components.
* Used ServiceMax App exchange field service for efficiently managing the customer contracts and configured relations between servicemax and SFDC.
* Implemented Pardot B2B Marketing Automation platform for lead generation/nurturing.
* Worked on installing and integrating ApttusCPQ and Apttus approvals package with Salesforce Sales process.
* Developed various integrations using Mulesoft as per the User Acceptance Criteria defined by the business users. Demonstrated key Functions to End Users of Salesforce Health Cloud
* Worked on Salesforce and Heroku Integration. Working on Heroku and Postgres Database.
* Created User Interfaces using HTML, CSS, NodeJS, bootstrap and JavaScript.
* Installing AppExchange products like Conga Composer, DupeCatcher, Salesdesktop, Apttus CPQ tool
* Integrated web services and messaging systems with Mulesoft ESB.
* Enforced live agent as part of case management implementation inside the service cloud, Commerce Cloud (SFCC).

**Environment:** Saleforce.com platform, Apex Language, Visualforce Pages, FSL, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Jitterbit, Marketing Cloud, Health Cloud, Pardot, Mulesoft, Marketo, PostgreSQL, Heroku, Sales cloud, NodeJS, SFCC, ServiceMax, Lightning design system (LDS), Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**City Bank,** **New York City Oct 2017 – Mar 2019**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Upgraded from Legacy environment (Salesforce Classic) to Salesforce Lightning.
* 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 web 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.
* Provided Production support to Tableau users and Wrote Custom SQL to support business requirements
* Manage the implementation of all Pardot forms to ensure proper tracking, integration and data quality.
* Worked on Heroku Connect to migrate metadata between organizations
* Constructed RESTful API's using PHP, Node.js, and MySQL/PostgreSQL.
* Worked with Passport and JSON web tokens for authentication and authorization security configurations using Node.js.
* Responsible for Business Process Mapping and Data Mapping for Data Migration from Legacy System to Salesforce database for Contacts, Orders Activity, Service Requests and Attachments.
* Built, measured and managed company marketing campaigns within Marketo, a marketing automation software. Configured the GitHub to maintain the different versions in common development environment.
* Validating the Field Service Lightning (FSL) functionalities using ServiceMax.
* Developed Interactive Voice System Automation using Salesforce, PDI and .net Web service.
* Working on Java, j2ee, Node js, Angular Js, Java Script and Hybris.
* 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 web Components and used Lightning Design System to convert existing Visual force pages to lightning components.
* Provided Production support to Tableau users and Wrote Custom SQL to support business requirements
* 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. Data migration and updates through the tool provided by Sales force.com and Copado tools.
* Experienced in handling the functionalities related to the Sales Cloud, Service Cloud and Marketing Cloud.
* Worked on different sandboxes for developing, testing along with deploying to the production using Blue Canvas and Change Sets.
* Created customized pdf files by using visual force pages and Apex classes then attached to the DocuSign templates and sent directly to the users.
* Delivering implementations on the Salesforce Commerce Cloud (SFCC) platform for major worldwide brands.
* 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 API 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, Docu sign etc.
* Responsible for the creation of custom Apps, and Reports using the Salesforce CRM cloud computing model.
* Validated ETL mappings and tuned them for better performance and implemented various performance and tuning techniques.
* Wrote SQL Queries in Heroku to ensure data integrity between the systems.
* Worked on Rotating and expiring the ads for different products in marketing cloud.
* Exposed other outside applications over Salesforce utilizing Canvas applications.
* Built SF1 quick action Visual force pages using lightning web 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.
* Used Conga app to generate invoice for the hardware products and used EchoSign app for the approval from the concerned teams.
* Integrated salesforce with DocuSign for secure signing of documents
* Installed the Call Center Applications and allowed the end users to maintain a track history of customer’s complaints.
* Used Copado for automated testing, continuous integration and continuous deployment
* Worked with proficiency in diverse facets of business analysis, including Business Process Mapping, Technical Architecture, and Workflow Analysis.
* Integrated SFDC and AWS PostgreSQL using HEROKU connect for data sync related to Orders and also data virtualization for voice recordings.
* Distributed version control system that makes it easy for you to collaborate with your team using GitHub, Salesforce Cloud Commerce(SFCC) , Worked with Trello Ticket handling system
* Experience in integrating Salesforce with ERP applications like SAP using Informatica on Demand
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.

**Environment:** Salesforce.com, Force.com, Data Loader, Apex Classes, Servicemax, Controllers, Triggers, Visualforce, Sales Cloud, Marketing Cloud, Service Cloud, Data Migration, Pardot, Marketo, Rest API, Docusign, PostgreSQL, Soap API,Heroku, NodeJS, SFCC, Informatica, SOQL, SOSL, Workflow & Approvals, Java Ant, Custom Reports, Dashboards, Oracle, Windows.

**SEI INVESTMENTS, DENVER, CO April 2016 – Sep 2017**

**Sr.Salesforce Developer**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Used field level security along with page layout to manage the visibility and accessibility of fields for different profiles.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Leads, opportunities, Reports and Dashboards.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Developed and Customized User interface in Salesforce.com using Visualforce, Apex controllers and Force.com IDE .
* Implemented Email-to- Case, Case Escalation rules, Case Assignment rules for service request automation.
* Worked on SOQL and SOSL statements within custom controllers, extensions and triggers by following the Governor limits in Salesforce.com.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions and Apex triggers, API integration for various functional needs in the application using the Eclipse IDE .
* Managed Service Cloud components including Service Console, Partner portal , Call Center, CTI integration, Customer Portal, Live agent, Knowledge Base and Entitlements
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visualforce Pages to suit to the needs of the application.
* Regularly keeping track on client’s requirement to achieve their organization business goals.
* Effective in use of Git-Stash for version controlling and JIRA Bard for issue tracking.
* Worked closely with senior management on a Specific track to meet goals and Documented process work flows reflecting interactions between all software within IT identifying how information is processed and what forms of communications are used.
* Involved in migrating the data from Oracle database to Salesforce application using Apex Data Loader , also used Data Loader for insert, update, and bulk import or export of data from Sales force Objects.
* Responsible for Continuous Integration (CI) and Continuous Delivery (CD) process implementation using Jenkins and Project Management tool as JIRA.
* Individually worked on creating and implementing the Web-TO-Case functionality to solve and track customer issues.

**Environment:** Salesforce.com, Security Controls, Assignment rules, Escalation rules, Record types, Custom objects, Ape, Community and Partner Portals, Visualforce Pages, Jenkins, Jira Tooling API, Eclipse IDE.

**C&J Energy Services, Houston, TX Oct 2015 – Mar 2016**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Designed and developed Visualforce Pages to meet various functional needs.
* Created the company profile, set up new users, defined roles and set up public groups, involved in setting up field level access for each custom object created based on the user's role within the Organization.
* Utilized Apex Classes, Controllers and Apex Triggers for various company specific functional needs in the application.
* Created Dashboards and Dashboard Components and implemented multiple levels of Dashboards and scheduled Dashboard refresh.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quantity and data consistency.
* Worked as administrator to maintain Application Level Security and involved in discussions to implement System Level Security configured Single Sign-on.
* Created Custom objects , fields according to the requirements of business which are useful in the validation of entitlements
* Good experience in development and maintenance of Sales & Service clouds.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on SOQL and SOSL queries.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements.
* Involved in Salesforce.com Application Setup activities and customized the objects to match the functional needs of the organization.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail page and edit pages.
* Created workflow rules and defined related actions, time triggered tasks, email alert, field updates to implement business logic.
* Built package.xml and deployed components to sandbox and production instances using Force.com ant migration tool, Workbench and Change Sets.

**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, Sandbox, Workbench, Data Loader.

**Connectica Software Technology Ltd, India August 2013 –Sep 2015**

**Java Developer**

**Responsibilities:**

* Developed java scripts for all client-side validation and developed User Interface (GUI) using JSP, CSS, JSTL, and XSL.
* Responsible for analysis, design, development, and integration of UI components with backend using J2EE technologies such as MVC framework, Servlets, JSP and JDBC for database connectivity.
* Worked on Agile Methodology to meet timelines with quality deliverables.
* Implemented the presentation layer using Struts MVC framework.
* Creating HTML Web pages utilizing JavaScript and CSS.
* Involved in High Level Design and prepared Logical view of the Application.
* Created Data Source and deployed web application in the WebSphere application Server.
* Used Version Control Tool SVN to perform Checking-out and Checking-in of codes from the repository.
* Developed user interface using JSP, HTML, CSS, and JavaScript to simplify the complexities of the application and worked on XML parser and XML beans as well.
* While using spring as Application Level Framework, hibernate is used as persistence Framework.
* Design and implementing Model view controller (MVC) architecture using spring framework.
* Wrote Hibernate classes, DAO's to retrieve & store data, configured Hibernate files.
* Used Jenkins Jobs for build automation to compile and generate EAR and WAR files.
* Involved in raising questions for business, getting answers from them, bug fixing, and tracking is done by JIRA.
* Developed RESTful web services using JAX-RS, Apache CXF and spring frameworks and persistence using Hibernate and JPA ORM frameworks.
* Jersey implementation of JAX-RS is utilized to develop RESTful Web services.
* Consumed RESTful Web services (JAX-RS) provided by different vendor to use for Address verification and validation.
* Used Maven for build, cruise control is used continuous building.
* Used SVN as version control system for source code and project documents.

**Environment:** JDK, Java, Struts, Hibernate, Web Services, Servlets, JSP, JDBC, XML, JavaScript, Core Java, ANT, MAVEN, AJAX, CSS, Oracle, Web Logic, UNIX, PL/SQL Developer, JUnit, Agile, Eclipse IDE