Name: Nazish Syed

Address: Hyderabad, Telangana
Mobile No: (+91) 7020618725

E-mail: NazeshSyed@gmail.com

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**Overall Experience:**

* An Application Architect/Lead Salesforce Developer/Salesforce Consultant with almost **7 years** of Salesforce experience and overall, around **10 years** of experience in Software Development.
* **4+ years’** Experience **Lightning Web component and Lightning aura component**
* **8x Salesforce and 1x Veeva,** **1x Copado**, 1x Trailhead Ranger and 4xSuperBatch Specialist Certified Developer/Consultant in salesforce ecosystem
* Experience with Agile development methodologies and **Scrum Certified Developer**.
* End to end project implementation for **Sales cloud, Service cloud**, **Community cloud, Health Cloud**, **Field Service Lightning**, **Veeva CRM** and Conversation Cloud**.**
* Experience in Integration of SFDC with **Docusign**, Zoominfo, ClientPoint, Callbox Hubspot, Ring Central, LinkedIn Sales Navigator, Marketo, **Conga Composer, LivePerson Conversation Cloud**, Gmail for Salesforce, Lightning Connect and Mulesoft Integration.

**TECHNICAL SKILLS:**

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| **Customization** | Apex Classes, Apex Triggers, SOQL, SOSL, Lightning, Data Modelling, Custom Setting, Custom Meta Data, Process Builder, Workflow, Salesforce Flow, Unit Testing. Profile & Permission set, OWD, Sharing Rule, Batch & Schedular Apex |
| **User Interface** | Lightning Aura component, Lightning Web component, Visualforce, SLDS, JavaScript, AJAX, CSS, HTML, App Builder, Page Layout, jQuery, Angular,  |
| **Integrations** | Apex Web Services, REST API, SOAP, WSDL, Force.com, JWT, Data integrations, OAuth, SSO, MuleSoft, Lightning Connect |
| **Deployment & Migration** | Sandbox Management, Data loader, Workbench, Salesforce DX, Manage & Un-manage Package, Change-set, Git, 2GP Unlock Packages, 2GP Manage Package, **Copado and Azure Devops**, ANT migration, Changeset, ETL Data Extraction, Dataloader.io |
| **Sales Cloud** |  Lead, Account, Contact, Activity Management, Web to Lead, Lead & opportunity business Process, Email Template, configuring validation rules, automation, record types, page layouts, Reports and Dashboard, Third party integration like ZoomInfo, Callbox HubSpot, LinkedIn Sales Navigator, Marketo, Gmail for Salesforce, Docusign for Digital signature, other AppExchange packages. |
| **Service Cloud** | Case Management, Case Aassignment and Routing, Case Escalation, Entitlements and Milestones, Custom Routing, Omni channel, Service cloud console(for classic & Lightning), Web to Case, Email to Case, Self-support community, Knowledge Management, Integration with Live Person Conversation Cloud, Contact Center Management using Salesforce Connect, Einstein Bot |
| **Experience Cloud**:  | Community cloud License type, Community User Setup, Sharing Set, Customer support community/Self Service portal, Partner Communities, Customization in community using Lightning Aura component/LWC |
| **Veeva**: | Veeva CRM, Veeva Vault, Veeva Link, Event Management, Call Management, Accounts, Territory Management, User Management, Account Plans, Coaching reports, Product Metrics, Order Management, Medical Discussions, Medical Inquiry Request, Veeva Align, Veeva Network |

**Trailhead**:

<https://trailblazer.me/id/nsyed1>

**Education and Certification**

* **Salesforce Certified Application Architect**
* **Salesforce Certified Sharing and Visibility Architect**
* **Salesforce Certified Data Architect**
* **Salesforce Certified Service Cloud**
* Salesforce Certified App Builder
* **Salesforce Certified Platform Developer II (501)**
* Salesforce Certified Platform Developer (401)
* Salesforce Certified Administrator (201)
* **Veeva Certified Associate White Belt**
* 1x Trailhead Ranger
* 4x SuperBatch Specialist
* Certified Scrum Master (CSM)
* Certified Scrum Product Owner (CSPO)
* Certified Scrum Developer (CSD)
* InRiver Certified Developer
* Bachelor of Engineering (Computer Science) in 2013
* Diploma in Computer Science from Govt. Polytechnic Amravati 2009.
* S.S.C from Maharashtra Board in 2005.

**Work History:**

**PepsiCo/Frito Lay (US & Canada)**

**Environment**: **Field Service Lightning, LWC,** Apex**, Copado** Trigger, Process Builder, Batch & Schedule Apex, Report & Dashboard, Data loader, unit testing

**About Client**: Frito-Lay is an American [subsidiary](https://en.wikipedia.org/wiki/Subsidiary) of [PepsiCo](https://en.wikipedia.org/wiki/PepsiCo) that manufactures, markets, and sells [corn chips](https://en.wikipedia.org/wiki/Corn_chips), [potato chips](https://en.wikipedia.org/wiki/Potato_chips), and other [snack foods](https://en.wikipedia.org/wiki/Snack_foods).

**Project Requirement:** Project involves creating highly customized and enhanced Field Service Lightning Application to help Frito Lay to Manage the 23,000 delivery specialists (also known as local drivers) who drives a box truck to deliver our products from our facilities to our stores.

**Responsibilities:**

* Design, build, and support Salesforce customized **Field Service Lightning Application** to increase the efficiency of the organization
* Create Enhanced application **LWC** to extend and customize feature of FSL like for Employee Absence Coverage Planning, managing employee breaks(meal/personal), automatic time entry based on Service Appointment etc.
* Automation **Schedule generation** monthly and weekly through batch processing.
* **Integration** with various 3rd Party like Employee Central for user creation and management
* Architecture and created multiple lightning components and **LWC** to enhance the existing functionalities.
* Managing and maintaining **Account, Service Territories, Route, Service appointments, Maintenance Plan and Work Orders** for the delivery specialist.
* Creating Custom Apps in LWC, **Custom fields, Profiles**, Applying **Sharing Rules,** Handling **Page Layouts, Search Layouts,** and **Related List** and defining **Field Dependencies, Custom Buttons, Validation Rules, Workflows, Approval Processes.**
* Configured and assigned **Permission Sets**
* Manage deployment and feature using **Copado** and **Azure Devops**
* Perform various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, architecture design, development, deployment and maintenance of highly dynamic enterprise applications.

**Navomi Inc,**

**Environment**: Sales Cloud, Trigger, Visual Force, Process Builder, Batch & Schedule Apex, Report & Dashboard, Data loader, REST API Integration, Connected App and Changeset

**About Client**: A NAVOMI helps clients identify, architect, implement, and manage the digital transformation of their cloud infrastructure through innovative, differentiating, and economies of scale.

**Project Requirement:** Creating **customized Sales cloud implementation** for managing and standardized internal Sales operation.

**Responsibilities:**

* Implemented End to End implementation as single handedly in all development cycle i.e., Requirement gathering, development, unit testing, handling UAT and go live and post live support.
* Previously Navomi Sales team used to work isolated environment with Spreadsheet for maintaining Lead Information, performing calls & meeting with prospects. No sales activities history was maintained and it was difficult to track performance for Agent for higher Manager and direction and outcome of Campaign.
* Working with directly Sales Manager for taking requirement and converting them into Sales Cloud implementation that works and meet the expectation of stakeholder and provide great impact in business process
* Inbound Lead management from Navomi Wordpress website using **Web to Lead**.
* Lead, Account, Contact and activity management.
* Data migration from different system using **Data Loader and Import Wizard**.
* Customization using Apex, Trigger, Lightning Aura component, Page Layout, validation rule.
* Handling deployment using Package and change-set
* Integration with **Zoominfo** with SFDC to provide market insight for Sales team and it can help them to run campaign, making call, email blast directly from Salesforce using **Zoominfo Engage** and log the activities against Lead & Contact in SFDC automatically
* Create **custom REST API** integration with **Callbox Hubspot** using Callbox REST API to import the Lead and activities to SFDC.
* Create **Reports and Dashboard** for Lead activities for tracking the performance of Agent and outcome of Campaign.
* Implement **Single Sign on** for Navomi Sales team for managing identity using **gSuite**
* Performing data import as part of bring data onboard from partner organization like Veeva and Mulesoft.
* Implementing **Gmail for Salesforce integration** that helps Reps to Log email and meeting in SFDC with Leads and contact on the go without Leaving Gmail.
* Implementing **ClientPoint** with SFDC for Paperless Proposal generation that helps Sales Team to generate the proposal and estimation with ease and close deal fast
* Perform smooth deployment and migration from Sandbox to production.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.

**Sunday Sky**

**Environment**: **Sales Cloud**, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader, **Manage Package, REST API, Connected App**

**About Client**: SundaySky is transforming CX engagement for Fortune 500 B2C brands, enabling them to deliver video-powered experiences at critical moments along customer journeys that engage, educate and inspire consumers. Sunday Sky offers unique platform where Videos are generated dynamically like Web page. They are pioneering robust data-driven technology and leveraging the expertise of our diverse team to push the market forward and transform the brand-customer relationship.

**Project Requirement:** Creating **highly scalable AppExchange Manage Package** for Sunday Sky Salesforce customer.

**Responsibilities:**

* SundaySky used to integrate with customer using spreadsheet via FTP system.
* Created the unified solution for Sunday Sky that will work for all of their customer for fetching data using **AppExchange package**
* Create **manage package that having REST API** implementation that provide data to Sunday Sky into Json format **REST API webservice**.
* Create implementation that provide data to Sunday Sky into **Json format**.
* Creating custom UI in **LWC** for Sunday Sky customer that helps then to configure which data (**standard, custom object and their fields and relation**) they want to export to Sunday Sky.
* Managing source code, migration and **building Manage package** from source code using **Salesforce Dx**
* Creating **User Manual document** that helps Sunday Sky document to install Manage package and setup user access for Sunday Sky so that they can provide data to Sunday Sky
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.

**IDFC First**

**Environment**: **Sales Cloud, Service Cloud, Community Cloud**, Trigger, Visual Force, Web Services, Workflow, Batch & Schedule Apex, Report, Data loader, **REST API**, **Mulesoft**

**Description**: Capital First Limited is a NBFC with multiple lines of business (LOB) for financial lending solutions. Each LOB uses different IT systems and business processes to run the overall business. Customer information is lying in different silos. The objective for introducing CRM is to provide a “single view” of the customer across the organization to all the stakeholders right from the first customer data entry into the system, movement of the customers case through various validation processes, to the loan disbursal and ensuing customer lifecycle - thus giving a “cradle to grave” information view of the customers association with Capital First. The additional business benefits of this CRM system will be to offer opportunities to “cross-sell” and “upsell” to the customer and maintain this customer “for life” through the customers life stage.

**Responsibilities:**

* Implementation of **Sales cloud, Service Cloud and Community Cloud**
* Customizing and developing the applications as per requirements.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Creating objects, fields, users, profiles, roles, reports, dashboards, custom setting, sharing rules, validation rules, workflows, approval process, page layouts, apex trigger, apex classes, test class etc.
* Creating test classes and achieving more than 80% code coverage.
* Implementing data security/visibility using OWD, sharing rules, permission sets etc.
* Integrations with 3rd party system using different mechanisms like Web Services, SOAP, REST
* Creating BRD (Business Requirement document), writing use cases, Testing Scenarios estimation, Impact Analysis.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Used the sandbox for testing and migrated the code to the deployment instance after testing using Changeset
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development

**Live Person**

**Environment**: **Conversational Cloud**, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader, **Salesforce DX, Manage Package**

**About Client**: LivePerson is a publicly held, global technology company that develops conversational commerce and AI software. Headquartered in New York City, LivePerson is best known as the developer of the Conversational Cloud, a software platform that allows consumers to message with brands. In 2018, the company announced its AI offering, allowing customers to create AI-powered chatbots to answer consumer messages, alongside human customer service staff.

**Project Requirement:** Creating **highly scalable AppExchange Manage Package** for Live Person Salesforce customer.

**Responsibilities:**

* Creating solution for building highly configurable Salesforce **widget for LP conversational cloud**. That **help agents to map cases with customer account, contacts record directly from LivePerson**.
* Customization using Apex, SOQL, Visualforce, Custom object, Custom setting, Page Layout etc
* Create Manage package that can be distribute to serve multiple clients
* Designing **source management** and **package development** strategies for serving widget to **multiple Live Person Clients**.
* Creating **Manage package** for widget distribution and work on **Appexchange security Review** for Manage Package to get listed on Appexchange.
* Create POC and successfully **implement 2GP Manage Package** for serving multiple clients with customize feature in widget.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.
* Work directly with Stakeholder and independently perform development, testing, implementation and documentation relates to the SalesForce.com development

**Abbott Laboratories**

**Environment**: **Health Cloud, Sales Cloud**, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader

**Description**: Abbott Laboratories is an American multinational medical devices and health care company with headquarters in Abbott Park, Illinois, United States. The company was founded by Chicago physician Wallace Calvin Abbott in 1888 to formulate known drugs; today, it sells medical devices, diagnostics, branded generic medicines and nutritional products. It split off its research-based pharmaceuticals business into AbbVie in 2013.

**Responsibilities:**

* Designing and implementation Force.com implementation of **Sales Cloud**, **Veeva CRM** including various third parties’ integration like DocuSign etc.
* Designing and implementation of Sales process, Order Management with Digital Signature processing using **Docusign**.
* Implemented **Veeva CRM Event management, MSL, Medical Discussions, Medical Inquiry Request**
* Designed, developed and deployed Apex Classes and Test classes, Controller Classes and Apex Triggers, validation rules for various functional needs in the application.
* Developed various Batch Apex classes and scheduled those using Apex Schedulable classes on daily basis.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Managing development and deployment process for different module parallel to achieve consistency and required sensitive deadlines.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.

**Mead Johnson Nutrition (Reckitt Benckiser)**

**Environment**: **Life Science, Service Cloud, Community Cloud, Sales Cloud**, Lightning Aura, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader

**Description**: Abbott Laboratories is an American multinational medical devices and health care company with headquarters in Abbott Park, Illinois, United States. The company was founded by Chicago physician Wallace Calvin Abbott in 1888 to formulate known drugs; today, it sells medical devices, diagnostics, branded generic medicines and nutritional products. It split off its research-based pharmaceuticals business into AbbVie in 2013.

**Responsibilities:**

* Successfully owned and managed SFDC VEEVA platform, worked on Salesforce, Veeva CRM application and Veeva Vault.
* Worked with different Standard and Custom SFDC objects like Accounts, Call, Call2 Details, Territory, Order, Order-line, Users, Cases, Reports and Dashboards etc.
* **Created self service** community for customer to raise the support ticket.
* Create the **customized agent console** in **Visualforce and Lightning Aura** for agent to work on Support cases.
* Worked on development, enhancement and support of custom APIs, custom APEX components and controllers, Visual Force pages, Apex Triggers.
* Created workflows, page layouts, email templates, profiles, roles, validation rules, workflow rules and defined related tasks, time-triggered tasks, email alerts, filed updates to implement business logic.
* Created various Custom Reports for standard objects as well as custom objects to give complete detail overview of data.
* Getting Involved with Veeva for Support related activities.

**Zycus**

**Environment**: **Sales Cloud, Apex, Lightning Aura Component**, Report and Dashboard, Process Builder, Data loader, REST API, Connect App, JWT Token, web service, **Marketo Integration**

**Description**: Zycus is a leading global provider of A.I. powered Source-to-Pay suite of procurement performance solutions. Their comprehensive product portfolio includes applications for both the strategic and operational aspects of procurement- eProcurement, eInvoicing, Spend Analysis, eSourcing, Contract Management, Supplier Management and Financial Savings Management.

**Responsibilities:**

* Designing and implementation Force.com implementation of Sales Cloud
* Custom **integrating with Marketo** using **custom Marketo REST API** for Lead and Activities and import in SFDC into Lead and custom Activity objects instead of SFDC default Activity (Event & Task) object to provide enhanced visibility of Marketing activity tracking.
* **Build the web service under the Marketo** environment that will open get to access the data from SFDC
* Create **Batch & Scheduler Apex** that can run nightly to sync data from Marketo to SFDC
* **Configure Lead, custom activities details page, Custom List View, Creating Reports & Dashboard**
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Managing deployment and migration to UAT and production org.
* Provide proactive support in UAT and production bugs to provide ease in golive process
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.

**Go Airlines**

**Role**: Team Lead

**Environment**: Sales Cloud, Service Cloud, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader, ETL, Microsoft SQL Server

**Description**:Designing CRM application to automate their sales Business process using Salesforce platform. Empower the Sales team to access various client information and business reports remotely via SF1 mobile App. This mobile access would also allow them to access agent information, capturing new channels, view planned activities and schedule new activities. The remote access will allow sales executives to access agent contracts, financial targets and various business reports for better monitoring.

**Responsibilities:**

* Customizing and developing the applications as per requirements.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Creating objects, fields, users, profiles, roles, reports, dashboards, custom setting, sharing rules, validation rules, workflows, approval process, page layouts, apex trigger, apex classes, test class etc.
* Creating test classes and achieving more than 80% code coverage.
* Implementing data security/visibility using OWD, sharing rules, permission sets etc.
* Responsible for deployment to production/sandbox using change set.
* Integration with Radix system via SQL server for ETL data load.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development
* Implementation of Sales cloud and Service Cloud

**Work Experience:**

* Navomi, Inc. Hyderabad
* Persistent Systems Pvt Ltd. Nagpur
* Perficient, Inc.

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| Personal Details: |
| Full Name: | Nazish Zahid Syed |
| Email Address: | NazeshSyed@gmail.com |
| Mobile Number: | +91-8806004842 |
| Date of birth: | 25-April-1990 |
| Marital Status: | Married |
| Nationality: | Indian |
| Gender: | Male |