Ashher Ali | aliasher359@gmail.com | GC Holder |Contact – 845-743-8310

*Salesforce Developer – Lightning/Vlocity*

**Professional Summary**

* Over 7+ years of IT experience in application design, customization, development, support which includes SalesForce.com CRM platform as Developer and Administrator.
* Expert Level understanding of Salesforce.com CRM, Software Development Life Cycle (SDLC) and its technologies.
* Experience in setup, Configuration, Customization and Support of Salesforce.com CRM and related applications.
* Experience in Apex Classes, Controllers and Triggers considering governor limits and various other components as per the client and application requirements.
* Experience in implementation using Apex Language, Classes, Controllers, extensions and Triggers, Web Services, and Visualforce pages.
* Worked on Vlocity, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business and renewals, and tracking producer credentials. Coordinated and transferred knowledge to the offshore team.
* Experience in Salesforce Customization of Sales Cloud, Service Cloud - custom objects, Validation rules, Sales, Marketing and Support Administration.
* Extensive experience over creating Workflows, Approval Processes, Validation Rules sharing & security rules for automated lead routing, lead escalation and Email Alerts.
* Good Experience on Salesforce Lightning. Experience in third party integration with ERP (Marketing Cloud, Service Cloud).
* Experience in installing, evaluating the AppExchange application under the Salesforce.com platform.
* Experience in designing and developing Force.com based Apps / Products using Apex, Visualforce Pages, Force.com IDE, Data Loader, Apex Explorer environments.
* Experience in developing Salesforce Lightening Apps, Components (LWC), Controllers and Events.
* Customized existing Visualforce to align with Salesforce new Lightning UI experience.
* Experience in realizing the Business Requirements to design on salesforce.com platform by designing the required entities like custom objects.
* Extensive work experience using Force.com Web services API for implementing web services in the application for access to data from different users.
* Excellent Hands-on Experience in creating Custom Objects, Custom fields, Role based Page layouts, Custom Tabs, Custom Reports, Report folders and also worked on the designing of various other components of Visualforce Pages, Snapshots, Dashboards as per the client and application requirements.
* Experience in creating the relationships/ junction objects like Master-Child, lookups, Entity Relationship data model, Pages, Classes, Interfaces, Workflows and Workflow rules, triggers, Email alerts and business logic.
* Strong Hands on experience in integrations using Web Services via SOAP API.
* Expert level skills in interacting with Business users and Product Owners to analyze and understand the Business Process requirements.
* Good at other administrative tasks such as setting up audit trail, field history tracking, creating email templates and list views.
* Expertise in SFDC Development using Lightning Application(LWC), Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows

**Technical Skills:**

**Salesforce Technologies:** Apex Language, Apex Trigger, Apex Scheduler, Batch Apex, Apex Class & Apex Web Service, Sales Cloud, Service Cloud, Omni channel configuration, Visual Force (Page, Component & Controllers).

**Custom Integration:** Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application and Sandbox data loading, Fast Forms, Conga Composer, DELL Boomi.

**Force.com tools:** Apex Data loader, Force.com Apex Explorer, Force.com Migration Tool, Force.com Excel, Force.com Eclipse IDE.

**Professional Experience:**

**Anthem, Indianapolis, Indiana**

**Salesforce Lightening Developer/Administrator** | Jan/2019 to Present

**Environment:** Salesforce.com, Salesforce Lightning, Apex Classes, Controllers, Triggers, Visualforce Pages, Force.com, SOSL, SOQL, Sales Cloud, Service Cloud, Data Migration, Dash Boards, Data Loader, Cast Iron, Custom Objects, Tabs, Accounts, Fields, Leads Emails and Windows.

* Gathered user and functional system requirements via workshops, interviews and workflow storyboards and Working with stakeholders and project teams to prioritize collected requirements.
* Designed, and developed Apex Classes, Controller Classes, extensions and Apex Triggers for various functional needs in the application.
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, JavaScript and other technologies.
* Developed Apex Classes and Apex Triggers for various functional needs in the application.
* Complete understanding of solution design document for implementation of the project work.
* Worked on migration of Vlocity Components using Data Packs and Salesforce components using Changesets.
* Worked on various AppExchange products according to the needs of the organization.
* Worked real-time troubleshooting on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Experience creating new communities in a lightning framework. Either using Aura or LWC according to the requirement.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Implemented Salesforce Lightning Components (LWC) for small set of users within the organization.
* Created multiple Lightning Components, added CSS Design Parameters that makes the Lightning component(LWC) look & feel better.
* Created modern Enterprise Lightning Apps (LWC)combining Lightning Design System and Lightning Component features. Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
* Created Email Templates and Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* experience in developing components using LWC, Aura framework, Lightning App Builder, Communities, Portals, Visual force Components and Force.com Apex Language in Salesforce
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component (LWC) features.
* Developed Visualforce Pages to customize the view and functionality of the page that were required by the Organization.
* Created custom links, formulas, Layouts, workflow and approval processes. Set both object-level and record level security.
* Used Cast Iron integration tool for synchronizing master list of customers such as leads, accounts, opportunities and forecasts. It is used for data configuration.
* Provided support ongoing Salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow, campaign management, Triggers.
* Communicating regularly with the SFDC designated super users to support them in their role and provide information and training on new features and functionality.

**CenturyLink – Monroe, Louisiana**

S**alesforce Developer and Administrator**| April/2017 to Dec/2019

**Environment:** Salesforce.com, Apex, Visualforce, Lightening, triggers, Marketing Cloud, workflow, validation rules, SOSL, SOQL, AppExchange, data loader, report, dashboard, Force.com IDE, Java, Oracle, Web portal, ETL, Sales cloud, Java and Windows.

* Interacted with Business users for requirements gathering, analysis and development.
* Worked on various Salesforce.com Standard Objects including Accounts, Contacts, Reports, Dashboards, Events and Tasks.
* Developed various Apex classes, Controller classes and Apex Triggers for various functional needs in the application.
* Experience in hands-on technical development on the Vlocity solution platform.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components (LWC).
* Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Developed business documents for salesforce.com Custom objects.
* Created Lightning Components and used on Visual force pages for the applications, which dint had lightning turned on.
* Created Visualforce pages and used Salesforce Lightning Design System (SLDS) to make the UI pages look rich and intuitive.
* Developed several Custom Reports and Dashboards to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Involved in customization of Service Cloud Console by embedding Visualforce pages in custom
console components, highlight panel and interaction log.
* Worked on different portals like Self Service Portal, Partner Portal and Customer Portal.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Built Lightning Component (LWC) Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Involved in customizing various standard objects of Salesforce.com (SFDC) and other platform-based technologies like Visualforce, force.com API, and web services.
* Implementation of Data Loader for loading the data Performed data cleanup and/or Data migration to/from salesforce.com Merging of Salesforce instances.
* Integrated Salesforce with external Master data using SOAP and REST API.
* Involved in Salesforce Sales and Service cloud implementation.
* Implemented the Salesforce.com applications using Agile SCRUM Methodology that involves the iterative development methodology.

**Netapp – Sunnyvale, CA**

**Salesforce Developer and Administrator** | Nov/2014 to March/2017

**Environment:** Agile, Saleforce.com CRM, Admin Functions, Apex, Triggers, Visual Force, Soap UI, Workflow & Approvals, Change Sets, Force.com migration tool, Data Loader and Windows.

* Actively did requirement analysis for the end-to-end project by exploring all possible use cases.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component (LWC) features.
* Wrote Apex Classes, Controllers & Triggers considering governor limits and various other components as per the client and application requirements.
* Developed Apex Triggers, Apex Classes and Test Methods.
* Implemented Salesforce Lightning Components for small set of users within the organization.
* Created pick lists, dependent pick lists, and validation formula fields to the custom objects.
* Created custom fields, field dependencies, tabs, applications, home page components.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component (LWC) look and feel better
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.
* Managed Cases, Communities as a part of Salesforce Service Cloud.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Managed Data Categories as a part of Salesforce Knowledge Base.
* Involved in getting Customer requirements from business user teams spread over Sales, Marketing and Customer service.
* Integrated Apex with External services by making callouts that used SOAP and WSDL.
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.
* Used Eclipse and implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in.

**Macys - New York, NY**

**Java Developer**| Aug /2013 to Oct/2014

**Environment:** Java, Eclipse IDE Plug-in, Windows XP, MVC, EJB, JDBC, Servlets, JSP, JBuilder IDE, HTML, XML, JavaScript, BEA WebLogic, Oracle, Internet Explorer, MS SQL Server 2005, T-SQL, and Windows 2003.

* Involved in all the phases of SDLC including Requirements collection, Design and Analysis of the customer specifications, Development and Customization of the application.
* Worked with the 3-Tier Architecture which includes the presentation layer, business logic layer and the database.
* The application is based on the MVC-II Architecture using Apache Struts framework.
* Involved in understanding the business processes and defining the requirements.
* Designing the system and documenting Use Cases, Class diagrams, Sequence diagrams.
* Designed and developed User Interface Screens using HTML, DHTML and JSP.
* Used JUnit to write repeatable tests (regression testing), mainly for unit testing.
* Used Singleton, Service Locator, DAO, Business Delegate, factory design pattern for services.
* Eclipse used as Java IDE tool for creating Action Classes and XML files.
* Develop the User Interface Screens for presentation WebLogic using JSP, HTML, and CSS.
* Involved with Postgre SQL Database Design and Development.
* Managed Source Code in CVS environment.
* Created several complex stored procedures and triggers using SQL Server 2005 to retrieve data.
* Involved in writing T-SQL programming for implanting stored procedures and functions for different tasks.
* Analyzed the requirements and finely tuned the stored procedures to improve the performance.
* Documented the SQL Server Integration Service Standards to be followed.

**Education and Certifications:**

**Osmania University - - India | Bachelor of Technology -** Computer Science Engineering - 2013

**Salesforce Certified Administrator**

**Salesforce Certified Platform Developer I**