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| **Name: Mohammed Shah Alam Ali**  **Email: -** [**mohamedshahalamali@gmail.com**](mailto:mohamedshahalamali@gmail.com)  **Phone : 872-235-7481**  **Visa: Green Card** | C:\Users\Unitech\Desktop\SFDC ADM 201.png |

**Professional Summary:**

* Around 8+ years of experience in IT industry which includes 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**
* 2+ Years of experience in Salesforce **Einstein Analytics**.
* Developed enterprise **Einstein Analytics (Wave Analytics)** strategy, with focus on business engagement, data governance, data architecture and advanced visualization / analytics capabilities,
* Proficient with Advance **SAQl** and working with Dataset **XMD Json and Dataflow Json.**
* 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 werebuilt 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.
* Conducted Gap Analysis on Velocity Insurance Cloud functionality to shore up any process gaps between current and future state capabilities. Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components to make Lightning Application mobile and software analysis.
* Knowledge of TIBCO Architecture and Common Exception & Logging Framework. Ability to administer and configure TIBCO products under various platforms.
* Worked with **WSDL, BULK API, callouts, and Web services**.
* Implemented Salesforce.com with other internal/external applications using **SOAP** and **REST** based web services.
* Experience in BI Tools: **OBIEE 10/11 g** and Business Object...
* 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.
* Assist in other duties as needed and directed.
* 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.
* Worked on Notification services in setting up the Scheduled jobs and alerts.
* A well-organized, goal-oriented, highly motivated effective team member with excellent analytical, troubleshooting, and problem solving Skills.

**Education & Certifications:**

* Bachelors Of Business at AUT, City Campus
* National Certificate in Business Administration & Computing From New Zealand.
* 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/Einstein |

**Professional Experience**

**Client: First Republic Bank , CA Nov 2019 – Present**

**Salesforce Lightning Administrator & Developer**

**Responsibilities:**

* Preparing a Technical Specification Document with the functional requirements and functional use cases explaining the solution with step by step process flow to address the business requirement.
* Analyzing the existing code and adding new methodology to the existing code without any impacts.
* Implementation of **Lightning components** using **the Lightning Design System (LDS)** in Aura Framework and
* Maintenance of installed **Managed Packages** in lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Velocity CPQ is an end-to-end implementation of automated processes for complex orders providing customers with their services quicker and more accurately whilst increasing sales agent productivity.
* Comfortable building and demonstrating Salesforce CPQ prototypes in Salesforce.
* Create/Implement next generation tools for build, QA, release monitoring, focusing on developer productivity, release velocity and product quality
* Visual force Pages for lightning experience, Alternates for **Java Script** Codes, Sharing **Visual force pages** between Classic and lightning.
* Hands on understanding and experience with implementing Salesforce Field Service Lightning product, FSL Mobile, or a like Field Service product. Created Appointment and work orders within service cloud console using **FSL** and linked them to existing records.
* Created Validation Rules, workflow rules, time triggered tasks, email alerts and updates in order to get real time updates for the process on Field service lightning (**FSL**) mobile App.
* Hands on understanding and experience with implementing Salesforce Field Service Lightning product, FSL Mobile, or alike Field Service product (e.g. ServiceMax, Map Anything, Asset Optics)
* Created Field Service Lightning Set up for multi-level service territories that represent the regions where your agents and technician can work.
* Track the location and status of your product inventory, warehouses, service vehicles, and customer sites with Field Service Lightning (FSL).
* Delivering service everywhere through Field service lightening, Omni Routing, Social Customer Service.
* Implementation of Salesforce Health Cloud including Field Service Lightning, Service Cloud
* Worked on Apttus CPQ configuration and integration
* Designed and implemented a user-friendly Customer Community cloud used to check many features.
* Created many Lightning Components and server-side controllers to meet the business requirements. Experienced in migrating the **standard** and **custom objects** in standard experience to lightning experience.
* I configured product and pricing setup using CPQ/Product consoles which include price ramps, Price Matrix, Price Rulesets, price list items, tiered pricing and asset pricing.
* Built customized lightning components replacing the existing ones using JavaScript on the client side and APEX on the server side.
* Working on **Apex classes, Apex Triggers and Batch class to develop custom logic** on objects.
* Implement **dependent picklists, lookups, junction objects, master detail relationships, workflows, validation rules** and **formula fields** to the standard and custom objects.
* Written SOQL queries against **force.com API**.
* Worked on Salesforce.com Chatter in connecting to the business process, taking actions from within the community cloud, monitoring the feeds and answering the questions on any subject.
* Built base framework, common critical reusable classes for dependent modules and Code development for Report module. As well as understood the business process and developed presentation layer components, using Velocity, HTML and JavaScript and prepared test cases for modules.
* Created several workflows and approval processes needed in different stages of actual quote processing.
* Perform system design and specification development, program logic and flow-charting, unit/functional testing, debugging, and documentation.
* Worked on SFDC standard Objects like **Accounts, Contacts, Cases, Leads,** and **Campaigns** etc.
* Provided agile effort estimates according to business requirement.
* Agile Development Methodology was followed for the implementation.

**Environment:** Saleforce.com platform, Lightning Components, Lightning Web Components, Visual Force (Pages, Component, Controllers), Apex Language, DML statements, SOQL, SOSL, Data Loader, HTML, Workflow, Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading, Eclipse IDE Plug-in, Windows, Custom Fields, CPQ, Triggers, Workflows Rules, Validation Rules.

**Client: GDIT, VA**

**Sr. Salesforce Developer June 18–Oct 19**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce CRM implementation**.**
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Strong understanding of **SalesforceCPQ capabilities**, limitations, and can clearly communicate those to customers.
* Experience in working with Sales Cloud and Service Cloud
* Created **Custom objects, custom fields, Picklist, role based page layouts, Workflow Alerts** and **Actions**, and **Approval Workflow, Validation Rules, Approval Processes, custom Tabs, custom reports, report folders, report extractions** to various formats, design of **Visual force Pages, Snapshots, Dashboards**, and **Email generation** according to application requirements.
* Salesforce.com really markets itself as a "best of breed" player in the CRM and Marketing Automation space. Whereas NetSuite is very much a "Suite" play providing solid functionality across multiple software segments...Financials, CRM, Supply Chain, HCM, Ecommerce and more.
* Worked with various Salesforce.com objects like **Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.**
* Worked with **Angular-Js** during the time of development environment.
* Expertise working on **Visual force pages**, **HTML**, **CSS**, **Java script** and **jQuery**.
* Worked on **Apttus CPQ** (Configure Price Quote) tool, shopping cart.
* Worked on the different requirements from user on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Involved in Developing Lightning pages using Aura, implemented lightning Controllers, Components using **Lightning Design system (LDS)** for Lightning Community builder.
* Developed a Human Resources **Service Cloud** and customer **community**.
* Developed **Apex Classes, Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Good knowledge and experience in Sales cloud, Service cloud, Marketing cloud and Analytics cloud
* Comfortable building and demonstrating Salesforce CPQ prototypes in Salesforce
* Developed various **Custom Objects, Tabs, Components** and **Visual force Pages**.
* Developed and configured various **Custom Reports** and **Report Folders** for different user profiles based on the need in the organization.
* Developed **Custom Objects, Custom Reports** and configured the **Analytic Snapshots** to dump the data on regular basis for the sales performance and lead generation statistics.
* Designed and developed user interfaces using **JSP, HTML and CSS**.
* Developed Lightning Components, Lightning apps using **Lightning Design System (LDS)** to provide more interactive interfaces to end users.
* Delivering implementations on the Salesforce Commerce Cloud (SFCC) platform for major worldwide brands
* Maintained **user roles, security, profiles**, and **workflow rules** wherever necessary.
* Working experiences on **Salesforce.com intranet** sites and **Salesforce external sharing**.
* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Built a custom app with **Lightning** experience for sales to monitor their performance close details.
* Used **Angular JS** as the development framework to build a webpage
* Build a salesforce1 lightning app for different business groups in the organization and used sales force lightning designed systems style.
* Have built custom user interfaces using **Lightning components** and used Lightning Components to create stand-alone applications that are hosted on Salesforce.

**Environment:** Saleforce.com platform, Apex Language, Visual force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Lightning design system (LDS), Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.Apttus CPQ

**Client: One Main Financial- Evansville, Indiana Nov ’16 – June 18**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Created Visualforce pages with fields, buttons and using various components to invoke methods.
* Using controllers and embedded JavaScript and HTML as needed.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Build lightning components in modular way by using Lightning Components Framework.
* Performed SOQL and SOSL queries on data sets to gather critical information for Apex.
* Good experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Implemented web-based case management automation - Web to Case (on Case Object) to track and solve customer's issues.
* Created Visual force Pages for Custom Login and Configuration of Communities.
* Implemented and worked with **salesforce communities** and existing **partner portals** for multiple business needs.
* Designed various Web Pages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Involved in data mapping and data Integration from JD Edwards ERP to Salesforce.com.
* Installed Pervasive Data Integrator from the AppExchange for two-way integration with a JD Edwards ERP system.
* Designed, and developed Apex Classes, Controller Classes, and extensions for various functional needs in the application.
* Worked on Apttus CPQ configuration and integration.
* Made enhancements to Apttus CPQ (Configure Price Quote) tool, shopping cart by adding new fields. Run batches in order provided to project changes by following the instructions provided by Apttus.
* Wrote SOQL and SOSL statements within custom controllers, extensions.
* Customized the Dashboards to the track usage for productivity and performance of business centres 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.
* Implemented CPQ solution using Apttus CPQ & Contract Management (CLM) for various customers in industries.
* Designed and developed User Interfaces for Sales Force users as per requirements.
* Deployed Envox's Phone Link, a computer telephony integration solution from the AppExchange that adds screen pop and click-to-dial capabilities to Salesforce CRM.
* Used force.com IDE for developing custom applications.
* Wrote Test Plan and Test Case. Involved directly with Test Team and did bug fixing using Clear Quest.
* Created Managed Package using Eclipse. Migrated from sandbox to production using FORCE.IDE.

**Environment**:  APEX, Web services, SOSL, SOQL, Informatica, Force.com IDE, Import Wizard, XML, Salesforce lightning, Aura framework, Apttus CPQ, Java Servlets, Visual Force Pages, Workflows, S-controls.

**Client: Citi Group Jersey City, NJ Apr 2015 – Nov 2016**

**Salesforce Admin**

**Responsibilities:**

* 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**.
* **Agile Development Methodology** was followed for the implementation
* Developed various **Apex classes**, **Controller classes**and **Apex Triggers**for various functional needs in the application.
* Agile Development Methodology was followed for the implementation
* Experience with the integrating SFDC and AppExchange partners such as **MARKETO, CPQ/APPTUS**.
* Developed various **Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.**
* Created various **Profiles, Roles and Page Layouts and** configured the permissions based on the organization hierarchy requirements.
* Designed and deployed **Custom tab**s, **validation rules, Approval Processes**an**d Auto-Response**for automating business logic.
* Developed Cascading Style Sheets**(CSS)**for creating effects in **Visual force pages.**
* Performed Webservice Callout using the **Restful** services with the third-party application Broadbean API.
* Created **Workflow rules**and defined related **tasks, email alerts,**and **field updates.**
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects**.**
* Extensive experience on **S controls**, **Visual force pages** and **Page layouts** according to the Business requirements
* Installed the **Call Center Applications** and Allowed the end users to maintain a track history of customers complaints
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform-based technologies like Visual force, force.com API, and web services.
* Created email templates and inbound emails using **Visual Force** for clients and customers.
* Worked extensively in customization of Service Cloud Console by embedding Visual force pages in custom console components, highlight panel and interaction log.
* Enabled **Chatter** for the Organization and to effectively communicate with the users in the Organization.
* Implementation of **Data Loader** for loading the data.
* Performed data cleanup and/or **Data migration** to/from **salesforce.com**
* Merging of Salesforce instances
* Developed business documents for Salesforce.com **Custom objects**.
* Developed several **Custom Reports**& **Dashboards**to better assist managers and report folder to provide report accessibility to appropriate personnel.
* Expert in Salesforce Sales and Service cloud implementation.
* Provided the **training**to Business users about the system.

**Environment:** Sales Cloud, Service Cloud, Data loader and Data management, Workflow rules and 9Approval processes, sandbox, workflows, Custom objects, Reports and Dashboards, Partner Portal, Custom Profiles, Page Layouts, Security Settings, Data Sharing Rules.

**Client: Community Health Choice- Houston, TX Nov2013 – Feb 2015**

**Role: Salesforce Developer/Administrator**

**Responsibilities:**

* Performed the roles of Salesforce.com Developer and Administrator in the organization.
* Interacted with various business team members to gather the requirements and documented the requirements.
* Created Custom Objects and Fields for capturing business information.
* Designed and deployed Custom Tabs, Validation Rules, Approval Processes and Auto-Response Rules for Leads for automating business logic.
* Developed solutions on the Force.com platform, strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).
* Created Workflow rules and defined related Tasks, Email alerts, and Field updates.
* Used Field level security along with Page layouts to manage access to certain fields
* Implemented Pick lists, Dependent pick lists, Lookups, Master detail relationships, Junction objects and formula fields to the Custom objects.
* Created Page layouts, Search layouts to organize fields, Custom links, related lists, and other components on record pages.
* Created custom Dashboards for manager's home page and gave accessibility to Dashboards for authorized people.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
* Experienced in Unit Testing, for the customizations and developments done during the project.
* Integrated Salesforce CRM and the legacy system using Cast Iron Integration Systems.
* Migrated code from Sandboxes to Production using Change Sets.
* Followed Test Driven Development in development of Salesforce application.

**Environment**: Eclipse IDE, Salesforce.com, Import wizard, Apex, JavaScript, Controllers, Sharing Rules, Visualforce Pages, Workflows, Apttus CPQ, Approval processes, Reports, Dashboards, XML, Web Services, Cast Iron.

**Client: Verizon, CA June 2012 – Oct 13 Role: Data Analyst**

**Responsibilities:**

**Responsibilities:**

* Involved in analysis, design and documenting business requirements and data specifications. Supported data warehousing extraction programs, end-user reports and queries
* Interacted with Business analysts to understand data requirements to ensure high quality data is provided to the customers
* Worked on numerous ad-hoc data pulls for business analysis and monitoring by writing SQL scripts.
* Created monthly and quarterly business monitoring reports by writing Teradata SQL queries includes System Calendars, Inner Joins and Outer Joins to retrieve data from multiple tables.
* Performed verification and validation for accuracy of data in the monthly/quarterly reports.
* Analyzed and validated data in Hadoop Lake by querying through hive tables.
* Created reports, charts by querying data using Hive Query Language and reported the gaps in lake data loaded.
* Good knowledge on Json format data and performed the source, target validations using aggregations and null validity functions.
* Experience in performing Dual Data Validation on various Businesses critical reports working with another Analyst.
* Designed Marketing Campaigns using IBM Unica Affinium Campaign Management Tool
* Extracted data for the segmentation process for different channels like direct mail and email using the IBM Affinium Campaign Management Tool.
* Designed stunning visualizations using tableau software and publishing and presenting dashboards on web and desktop platforms.

**Technical Skills**: Teradata SQL Assistant, Teradata, Teradata Loading utilities (Bteq, FastLoad, MultiLoad), Python, Unica Affinium Campaign, Hadoop, Hive, UNIX Shell Scripts, Tableau, MS Excel, MS Power Point.