**Rabia Sheriff**

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**443-441-0288**

**Professional Summary**

* Over 8+ years of experience in Salesforce.com and Force.com platform developer and administrator.
* Highly proficient with Sales Cloud, Service Cloud, web service Force.com Community Portal Chatter Knowledge One and App-exchange on Salesforce.
* Competent in SFDC Administrative tasks like creating Profiles Roles Users Email Services Approvals Workflows Dashboards Tasks and Events.
* Experience in Development, Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform
* Experience on working with Chatter objects.
* Experience in SFDC Integration using Web Service and Apex Programming Salesforce.
* Good experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.
* Proficient in Data Migration from Traditional Applications to Salesforce using Import Wizard and Data Loader Utility.
* Extensively worked on VF pages to Lightning Components, URL Buttons to quick actions, Lightning Record, Home, App pages, Lightning Tabs.
* Worked Salesforce.com Customization, Creation and maintenance of Record types, Page Layouts, Objects, Tabs and Fields.
* Experience in working with Salesforce.com sandbox Integration and production environments.
* Involved in design development test and implementation phases of Software Development Life Cycle and Agile Development with focus in Object Oriented Programming.
* Excellent Client management skills presentation skills operational metrics time management analytical great communication and interpersonal skills.
* Implemented web-based case management automation - Web-to-Case and Email-to-Case (on Case Object) to track and solve customer's issues.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Developed Web Service Callouts from Salesforce to External Applications using SOAP and REST API
* Experience with API management implementing the Metadata API’s by managing the changes and deploying the changes to production through Sandboxes.
* Implemented security and sharing rules at Object, Field, and Record level for different Users at different levels.
* Good knowledge on Web to Lead, Web to Case and Email to Case in sales and service clouds
* Developed Visualforce pages, Visual flow using Apex Programming on Force.com Platform and expertise in designing Custom fields, custom reports, report folders, report extractions to various formats, Snapshots, Dashboards.
* Experience working with Force.com IDE in design and development of Custom Application for Complex Business Processes in both Sales and Service Cloud Modules.
* Strong SFDC knowledge and experience in salesforce.com configuration of service cloud, sales cloud with an emphasis on service cloud solutions.
* Solid experience with Salesforce AppExchange Apps, configuration and user security permissions in compliance with organizational needs.
* Experience in writing SOQL and SOSL using Force.com Explorer, Developer Console and Force Work bench.
* Exposure to all stages of Software Development Life Cycle (SDLC) and Strong knowledge on Customization, Administration setup, Apex, Visual force.
* Designed junction objects and various advanced fields like Controller/dependent picklist, Custom Formula Fields, Field Dependencies, Validation Rules, work flows, sharing rules and Approval Processes for automated alerts, field updates, and Email generation are implemented according to application requirements.
* Expertise in Salesforce Integration & Data Migration and experience in SFDC.
* Development in implementing VF Customization, Force.com IDE, SOQL, and SOSL.
* Good knowledge on Apex development in creating Custom Objects, Tabs, Bulk Triggers, Apex language, Classes, Force.com API, Apex Scheduler, Batch Apex, Standard Controllers, Custom Controllers and Controller Extensions.
* Excellent understanding of Org hierarchy, Roles, Profiles, Users, object level security, field level security, record level security and sharing rules.
* Expertise in Lightning App builder (Salesforce1) and implemented new application based on lightning to have compatibility of the app in mobile, Tab and desktop versions and developed Lightning component framework.
* Good knowledge in various technologies like Web Services, XML, AJAX, J Query, JavaScript.
* Experience with Agile, Waterfall and Scrum methodologies in various project implementations with great communication and Presentation skills.

**Technical Skills:**

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| **SFDC Environment** | Apex language, Triggers, classes, Web Services, SOQL, visual force Pages, APEX Components & Controllers, Salesforce lightning, Sales Cloud, Service cloud, (builders, studios), Reports and Dashboards |
| **Tools** | Force.com IDE, Salesforce Explorer, Apex Data loader, GITHUB, Apex explorer, Eclipse, Jenkins, Workbench, Snapshot. |
| **Language** | C, Java, HTML, XML, T - SQL, PL-SQL, VB.NET, ASP.NET, .NET Frame Work, C#, JavaScript, SharePoint |
| **Technologies** | Salesforce (SFDC), Ajax, jQuery, Bootstrap, Angular JS, Node JS, React JS, Web Services, SOAP, REST, WSDL, Web 2.0. |
| **Databases** | Oracle, SQL server 2000/2005/2008, EXCEL |
| **Web/Application servers** |  Tomcat server, WebSphere |
| **Operating Systems** | Windows XP / VISTA/7/10, Red hat Linux and Unix. |
| **Scripting Languages** |  Java script |

**WORK EXPERIENCE**

**Stryker, NJ, USA**

**Sr. Salesforce Developer Dec 2019 – Till Date**

**Responsibilities**

* Worked on configuring standard Salesforce Chatter and also customizing it by including custom logics on chatter objects using triggers and Classes and VF Pages.
* Good understanding of standard Chatter objects and their limitations.
* Designed Implemented and deployed the Service Cloud with various custom-built Page layouts Custom tabs Custom Apps to suit to the needs of the application also created various Profiles to enable the Service Cloud specific to them.
* Designed and developed various Visualforce Pages Apex Classes Controller Classes Extensions and Apex Triggers for functional needs in the various applications.
* Integrate features developed using Visualforce pages, Lightning Aura Components, and lightning web component.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Created various Custom Reports for standard objects as well as custom objects to give complete detail overview of Customer (Account) Orders.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE
* Created Various Validation Rules Workflows specific to limited user groups by filtering out through their Profiles while working on Service Cloud.
* Created various Custom Objects, Custom Settings, Custom Labels, Validation rules, Record types, Custom Tabs, Workflow rules, assignment rules and approval process.
* Designed Reports and worked with Business users to make them understand the functioning of Reports better.
* Designed very complex Visualforce pages using JavaScript CSS HTML jQuery and Controllers.
* Involved in User Management - Creating users Roles Profiles.
* Created various Record Types Support Processes Assignment Rules Public Groups Queues Custom Settings Sites Time-Based Workflows etc.
* Used complex SOQL Queries in the Codes and also in the tools like Data Loader to Extract Insert or Update vast data millions of records from/into custom objects Standard objects.
* Used HTTP Callout using JSON to fetch records/data from other system and display them on the fly in the Visualforce Page each time the page opens.
* Designed System Configuration Enhancements Dashboards Reporting Page Layouts Sharing Rules Role Hierarchy etc.
* Worked on Integrating SAP and Salesforce systems using SOAP and REST API's.
* Well maintained Test Code Coverage Unit Testing for all the codes in the system following the Salesforce limits.
* Responsible for my Project deployments for all the releases and for Post deployment Testing.
* Involved in working with Offshore QA DEV teams.
* Developed Documentation of all the Projects those I worked on and maintained them in SharePoint.
* Complete Full Lifecycle salesforce.com Implementation Experience.
* Responsible for guiding QA UAT teams for testing the assigned Projects for all the releases both in Sandbox and Production Orgs.
* Designed, and deployed the Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application.
* Developed workflow rules, tasks, emails and alerts to track customer related tasks and activities
* Designed and developed SFA based Application on force.com platform in salesforce.com environment with Apex programming language at backend and Visual-Force pages as user interface.
* Schema Builder, App Builder, Lightning Components and Lightning connect.
* Worked on VF Customization by customizing Visualforce pages for different requirements.
* Involved in API management implementing the Metadata API’s by managing the changes and deploying the changes to production through Sandboxes.
* Worked on Salesforce lightning components for building customized components replacing the existing ones and triggered interface events by user interactions, which includes Lightning component framework and also involved in building Lightning Components using the Aura framework.

**Publicis Sapient,** **New York, USA**

 **Salesforce UI Designer Jun 2018 – Nov 2019**

**Responsibilities**

* Created both Managed and Unmanaged Packages with deprecated annotations to be available for partner Sales force users and other external users.
* Used Data Loader for insert update and bulk import or export of data from Salesforce.com Objects. Used it to read extract and load data from comma separated values CSV files.
* Created Visual force pages that could be rendered as PDF s build dashboard components and define email templates.
* the Salesforce Design teams will bring you the methods, technical skills, and best practices we use practicing Relationship Design.
* Developed Visualforce Pages with standard and custom controllers.
* Developed Apex Classes Triggers to implement the business logic as per the requirements.
* Implemented Wrapper classes for better visual force pages management and smooth functioning.
* 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.
* Contribute to salesforce/design-system-react development by creating an account on GitHub.
* Salesforce Design brings quality design to the enterprise
* Created sharing rules for providing cross functional teams of the organization access to records.
* Created Custom controllers implementing complex code for Sales Force VF pages also integrated force.com application on mobile platform like I-phone Blackberry and Android.
* Implemented relationship fields for proper data loading and maintaining the quality of the data.
* Handled SOAP/Restful Web services consumption for fetching content from the Internal Web server.
* Migrated complex Excel validation rules in regular expression into Salesforce validation rules.
* Followed Agile methodology for the execution of day to day work related activities.
* 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 Visualforce, force.com API, and web services.
* Installed and configured apex data loader.
* Interacted with various business team members to gather and documents the requirement.
* Providing Administrative level support for the users of Salesforce Application.
* Developing various Custom Objects, Components, Visualforce Pages and Components.
* Involved in SFDC Configuration and design of Service Cloud, Sales cloud and force.com solutions with an emphasis of service cloud solutions.
* Implemented various Cloud integrations with SOAP and REST API’s and wrote functional designs using Agile methodology using sprints and stand-ups.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs.
* Experience in working with team and business users for the great knowledge transfer.
* Worked on developing batch integrations to transfer data in bulk between enterprise applications using MuleSoft Enterprise Service Bus.
* Worked on Agile methodologies where requirements, design, testing, deployments need to be done as early as possible
* Salesforce Designers solve complex problems and design ethical, equitable and sustainable solutions on the Salesforce Platform that serve both businesses and communities .

**Toyota, DALLAS, TX USA**

**Salesforce Developer/Admin Aug 2016 – May 2018**

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed the solution by customizing various standard objects of SalesForce.com (SFDC).
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Working on portals like Service Portal and Partner Portal and had a good knowledge on Customer Portal.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Dashboards.
* Customized the Dashboards to the track usage for productivity and performance of their sales teams and migrated leads, accounts and contacts to the Sales cloud by using Jitter-bit Data loader tool.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, Components.
* Created test scenarios on Sandbox environment, created packages and moved it between Sandboxes and Production environments to place final implementations.
* Used Data Loader, Informatica cloud connector to insert, update and bulk import & export of data from Salesforce.com S Objects.
* 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 and edit pages.
* Used Data Loader and Import wizard to insert, update and import bulk data of Accounts, Contacts, Leads and Opportunities
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Designed, and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Develop Visual Force pages, Visual Force Custom Controller Components, Advanced Search functionality, Custom Objects, Tabs, Tags and Components.
* Experience with working on AppExchange platform.
* Developed Apex Triggers, Apex Classes and Test Methods using Sync/Async methods.
* Customized dashboards to provide daily forecasts and track opportunities, deal registrations and customer engagement.
* Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas.
* Involved in various activities of the project, like information gathering, analysing the information, documenting the functional and non-functional requirements.
* Written numerous SOQL and SOSL queries using Force.com explorer.
* Involved in the entire SDLC using agile methodologies.
* Implemented multi-channel service desk including email to case, web to case, CTI integration using Ingenious open CTI, live agent setup, case escalation and assignment rules.
* High End Process and Application Customization using Apex & Visualforce.
* Customized the Dashboards to the track usage for productivity and performance of business canters and their sales teams.
* Managed Reports and Dashboards, Report types, Analytic Snapshots to pull up Case Stats and Sales Stats from time to time.
* Worked on Data Migration testing Salesforce.com Standard Objects such as Accounts, Contacts, Opportunities, Campaigns, Cases, and Solutions as per Client Requirements.
* Migrated data from Legacy Systems to   Salesforce CRM using data loader.
* Experienced in sales cloud by adding object, Fields, Tabs, Reports, and Dashboards and migrate data into   Salesforce.
* Developed Visualforce page using the extension controller according to the clients’ requirement.
* Developed the web front end layer using JSP, JavaScript for the registration application where different users, employees, contractors, and clients can login to their maintenance pages and manage their accounts.

**Archer Daniels Midland Company,** **Kentucky, USA**

**Salesforce Administrator Feb 2014 – July 2016**

**Responsibilities:**

* Interacted with various business team members to gather and document the requirements for Confidential Interface development and documented them.
* Worked extensively with various Confidential objects such as Accounts, Contacts, Leads, Campaigns, Reports, and Opportunities.
* Designed and implemented Custom Objects, Page Layouts, and Custom Tabs to suit application needs.
* Added campaign members from contact, lead and person account reports.
* Managed campaign members, updated the status of existing campaign members from the campaign history related list, manage members, and from a CSV import file.
* Created follow-up campaigns as well as Profiles and Roles based on organizational role hierarchy, implemented Record-Level and Field-Level security and configured their sharing settings.
* Created Workflow Rules and defined related tasks, email alerts, and field updates to automate processes.
* Customized Dashboards to track usage for productivity and performance of sales teams.
* Worked with Field Trip app to keep a track of the used fields.
* Worked with a team of mobile application developers to create UI with substantive use of bootstrap.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
* Designed and customized visual force pages using controller extensions, custom controllers and standard controllers.
* Developed Apex triggers, classes to achieve user’s desired functionality and have written the dependent test classes.
* Involved in Deployment, deployed all the classes, triggers, objects, components, pages from sandbox environment to production environment.
* Used Data Loader for insert, update, and bulk import or export of data from Confidential .com objects. Used it to read, extract and load data from comma separated values (CSV) files.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Administered Confidential CRM applications for Sales, Marketing and Support Departments. Involved in creating multiple analytical reports, with varying degree of complexity.
* 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.
* Developed VF pages and associated Apex Classes to allow customers to register, login and submit their service requests which are resolved by the backend support teams.
* Resolved issues related to call centres, CTI adapters and mobile applications.
* Developed and configured Dashboards, Reports and Report Folders for different user profiles based on the need in the organization.
* Conducted Administrative duties which included working with c-level executives, system administrators, and end users to gather their business requirements, then develop customized solutions to meet their needs.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visual force pages to develop custom business logic.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Developed Visual Force Pages to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
* Created and used Email templates in HTML and Visualforce.
* Involved in Data mapping specifications to create and execute detailed system test plans
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, validation Rule, upgrade installation
* Created various Test Classes and deployed into Production, which satisfies the code coverage.
* Involved in client-based meetings to fulfil the end requirement using BMC Remedy Force increasing the sales process.

**Educational Details:**

* **Bachelor in Computer Science Engineering from Osmania University 2013**