**KAZIM HUSSAIN**

Sr. Salesforce Consultant

**PROFFESSIONAL SUMMARY:**

* Customer Relationship Management (CRM) expert with over 12+ years of proven track record in successful implementation and delivery of large enterprise applications at prestigious companies
* Demonstrated proficiency in diverse facets of CRM Life Cycle including Requirement gathering, Analysis, Business Process Mapping, Technical Architecture, Workflow Analysis. Background managing all aspects of project lifecycle in wide range of organizations.
* Goal - oriented team leader adept at building strong relationships with coworkers and business team.
* Complete understanding and hands on experience with all phases of CRM and BI implementation life cycle that includes requirements gathering, GAP analysis, Activity Diagrams, Swim Lanes, Use-Cases, functional and technical analysis, solution design, application development, testing and deployment.
* Extensive Knowledge of Salesforce Best Practices, SFDC Architecture, Lightning Experience, Data Loader, De Duplication Manager, eMail Marketing, Force.com, Apex Classes, Apex triggers, Visual force, Rest API, Governor Limits, SOQL, and SOSL.
* Have vast experience in Business Process mapping, Data Modeling, Data Mapping, wireframes design, Reengineering concept, excellent written and verbal communication skills.
* Detail knowledge of the project lifecycle using Waterfall, Agile and Scrum methodologies.
* Extensive Healthcare experience in Claims Processing modules, Handling Call Volumes, Member, Provider, Broker portals, Case Management, Territory Assignments, CRM Analytics and Business Intelligence reporting.
* Financial industry experience includes Asset Management, Investment Banking, Account Maintenance, Customer Maintenance, Web Lead generation, Mutual Fund buy, Wire Transfers, Equities.
* Expertise in Sales and Marketing modules like Lead Generation, Qualifying Leads, Pipeline Management, Forecasting based on Opportunity revenues, Quotas and Incentives, Accounts Opening, Customer Maintenance, Activity Management, Expense Reporting, Target Account Selling, Proposals, Territory Assignments.
* Successfully delivered several productivity, aging, inventory, utilization Business Intelligence reports. Helped business increase the win probability of each deal, shortening the sales cycle and increasing value of each transaction.
* Extensively worked on Salesforce.com sandbox and production environments including creating Sandboxes and refreshing it time to time. Deployment between Production and Sandboxes using Eclipse, Force.com Migration Tool, and Change Set.
* Interacted with the stakeholders, developers, Project Manager and SME's to formulate Business Processes.
* Maintained and improved existing Salesforce implementation handling with Sales and Service Cloud.
* Extensive Experience in SFDC Administrative tasks like creating profiles, users, Roles, permission sets, Email notifications and Templates, Outbound Messaging, Tasks, Events and Actions, Creating Flows, Process Builders.
* Experience in building new Applications with the Lightning App Builder and Lightning components. Experience on Salesforce Lightening for Customizing Reports and Dashboards for business use.
* In-depth understanding of CRM business processes like Forecasting, Campaign management, Lead Management, Order Management, Account Management, Case Management and Contact Management.

**TECHNICAL SKILLS:**

* **Cloud Computing:** Salesforce.com, Sales cloud, Service cloud, Community, Lightening, CPQ, CRMCLM, DocuSign
* **Release Management**: Atlassian, Git, Bit Bucket, Bamboo, Source Tree, Ant, Java, SVN
* **Programing language:** Apex, Trigger, VF Page, HTML, VB Script, Java Script., C, C++
* **Databases & Query Lang**: Salesforce Objects, SOQL, SQL Server 2012/ 2008, SAP ECC, T-SQL
* **Testing Tools:** HPQC, ALM, Quick Test Pro, SOAP UI, Jira
* **ETL Tool:** Data Loader, Workbench, Import Wiz, MSBI, SSIS, SAP ECC, BW, BO
* **Reporting:** Cognos, SSRS, SFDC Standard/Custom
* **Other Tools and App:** Eclipse, Beyond Compare, Windows7/10, Office 2010/13, SharePoint, X-authorOutlook, AppExchange

**PROFESSIONAL EXPERIENCE:**

**Sony PlayStation, New York City, NY** Aug 2018- Present

Sr. Salesforce Consultant

**Responsibilities:**

* Setup and manage users/passwords, create indices and roles in Kibana/ELM.
* Worked with DevOps teams to create logstash/cluster setup for data flow between Salesforce and Kibana
* Implemented Multi Factor Authentication(MFA) and Login flows to enhance application security
* Implemented Confidential real - time alerts using Workflow rules, Actions/email alerts and Custom email templates to notify customers on critical actions that require attention.
* Created sharing rules to implement object level security and to restrict users from accessing unauthorized objects and related data and report data in Salesforce
* Created and managed Confidential formula fields to drive and show values based on multiple conditions and fields.
* Created and managed packages (Managed/Unmanaged) to bundle customer specific functionality containing Apex classes, SOQL, Triggers, Visual force pages, Custom objects, custom settings, scheduled jobs and post run soql to implement custom business requirements across multiple orgs simultaneously.
* Implemented Single SignOn functionality as Salesforce as Service provider and Kibana/Elm as identity providers.
* Implemented data extraction using Apex classes, soql, oAuth, Connected apps to collect data from multiple . organizations
* Generated XML feeds suing Apex Classes/Batch apex. Feeds are uploaded to AWS Buckets using Apex batch.
* Created an interface between Salesforce and AWS to generated user login History and export to AWS bucket on a daily. basis for user access evaluation based on login iP address
* Integrated Salesforce.com with Desk.com to implement tight ticketing system for multiple users.
* Scheduling the exported data in XML, CSV, XLS formats to internal and external users.
* Worked in Amazon(AWS) cloud services integration for image/file storage that exceed SF storage limitations.
* Created and scheduled daily APEX job to export XML/JSON file from Salesforce to AWS S3 bucket.
* Developed Apex Classes, Unit Testing, Test Coverage classes and Code Review.
* Worked in Eclipse to move the Objects, fields, reports, triggers etc between Salesforce to Salesforce
* Designed, developed, test and deployed custom Salesforce applications software using APEX Classes, Controller Classes,
* Batch APEX and APEX Triggers for Confidential functional needs in the application.
* Used Apex Data loader/data loader io for importing Customer data, move data between orgs . Also used jitterbit tools
* Custom reports using Apex and schedulihng weekly/daily using scheduling tools.
* Generated reports using EventLogFile for Confidential event types to track user history for eg.Login, Report Export etc. .tested using developer workbench

**City of Baltimore, Baltimore, MD** Dec 2016- July 2018

Sr. Salesforce Consultant

**Responsibilities:**

* Integration Architecture Design and implementation of Campaigns by interacting with Client Brand teams
* Integrations of Salesforce/Veeva with other applications and Eloqua and third party apps like PathFinder, IMS, iConnect etc.
* Exposed Eloqua REST API for Integration with Salesforce/Veeva application
* Custom solution for Email Campaigning by leveraging salesforce and Eloqua
* Development of data processing Jobs using Eloqua and Informatica
* POC’s using Salesforce Marketing cloud tools, Talend and Eloqua API
* Deployments and maintaining various Eloqua and Salesforce environments
* Process enhancements, Code reviews and Email asset reviews.
* Designed and developed Integration layer between salesforce and Talend ETL.
* Responsible for smooth delivery and task assignment allocation
* Evaluated various marketing cloud tools like Eloqua, Exact Target and Padrot.
* Gathered requirements to Scope and Design Visio Campaign flows, System Test scripts and formalize testing approach to run email campaigns in Eloqua.
* Weekly reporting on the effort and the finances with the Senior Management for project scope, goals and deliverables.
* Constant involvement in exploring APEX change apps and using the apps wherever necessary & used apps like Aptos, target, cloud converter, chatter un-follow rules, field trip, conga composer, AKARD, doc-u-sign & created relationships among objects using lookup and master-detail relationships and responsible creating TDDS, finalizing designs and FDDS.
* Pricing factors like variance pricing, volume-based pricing, attribute-based pricing has been configured using Steel brick CRM.
* Integrated Steel brick and Salesforce integration for automating quoting, contracting and billing process.
* Maintained system metrics & logs to track trends in usage & adoption, data quality, integrity, & app failures.
* Actively worked as an analyst with stakeholders & agile teams to monitor and prioritize product backlog on an ongoing basis to meet release timelines and value to the business.
* Proven ability to apply best practices, work in the salesforce governor limits and devise innovative solutions to meet project's requirements & Worked with managed apex change applications like s-docs & modified unmanaged applications like magic mover to suit the requirement.

**HD Supply, Atlanta, GA** Aug 2014- Nov 2016

Salesforce Consultant

**Responsibilities:**

* Defined the business scope and translated in to milestone.
* Closely work with Sales, product, finance and IT team to for Business and Product owner requirements in order to identification and evaluation of business requirements pertaining to all functions of the Salesforce.com CRM/CPQ (Configure, Price and Quote).
* Translated business process flow in to Visio diagram for Quote process to sales exception and finance approval process.
* Worked with product and Sales team to identify the standalone product, bundle and option product in order to design product catalog.
* Assisted Sales Representative, Revenue Operations and Sales Operations specialist to review Business process, Business requirement, analyze, provide recommendation and advice for enhancement.
* Created and managed custom Profiles, Groups, Queues and Roles based on org role hierarchy to implement profile-Level and Field-Level Security and configured their sharing settings.
* Assisted management team to design custom reports/dashboards for management and automated them to run on daily basis.
* Designed and worked on Mock up screen for product catalog shopping cart, sales exception to review with team and get the feedback and approval form the team to implement same.
* Assisted Dev team to Designed to implement workflow rules, related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Vastly used JIRA for Requirement gathering, Story creation, Use case and Test case creation.
* More than 25 business requirement documents have been created to complete implementation of CPQ/CLM.
* Executed more than 2000 Use case for UAT testing.
* Design various Visio diagram to represent different sales process based on GEO.
* Performed as a Release management administrator in order to deploy the code and component from one environment to another environment.
* Created change sets to move components (Triggers, Apex classes, Visual force page, Objects, etc.) from sandbox to production using change set and updated custom settings.
* Define a process for 5 steps of approval process and created final approval, final rejections actions for the Approval process.
* Defined and designed custom email templates (Text, HTML) to refer them in email alerts workflow action.
* Used Change set and Ant (Eclips) for Component Release form Sand box to Production as a release administrator.
* Vastly used office tools like Visio, Word, Excel and power point for advance documentation and reporting.

**The Chamberlin Group, Chicago, IL** May 2012- July 2014

Salesforce Consultant

**Responsibilities:**

* Interacted with Business users for analysis, requirements gathering and development.
* Performed detailed analysis of technical and business requirements.
* Worked on different CRM platforms like Veeva, ServiceMax and closely with business partners to realize the full implementation capabilities into Salesforce CRM.
* Experienced in Customization and developing of ServiceMax components SFM (Service Flow Manager), SFW (service Flow Wizard), scheduled SFM and SFM Data validation rules.
* Implemented Veeva app on SFDC platform.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Worked on Veeva Vault workflows configuration and in Veeva custom objects building including VMOC’s, My setup etc.
* Created user Roles and Profiles, security controls, Territory implementation, shared settings.
* Developed various Apex classes, Apex Triggers, and Controller classes for various needs in the application.
* Developed various Custom Objects, Tabs, Master-Detail, Lookup relationships, Formula fields, validation rules.
* Designed and deployed Validation rules, Approval Processes, Custom tabs, and Auto-Response for automating business logic.
* Created various Roles, Profiles, and Page Layouts and Configured the permissions based on the hierarchy requirements of the organization.
* Responsible for setting up Filed Level Security.
* Designed Visual Force pages to add more flexibility and a rich look.
* Configured Sharing settings to specify the level of access the users must each other's data.
* Created Workflow rules and defined email alerts, related tasks, and field updates.
* Implemented Data Loader for loading the data.
* Developed business documents for Salesforce.com Custom objects.

**Nike, Portland, OR** Dec 2008 - Apr 2012

Salesforce Engineer

**Responsibilities:**

* Analyzed requirements, Involved in the development of all modules.
* Worked on Configurations using Objects, Tabs, Fields, Relationship types and Record types.
* Designed Custom formula fields, Field dependencies, Validation rules, workflows, approval process.
* Implemented security and sharing rules at object, field and record level for different users at different levels of organization.
* Created chatter groups and configured.
* Worked on standard objects like Leads, Accounts, Contacts, Opportunities, Quote, Contract, Products, Price book, Lead process, Sales process, Cases.
* Worked on reports and dashboards.
* Worked on Apex classes, Apex triggers and Visualforce pages.
* Worked on data remediation using dataloader and workbench.
* Used the sandbox for testing and migrated the changes using change sets between sandboxes and production for final implementation.