**Tasleem Sultana  **

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**Phone Number : 630-635-5476**

**Professional Summary:**

* 6+ years of experience in Development, Administration, Implementation of Technology Solutions that includes SalesForce.com CRM Platform as both Administrator and Developer.
* Good understanding of ERP business processes like Contracts Management, Order Management, Opportunity management and Case Management.
* Involved in realizing the business requirements to design on salesfroce.com platform by designing the required entities like custom objects, creating the relationships, Visual Force pages, Apex classes.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Tasks and Actions, Reports, Dashboards.
* Experienced in developing and executing custom applications using Apex, Visualforce, Lightning, Testing and deploying using various deployment tools like Flosum.
* Configuring and using Flosum for Continuous Integration and Continuous deployments.
* Experience in working with Force.com IDE and Eclipse IDE with Force.Com Plug - in environment.
* Hands on experience in Development using Triggers, APEX classes, Batch Processes, Remote actions, future methods, Web Services API, Rest API for implementing web services.
* Experience in implementing Web-to-Case, Email-to-Case to generate cases for Case objects.
* Experience in SFDC Development in implementing Apex classes, Triggers, Web services API, Visual Force, Force.com IDE, SOQL and SOSL.
* Good experience in working on Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language.
* Experienced in use of Standard and Custom controllers of Visualforce in development of custom Salesforce pages as required by business requirements.
* Experience in SFDC Integration using Web Service and Apex Programming Salesforce.
* Experience in working with salesforce.com sandbox and production environments. Worded with data migration and deployment processes in the Salesforce.com Platform.
* Experienced in Sales cloud, Collaboration Cloud for all partner portal, customer portal.
* Experienced in sales cloud by adding object, Fields, Tabs, Reports, and Dashboards and migrate data into Salesforce.
* Experience in customizing Salesforce CRM user interface using Custom Controllers, extensions, Visualforce, CSS and JavaScript libraries.
* Exceptionally well in implementing Salesforce security model by creating users, roles, profiles, field level security and permission sets. Implemented OWD, role hierarchy and sharing rules on controlling record visibility.
* Good understanding on implementing the new salesforce Lightning Experience. Analyzed the Scenarios for switching between salesforce classic and the Lightning Experience.
* Experience in working on Eclipse IDE with Force.com plug - in to develop Triggers, Test Methods, Test Classes/Controllers and Visualforce pages etc.
* Excelled in working with various salesforce.com standard objects like Accounts Contacts Opportunities Products Cases and Leads.
* Experienced in Creating Roles Profiles Email Services Page Layouts Workflow Alerts and Actions and Approval Workflow.
* Excellent Client management skills presentation skills operational metrics time management analytical great communication and interpersonal skills.
* Implemented and delivered projects under Scrum/Agile Development Environment and Test Driven
* Capable of handling multi-tasking and multiple projects. Excellent team player, self-motivated, quick learner with good interpersonal competencies and trouble-shooting capabilities.
* Ability to write SOQL, SOSL queries across multiple objects within the SFDC database.
* Good experience in developing salesforce Lightning Apps, Components, Controllers and Events.
* Excellent communication and inter-personal skills; accustomed to working in both large and small teams.
* Hand on experience in using Force.com Webservices API for implementing webservices in the application for access to data from different users.
* Experienced in building data model by creating apps, tabs, fields with various field types, establishing relationship using Master-Detail, Many-to-Many and Lookup relationship.
* Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Worked in all stages of Software Development Life Cycle (SDLC).
* Hands on experience in building processes using Process Builder in Salesforce.
* Worked with Service Cloud and Sales Cloud mulesunctionalities.
* Customized Sales Cloud for campaign, leads, opportunity objects. Also, implemented sales automation to track contract opportunities and leads.
* Customized Omni-Channel and Omni-Channel Supervisor in various Sandboxes.
* Involved setting up the Service Channels, Routing Configurations, Presence Configurations, Presence Statuses and Omni Queues which aid in handling the Omni routing.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions.
* Hands on experience with Salesforce Lightening Component, Design System Styles and Aura framework

**Technical Skills:**

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| **Salesforce.com** | Apex, Visualforce, SOQL, SOSL, Experience Cloud Console, Apex Triggers, Workflows, Approvals, Email Templates, Formulas, Validation Rules, AppExchange, Salesforce.com, Roles Profiles |
| **Custom Integration** | Outbound messages, Workflow & Approvals, Field updates, Reports & Dashboards, Custom objects, Standard objects, Integration, Migration, Email Services, Security controls, Force.com Sandbox, Force.com IDE, SOQL, SOSL, WSDL. |
| **Web Technologies** | Apex, Web Services, CSS, Ajax, HTML, XML, Java script, jQuery, SOAP/REST |
| **CRM TOOLS** | Salesforce.com |
| **Salesforce Tools:** | Force.com, Eclipse IDE Plug- in, Apex Data loader, Command Line Data Loader, Force.com Platform (Sandbox and Production), Force.com Explorer, Force.com Migration. |
| **Languages** | Apex, Java, J2EE, PL-SQL. |
| **Operating Systems** | LINUX, UNIX, Windows XP/7/10. |

**Certification:**

* **Salesforce Certified Platform Developer I**
* **Administrator**

**Professional Experience:**

**Highmark Health, Pittsburgh, PA May’2020 - Till Date**

**Salesforce Developer**

* Lead the effort to implement JIRA as the primary application tool for tracking user stories and defects for Highmark Health
* Worked with 10 QA team members to complete functional and regression testing of various releases and projects
* Involved in API/Web Service design and developing technical specifications for the Salesforce.com (SFDC) application.
* Worked on Assets, Quotes, and Contracts to automate the Opportunity creation process.
* Implemented Flosum for the deployment of features from Sandboxes.
* Created the development policy for the whole team and moved from Change sets to Flosum’s patches.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Set up custom business logic in Market to trigger campaign / program related actions based on the changes in custom and standard fields in Salesforce such as Opportunity type / stage and addition of tasks in Salesforce.
* Created Custom Email Templates as part of sending Alerts to users based on the business requirement.
* Development of SOAP and REST based web services used for custom development.
* Createdpartner portals (PRMs) using Experience cloud to connect with your partners, and ensure more effective collaboration and management.
* Built marketing sites in Experience cloud  to keep our new and current customers engaged with our company.
* Using Experience cloud provided interaction between customers, experts, and partners and ensured strong audience engagement with the customer community.
* In Experience cloud  createa self-service community to deliver exceptional customer service and support.
* Worked on Experience Cloud microsite or landing page to generate leads for a new product launch.
* Designed very complex Visualforce pages using JavaScript, CSS, HTML, J Query and Controllers.
* Used Apex Data Loader to migrate data such as accounts, campaigns from different legacy systems.
* Implemented Standard and Custom Apex Controllers to handle business logic and used debug logs to trace the execution.
* Working with Salesforce data tools such as Data Loader and Eclipse Force.com IDE for data migration.
* Worked on data integration, data clearing, data transfer from third party APIs with requested permission sets using APEX data loader.
* Created Users, Roles, Public Groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
* Designed and deployed dynamic workflows, validation rules, Approval Processes and Auto-Response Rules for automating business logic.
* Managed API integrations and web services.
* Worked on analyzing the complete Apex classes, Apex Triggers, Pages in the Salesforce.com instance in the design phase of the Salesforce Single View project.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Involved in design development test and implementation phases of Software Development Life Cycle and Agile Development with focus in Object Oriented Programming.
* Good experience in Administration, Configuration, Implementation and Support of Salesforce CRM applications based on Apex Language and leveraging Force.com platform application running in Cloud computing environment.
* Developed Lightning Components (Aura attributes) by creating events in controller and styling the container page and then lightning components to lightning pages.
* Utilized Workbench to query and migrate both data and metadata in and out of the Production and Sandbox Environment.
* Created and used Email templates in HTML and Visual Force.
* Involved in Assignments Rules, Escalation rules, and Auto-Response Rules Configuration and Customization in Case Management.
* Worked on multiple Number of lightning Web Components and allowed the LWC to manipulate the DOM instead of JavaScript
* Experience with Managing the complex data Experience in Integrating App Exchange Applications with Salesforce, Informatica on Demand, Mass E-Mail Management, Application management using Force.com Plug-in & Eclipse IDE in Sandbox and Production Environments, Working with different aspects of Web Services (XML, WSDL, SOAP, REST) & web integration with SDFC.
* 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 various Visualforce Pages Apex Classes Controller Classes Extensions and Apex Triggers for functional needs in the various applications.
* Made use of Apex Execute to call and execute Apex Jobs and REST Explorer to perform various REST API Services.
* Created pick lists, dependent pick lists, lookups fields, junction objects, master detail relationships, validation and formula fields.
* Created Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security and configured their sharing settings.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Various Validation Rules Workflows specific to limited user groups by filtering out through their Profiles while working on Service Cloud.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on logic and Interactions in Lightning Applications.
* Extensive experience in customizing the User Interface of Salesforce CRM using Apex Programming, Custom Controllers, Visual force, CSS and Omni script, JavaScript.
* Experience in Web to Case, Email to Case, Omni Channels, Pre-Chat forms.
* Optimize and improve the overall runtime of Omni scripts, Data Raptors and Vlocity Integration Procedures using best practices.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Improved the efficiency and application performance by optimizing the code using best practices.
* 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.
* Designed Reports and worked with Business users to make them understand the functioning of Reports better.

**Ally Financial,** **Detroit, MI May’17-March’19**

**Salesforce Developer**

* Develop Visual Force pages, Visual Force Custom Controller Components, Advanced Search functionality, Custom Objects, Tabs, Tags and Components.
* Experience with working on AppExchange platform.
* 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.
* Maintained an E-mail to Case system with auto-notifications sent to users when a case is created for their respective departments.
* Developed Apex Triggers to update fields and child objects.
* Developed Apex Classes Triggers to implement the business logic as per the requirements.
* 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.
* Followed Agile methodology for the execution of day to day work related activities.
* Migrated complex Excel validation rules in regular expression into Salesforce validation rules.
* Developed triggers to support complex business process.
* Built custom buttons to send emails on demand.
* Worked on collaboration of current technology, the value of a strong Community - be it self-service, partner channel sales, internal collaboration between employees or the most effective way to engage a customer's customers.
* Participated in the bug review meetings with Testing Team and, updated requirements document as per business user feedback and change in functionality of the application.
* Enhanced the existing portal functionality and moved to community cloud for more functionality including chatter, employee portal, customer portal, channel sales community, and customer support community.
* Used Salesforce Lightning combines the new Lightning Design System, Lightning App Builder and Lightning Components to enable anyone to quickly and easily create modern enterprise apps build on Salesforce1 Platform.
* Involved in data mapping and migration of data from legacy systems to SalesForce.com Objects and fields.
* Worked on DB Amp for Data Integration of SQL and Salesforce.
* Migrated consistently to Lightning from Classic in order the sales reps find Just-In-Time information about customers and prospects.
* Working on automating processes with lightning process builder and implementing SSO for large Salesforce user base managing the continuous improvement of the infrastructure in Agile environment by partnering with development team.
* Created Page Layouts to organize fields, custom links, related lists, custom feed views and Visualforce pages on the record pages.
* Evaluate data entry, import processes and ensure proper data quality standards along with Apex Data Loader.
* Created Lightning apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Used Lightning process builder for visualizing and creating automated business processes.
* 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.
* Installed and deployed the application on the JBoss Application Server with JBoss Developer Studio being the IDE for development.
* Interacted with various business user groups for gathering the requirements for Salesforce lightening implementation and documented the Business and Software Requirements.
* Experience in creating unit test cases and coordinated change requests to drive the business requirements during Integration and testing stages and reviewing the application.
* Used SOQL and SOSL for data manipulation needs of the application.
* Created and used Email templates in HTML 5 and Visualforce.
* Analyzing the current requirement process, identifying problems and making recommendations to improve the process.
* Made testing of requirements before deploying to production. Developed and maintained custom reports.

**Freddie Mac,** **Carrollton, TX August ’16 - Apr’17**

**Salesforce Developer / Admin**

* Actively involved with Business analysts, other developers, involved in enhancement of business modules using Standard and Custom Objects, formula logic, APEX classes, Triggers, Test Methods and writing SOQL queries.
* Created technical design documents and functional design documents as per business requirement.
* Created multiple standard and custom Aura, Lightning added CSS and Design Parameters that makes the Lightning look and feel better.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Helped in developing strategy and roadmaps for email Marketing programs to drive acquisition, customer retention, customer growth, and demand generation to achieve quantifiable revenue goals.
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Develop test classes and maintain sufficient organizational code coverage.
* Applied Design variations & custom Aura design tokens to the Base Lightning.
* Implement pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects, Web to case, Email to case.
* Managed team along with hands on experience on Workflows and Approvals, Html Email Templates, Salesforce for outlook, Entitlements, Articles, Auto Response rules, assignment Rules, Email to case.
* Used Data Loader to import or export of data from Salesforce.com objects using CSV files.
* Involved in support and enhancements of the existing Force.com based applications.
* 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.
* Made new feature enhancements on Service cloud console view and developed some Visualforce components.
* Created custom controllers and extensions to make external web service callouts, validate and insert data.
* Actively participated in the design and development of custom Visualforce search pages On Accounts & Opportunities and the Visualforce Controllers.
* Performed data cleanup and/or Data migration to/from salesforce.com.

**Education:**

* **Bachelors in Computer Science from Kakatiya University, India 2016.**