

# Sherry Atayef

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## SUMMARY

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Overall 6 years of experience as a Salesforce Developer in the Salesforce ecosystem. Hands on experience in Salesforce.com CRM integration, developing and deploying the custom integration solutions. Experience in designing, developing and implementing Sales and Service Clouds.

## SKILLS

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- Lightning Components (Aura and LWC)
- MuleSoft / Dell Boomi / Informatica
- Salesforce APEX and VisualForce
- HTML / CSS / SLDS / JavaScript
- Advanced SAP knowledge
- REST/ SOAP / JSON
- SOQL / SOSL
- MongoDB / Express / React / Node proficiency
- OAuth 2.0

## CERTIFICATIONS

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**Salesforce Certified Administrator**

**Credential ID: 22971975**

**Salesforce Certified Platform Developer-I**

**Credential ID: 22972028**

## EXPERIENCE

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**Senior Salesforce Developer**  
**Zillow Group**

**05/2019 - Present**

Zillow is the leading online real estate and rental network in the U.S. and one of the world's largest. Zillow first launched in 2006, it revolutionized real estate. For the first time, real estate information - like home value estimates and later property listings - was available online, for free, for anyone to access.

- Built client-specific solutions on the Salesforce platform using Apex, Aura and LWC
- Integrated MuleSoft to complete APIs, data and batch processes
- Designed Custom UI and Wizard Style Navigation with Vlocity
- Created Automation of emails to Opportunity owners based on business requirements
- Implemented Sales and Service Cloud
- Designed Approval Process for Payment plans
- Integrated Salesforce.com with other applications via real-time, batch, sync/async
- Assisted with troubleshooting of data issues using SQL queries
- Good understanding of the Salesforce architecture in terms of data model, integration patterns and design patterns.

### **Salesforce Developer**

**01/2017 - 04/2019**

#### **Puma - Philadelphia, PA**

Puma SE, branded as Puma, is a German multinational corporation that designs and manufactures athletic and casual footwear, apparel and accessories. Globally, the company had overhauled and relaunched mobile-first websites in around 24 markets using Salesforce, and the feedback from there had been very encouraging.

- Built reusable UI/UX components with Lightning component framework
- Migrate data from Legacy System to Salesforce CRM using Informatica tool
- Experience in APEX Programming by creating Custom Triggers and perform Asynchronous calls to implement the business logic as a business the requirements
- Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
- Experience writing scalable, reusable code with well written unit tests
- Doing bulkification of the trigger using Collections like list, set and Map
- Writing relationship SOQL queries according to the business requirement
- Developed VisualForce pages using standard controller, Custom controller and extension controller
- Worked on Soap API and Rest API to design and support web services platform.

### **Salesforce Administrator**

**12/2015 - 01/2017**

#### **Verizon / Chicago, IL**

- Worked on Record Types, Validation Rules, Triggers and Page Layouts. Build the organization's role hierarchy by adding the Roles as per the Organization structure and create custom profiles to satisfy the Organization's hierarchy
- Create and complete use case testing required before making projects available to users
- Created Workflow rules and defined related tasks, email alerts, and field updates
- Efficient in setting up restricted login hours and IP ranges on profiles and resetting the user passwords
- Ensured data integrity through the appropriate use of de-duping, loading and exporting tools, for bulk data using Data Loader
- Designed reports, dashboards, and processes to continuously monitor data quality and integrity
- Modified data object relationships with the help of Schema Builder.