# Ayesha Beebi

**Salesforce Developer / Admin**

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**PROFESSIONAL SUMMARY**

* Over 9+ years of IT experience and 7 years as a Certified Salesforce.com Platform Developer and excellent experience as Salesforce Admin as well.
* Extensive experience with the Salesforce.com development life cycle, application design patterns, integration patterns and deployment planning.
* Experienced working in Cross - functional teams, identifying business requirements and supporting sales/marketing efforts.
* Experience in SFDC Development implementing the APEX Classes, APEX Triggers, Visual Force pages, S - Controls, Force.com IDE, Eclipse with SOQL, SOSL and Plug-ins.
* In-depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Used Email to case, Web to Case features and created a community where the customers can create, update and manage their cases.
* Worked with Pardot Functionality, Pardot A/B Testing, Auto responder emails and Pardot Email Rendering.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management
* Good insight in to the Health and Financial Domain.
* Developed and recommended CRM roadmap for customers in the Financial Domain
* Experience working in Agile methodology, Scrum methodology, Waterfall model and Test-driven development.
* Created test scenarios on Sandbox and production environment and migrated code to deployment upon successful testing.
* Extensive exposure to Black Box testing, Smoke testing, Usability testing, End-to-End testing, System testing, Regression testing and User Acceptance testing(UAT).
* Created customized UI as per the client and application requirements using Visualforce.
* Review/Adjust/Write Apex and Visual Force page builds to ensure we keep code coverage at a high percentage as well as meet business needs.
* Expertise in creating different email templates and inbound emails using Visualforce for the clients and customers.
* Competent in analyzing and creating narrative Use Cases, Use Case Diagrams, Activity diagrams, class diagrams, Data/Flow/Navigational flow Diagram using UML Tools like MS Visio.
* Expertise in Business Analysis methodologies and iterative Software Development Life Cycle(SDLC) in relation with all the phases of Rational Unified Process(RUP).
* Experience in data migration from ACT, Excel, MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, Informatica.
* Experience in Creating page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail.
* Good knowledge on **Set up field service features**according to client unique business needs. This includes installing the **Field Service Lightning managed package**and **Field Service Lightning mobile app.**
* Working with different aspects of Web Services (XML, WSDL, SOAP, REST).
* Expertise in customizing standard Objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports (Summary reports, tabular reports, Pie charts)and Dashboards and Report folders for different user profiles as per the requirements.
* Created lookup and master-detail relationships on the objects and created junction objects and various advanced fields like Pick-list, Field Dependencies, Custom Formula, Approval Process, Sharing rules for automated alerts, field updates and Email generation.
* Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Exposure to Apptus and Steel Brick, developed POC’s in Apptus CPQ and steelBrick CPQ.
* Experience with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Excellent communication and inter- personal skills, accustomed to work in both large and small team environments. A team player with strong ethic, a positive attitude and ability to make the best use of individual resources.
* Worked on Salesforce. combased development enhancements and implemented lightning applications from the scratch.
* Setting up Service Cloud Console, Cases (Web to case, Email to case), Solutions, Case Assignment and CTI Integration.
* Expertise in Lightning app builder (salesforce 1) and implemented new application based on Lightning to have compatibility of the app in mobile, Tab and Desktop versions.
* Developed Lightning Component Framework and also built Lightning component using aura framework.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, salesforce support communities and Chatter groups.
* Built reusable UI/UX components with lightning component framework.
* Strong experience with source control tools Git, Bit bucket, Source tree, built salesforce code from the repository.
* Knowledge to work on Salesforce Wave Analytics   product.
* Experienced in Object Oriented Analysis and Design and Object-Oriented Programming and Design Patterns under MVC (Model View Controller) Architecture.
* Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations

**TECHNICAL SKILLS:**

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| **Lightning Experience Development** | Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers, **Eclipse** IDE, **VS Code** Server-side Controllers, **Ant** migration,  VEEVA CRM, GitHub |
| **Salesforce.com Development** | Apex Language, Apex Trigger, Apex Class & Apex REST and SOAP Web Services, SOQL, SOSL, Visual Force (Page, Component & Controllers), HTML.API Version 27, 28. |
| **Programming languages** | C, C++, Java, SQL, Apex. |
| **Web Technologies** | HTML, JavaScript, SOAP, WSDL |
| **Operating Systems** | Microsoft Windows platforms, Linux |
| **IDE** | Eclipse, Force.com Eclipse IDE plug-in, Force.com IDE |
| **Project Life-Cycle Management Tools** | JIRA |
| **Other Tools** | Workbench, Force.com Explorer, MS Office Suite |

**Certifications:**

* Certified Salesforce Platform Developer I
* Certified Salesforce Administrator

**Education:**

* Bachelors in Mechanical Engineering in Vasavi collage 2011,India

**PROFESSIONAL EXPERIENCE:**

**Client: charter communications, St Louis, Missouri, August 2018 to current**

**Role: Salesforce Developer/Admin**

* Integrated Deloitte DPS system to SFDC Using SOAP and REST Full API.
* Implemented Custom Search Functionality to match up with existing records with DPS and Auto Sync. Designed the Screens using Visualforce page and JQuery.
* Developed and configured various Complex Reports and Report Folders for different user profiles based on the need in the organization.
* Extensively customized the silver partner portal & Customer Portal.
* Worked on Integrating the Delliote Rtrack Application to the Salesforce using SSO and Rest Full API
* Designed Custom invoice generation Application in the salesforce.
* Build a continuous delivery and Continuous Deployment Process using GitHub and bamboo and ant script.
* Marketo application Integration with Salesforce.com
* Collaborating with the various product vendors & app groups while designing the interfaces with party services, backend systems and various monitoring/analytical tools.
* Hands on understanding and experience with implementing Salesforce Field Service Lightning product, FSL Mobile, or a like Field Service product.
* Worked on Partner Portal, Customer portal, custom reporting, modifying pages, views, and dashboards
* Supported application code deployment from Test to Production environment
* Customize Salesforce.com fields, page layouts, record types, searching, list views, queues, reports, and dashboards.
* Creation of JDE ERP Demandware C# Download Software
* Architect of US Demandware XML Nodes download formats on-going updates
* Regular updating of Vertex Tax errors by updating Demandware Order Header details in MS SQL (T-SQL)
* Documented & Maintained overall system configuration, change control, and enhancements.
* Develop complex technical Cloud CRM solutions from scratch.
* Integrate commerce cloud with SalesForce with SalesForce community
* Implemented Broad-based and business-oriented understanding of sales process, CRM, digital sales tools, incentives, reporting, planning, quota, territory, forecasting, process and talent issues.
* Followed agile methodology to prioritize work, played a role of Scrum Master if necessary.
* Worked on Apex and VisualForce, lighting components to create unique customer-based solutions using code practices.
* Used Eloqua to create HTML based emails and advanced Javascript and customized Eloqua forms.

**Environment**: Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Dashboards, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Web Services, DupeBlocker, Zuora, MuleSoft, Salesforce Wave Analytics, Sandbox, Eclipse IDE Plug-in, Jitterbit Data Loader, GitHub, Bamboo, Lightning salesforce, REST Full, SOAP API

**Client: Wells Fargo – California, San Francisco Jan 2017 – July 2018**

**Role: Salesforce Developer/Admin**

* Actively participated in Requirement Analysis and Documentation as per SDLC methodologies using Agile model.
* Developed an application to a client who is working on Type-2 Diabetes.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Implement various screens for the frontend using React.js and used various predefined components from NPM (Node Package Manager) and redux library.
* Field Service Lightning Proof of Concept
* Developed various web components for screens using React.js and used various predefined components from NPM (Node Package Manager).
* Works with the Pre Sales Team to drive Sales Growth for the Community Cloud Products.
* Integrated React.js pages.
* Leads a team of Front End Developers to maintain, enhance and implement Salesforce Commerce Cloud SFCC (Demandware) E-Commerce web application.
* Working on Commerce Cloud and Demandware
* Worked on B2C Storefront using demandware
* Created Omnichannel experience with Demandware
* Mapped personal and professional caregiver networks with salesforce health cloud
* Created application with Angular Js, NodeJs and Deployed on Heroku.
* Integrated of SalesForce with Heroku.
* Used ServiceMax App Exchange functionality in salesforce for developing the application used as service cloud.
* Used ServiceMax dispatch console functionality to configure dispatch console for field engineer.
* Collaborated with the business users to understand the Re-org process and identified its impact on **Einstein analytics**dashboards.
* Developed enterprise **Einstein analytics**framework to test the **wave analytics**dashboards
* Used health cloud to integrate data from EHRs, wearables and more.
* Experience of working with compliance teams to ensure that application is compliant Veeva Vault expertise.
* Optimize and improve the overall runtime of **Omniscripts, DataRaptors and Vlocity** Integration Procedures using best practices
* Used ServiceMax Setup to create SFM transaction, SFM Wizards, Service Team, Technician, Skills, Translations etc.
* Working on Commerce cloud.
* Build B2C store using commerce cloud.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Have worked on moving data from external legacy system into Salesforce application using Apex Data loader & CSV files.
* Data migration and updates through the Apex Data loader in Sales force.com
* Involved in querying Salesforce tables using SOQL & SOSL queries using Force.com Explorer.
* List views available on a page are implemented using hardcoded SOQL statements. They cannot be modified by an end-user and do not correspond to the standard List Views available within saleforce.com User Interface.
* Responsible for handling Veeva Vault related activities to ensure that approved CLM and emails flow through the MLR approval channels and down to CRM for end users.
* Integrated the web services by generating the necessary stubs from the WSDL files for extracting the data from the home grown applications by using the home grown web services.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Develops metric reports on project status, budget, schedule, and Agile metrics such as Vlocity and cycle time.
* Redesigned the entire architecture by properly arranging in an orderly manner.
* Interacted with Business users for requirements gathering, analysis and development.
* Created various opportunities depending on the client requirement.
* Developed a replay feature to Re-run the Api request by using triggers which helped the other developers to test while the are working on Enrollments.
* Administrated and designed internal Salesforce / NCINO CRM database and system
* Migrated existing 8,000+ record CRM database to Salesforce / NCINO platform
* Created Process Builder, workflow rules for different types of patients who are related with the client.
* Used field level security along with page layouts to manage access to certain fields.
* Track and communicate team Vlocity and sprint progress to all affected teams and management.
* Created various Reports, dashboards and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
* Imported data from csv files in to Leads, Accounts, Contacts and Opportunities using Data Loader .
* Created picklists, dependent picklists, and validation formula fields to the custom objects.
* Developed Enrollment console and Integrated it with Salesforce.com with using the Force.com, REST based web services API.
* Deployed the code into sandbox to production using Change sets and Blue Canvas.

**Environment**: Salesforce.com Platform**,** Lightning components **,** Health Cloud,Apex, Visualforce, Triggers, SOQL, SOSL queries, Standard and Custom Objects, Veeva Vault ,custom Settings, Process Builder, Workflow rules, Permission sets, Vlocity CPQ, OWD sharing rules, Data Loader, Reports & Dashboards, Changesets, Sandboxes, DocuSign, Blue Canvas, Heroku, Servicemax, nCino, Community cloud

**Client:** **Accenture Federal San Antonio, TX Aug 2015 – Dec - 2017 Role: Salesforce Lighting Developer**

* Created modern Enterprise Lightning Apps combining **Lightning Design System, Lightning App Builder and Lightning Component** features.
* Worked on Salesforce1 Platform to build Mobile App by enabling **Lightning** Components for use in Salesforce1 mobile platform to make **Lightning Application mobile.**
* Created multiple **Lightning Components, added CSS and Design Parameters** that makes the **Lightning component** look and feel better.
* Developed a mobile app using **Field Service Lightning.**
* Worked on POC for microservices to provide RESTful API utilizing Spring Boot with Spring MVC.
* Created modern Enterprise **Lightning Apps** combining **Lightning Design System**, **Lightning App Builder and Lightning Component features.**
* Worked on several **FSL** Roll Up/Roll Down Controllers throughout the org
* Optimize and improve the overall runtime of **Omniscripts, DataRaptors and Vlocity** Integration Procedures using best practices.
* Maintained complex investment portfolios Using **Financial Service Cloud** while maintaining meaningful relationships with each and every client.
* Redesigned **Lightning pages** for Financial Advisors from Legacy systems using **Financial Services Cloud.**
* Mapped personal and professional caregiver networks with salesforce health cloud
* Used health cloud to integrate data from EHRs, wearables and more.
* Develops metric reports on project status, budget, schedule, and Agile metrics such as Vlocity and cycle time.
* 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.
* Enabled **Aura Framework**, by adding **Aura Attributes and Aura Handlers** for Events to focus on Logic and Interactions in **Lightning Applications**.
* Developing complete Case Management for Financial Service cloud and customized completely in Lightning without using **Visualforce pages.**
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Worked with **Sales** and **Service cloud.**
* Track and communicate team Vlocity and sprint progress to all affected teams and management.
* Worked on **Integrating SAP** and Salesforce systems using **SOAP and REST API's.**
* Conducted research to understand the customer dependency on FSL Loan Products and its impact on the market once the product gets replaced by new loan product.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Developed Web Application using **AngularJS** Framework for the single page applications and page responsiveness.
* Used **SOQL and SOSL statements** within Governor Limits for data manipulation needs of the application using platform database objects.
* Upgraded some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* As a DevOps Manager worked with various teams for code promotion and acceptance.
* Tested apps by appending multiple components to a Lightning Application thereby **deployed Applications from Sandbox to Production.**
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.

**Environment:**Salesforce.com Platform**,** **Veeva CRM,** Force.com, Force.com Eclipse IDE, Health Cloud Lightning Experience, FSL, Lightning Components, Apex classes and Controllers, HTML,AngularJS, CSS, Data Loader, WSDL, Vlocity CPQ, SOQL, SOSL, Scrum, Custom objects, Custom fields, ,  Financial Service Cloud ,Web Services, SOAP, REST, Agile/Scrum.

**Client: Deloitte, Harrisburg, PA Nov 2014 – July 2015**

**Role: Salesforce Developer / Admin**

* Extensively customized the silver partner portal & Customer Portal.
* Designed complex reports using XML & Birst Business Analytics & Style Intelligence for Salesforce for Reporting & Data Mashups.
* Automated the script and performed the Bulk Load Operations using Jitterbit Cloud, DBAmp.
* Worked on Apex and VisualForce to create unique customer-based solutions.
* Migrated solutions to Knowledge articles, Setup HVP Portal, Customer portal, Partner portal. Customize/Setup the communities.
* Worked on the SOA integration with salesforce.com & other legacy Applications.
* Worked in developing and consuming Restful web services in service-oriented architecture.
* Developed integration processes using Salesforce.com’s Web Services API and third-party integration tools (Apex Data Loader, Blue Zebra, Dupe Blocker etc.)
* Done pair programming with a peer to not only developed but also executed on Quality related tasks like code reviews, unit tests, functional testing, and automation of functional and performance test cases to ensure that the feature is delivered with highest quality.
* Worked on security, standard objects, reports/dashboards, Chatter, Knowledge, Communities, Live Agent, data management and sandbox environment.
* Documented & Maintained overall system configuration, change control, and enhancements.
* Worked on Partner Portal, Customer portal, custom reporting, modifying pages, views, and dashboards
* Developed Apex Classes, Controllers, Visualforce, Triggers, APIs like SOAP, REST, BULK, and Streaming APIs, test classes and building triggers, batch classes, future methods,
* Force.com migration tool IDE, Eclipse, Sublime editor, Change Sets & ANT Scripts for code migration.
* Worked on configurations like creating workflows, formula fields, roll up summary fields, assignment rules, roles, profiles, sharing settings etc.
* Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
* Collaborating with the various product vendors & app groups while designing the interfaces with party services, backend systems and various monitoring/analytical tools.
* Handled independently on multiple projects against deadlines in a dynamic environment where consistently producing deliverables within agreed upon timelines.
* Salesforce.com Rich Application development, using Adobe/Flex to integrate with Salesforce’s VisualForce and JQuery and different System/Customer Objects. A Quote Solution for client “Power IT Solution”, because the out-of-box Product category cannot satisfy the customer, I did design/ proof of concept / got accepted a Flex based approach. Accepted by client.
* Extracted the Salesforce CRM information into BI Data Warehouse using Force.com API/Informatica on Demand to provide integration with oracle financial information to perform advanced reporting and analysis.
* Supported application code deployment from Test to Production environment
* Customize Salesforce.com fields, page layouts, record types, searching, list views, queues, reports, and dashboards.
* Configured the site from scratch writing constrain, hiding and recommendation rules using big machines language.
* Worked on generating printer friendly quoting documents using **XSL-FO, XSLT, and XML**.
* Handled BML to create Configuration/Commerce rules & Library functions
* Implemented email automation platform on Eloqua.
* Written technical approach and design documentation supporting business need.
* Maintained and created workflow rules, validation rules, formula fields and escalation rules.
* Documented & Maintained overall system configuration, change control, and enhancements.
* Created and managed complex workflow rules, data validation, Apex triggers, schedulers, and batch apex.

**Environment**::Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Dashboards, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Web Services, Birst, DupeBloker, BlueZebra, Informatica, Cast Iron, WSDL, Sandbox, Eclipse IDE Plug-in, BML script, Document Engine, XSL-FO, XSLT, Site Configuration Commerce, Jitterbit Data Loader, Parts synch, Approval Process, Legal and Terms and conditions Document Engine.

**Dignity Health, Phoenix, AZ July 2013 – Oct 2014**

**Role: Salesforce Developer / Admin**

* Analyzed the business requirements and mapped to Sales force.
* Involved in data migration from Excel to Sales force using Apex Data Loader.
* Created user Roles and Profiles, security controls and sharing settings.
* Worked on various SFDC standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Created workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates.
* Experience in User acceptance testing
* Worked on mobile application ‘UTI Mobi’ to connect with users for fast and easy service.
* Good Knowledge on GIT technology for data integrity and support the user application
* Developed Apex Classes, Visual force pages and Apex Triggers to develop the custom functionality as per the requirements.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects - comma separated values (CSV) files
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on various AppExchange products according to the needs of the organization.
* Worked on various Salesforce.com standard objects like Campaigns, leads, Accounts, Contacts, Opportunities, Products, Cases, Solutions, Reports and Dashboards.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Salesforce.com, checking for the correctness of the data.
* Worked on building strong communication with the customers using communities and site.com
* Integrated Sales force with Microsoft Outlook to synchronize contacts, events and tasks.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Configured and Integrated Sales force with Oracle database.
* Implemented Error Processing for Informatica Mappings and Workflows
* Worked on Accounts. Campaigns, Leads and Opportunity Management in Service Cloud
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit page
* Interact with Business Analysts and Developers to design better test plan and strategies based on the requirements of the business
* Deployment of code from Sandbox to production using Force.com IDE tool.
* Created Visual force pages and Visual force components to achieve custom functionality.
* Wrote SOQL, SOSL considering the governor limits.

Configured user Roles, Profiles, sharing settings, organization wide defaults based on updated

* Used Force.com web service API for implementing WSDL in the application for access to data from external systems and web sites.

**Environment:** Saleforce.com platform, Sales cloud, APEX Language, Visual Force - Pages, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in

**Willsys Technologies, India June 2011 to June 2013**

**Role: Java Developer**

* Involved in requirements gathering, analysis, design and testing of the complete system.
* Implemented the presentation layer using JSP, HTML and CSS.
* Configured Tomcat Apache for deployment.
* Responsible for understanding the requirements and existing functionality of the system by communicating with business analyst.
* Responsible for understanding the business process by communicating with business users.
* Involved in developing the functionality as per use case documents for various modules of the application
* Responsible for writing ANT Scripts for building the entire web application.
* Performed unit testing using JUnit.
* Experience in working with Qlikview and Data warehouse
* Developed EJB components encapsulating business logic.
* Involved in Configuring web.xml and struts-config.xml according to the struts framework
* Used SVN as source control.
* Developed and deployed applications using Web Logic 7.x with JBuilder as IDE tool.
* Used JDBC to connect and perform operations on database
* Responsible for fixing the production issues and supported the application after pushing to the production
* Designed and created various tables required for the project in MySQL database.
* Used Log4j to capture the log that includes runtime exceptions and debug information.
* Developed the application using Eclipse.

**Environment**: SQL, PL/SQL, DB2, Apache Tomcat, XML, CSS, Windows XP, Linux, Java1.7, Struts, EJB 2.0, Java/J2EE coding, J2EE patterns, Bootstrap, Angular JS, Web service, JDBC, Spring, WSDL, jQuery, Hibernate