**SYED HASSAN** 

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**PROFESSIONAL SUMMARY:**

* **4x** Salesforce Certified Professional with **11+ years** of experience in IT with around **6 years** of experience in salesforce CRM platform as an **Administrator, Developer and Lightning Developer.**
* Experience on **Sales cloud, Service cloud**, **Marketing cloud.**
* Strong Knowledge in **salesforce Administration and customization, Data Validation, Sales, Customer Service and Support development team**.
* Expertise in developing custom code using **Apex Classes, Controllers, Triggers**, **Apex test methods** and Advocated the usage of best practices in maintaining quality **code coverage** with **Salesforce Governor Limits and patterns.**
* Proven expertise in SFDC Configurations like implementing **many-to-many, look-up, and master-detail relationships** also Customizations like **User Interface/Page Layouts, Tabs, Custom fields, Custom objects,** custom **formula fields**, **field dependencies, Record Types** etc.
* Worked in creating custom **Reports, Dashboards and analytic snapshots.**
* Regulated the **Salesforce Security setup** using **Profiles, Permission sets, OWD, Role Hierarchy and Sharing Rules**.
* Automating the business processes using **Approval processes, Workflows, Escalation Rules, Validation rules, Auto-response rules, Process Builder and flow builder for automated alerts, field updates and email generation** according to application requirements.
* Experience working on **Web-to-Case, Email-to-Case (Service Cloud), Web-to-Lead (Sales cloud)** functionalities.
* Excellent knowledge on CRM business processes involving **Campaign management, Lead management, Account management, Case management, Quote** and **Forecasting.**
* Enabled **Aura framework**, by adding **Aura attributes** and **aura handlers for events** to focus on logic and interactions in lightning applications.
* Created **lightning Apps** combining **lightning** **design** **system**, **lightning** **App** **builder** and lightning component features. Developed various **Lightning Web Components** (**LWC**).
* Used Salesforce CLI and VS Code to create scratch orgs (**SFDX**).
* Involved on **salesforce configuration, customization, integration, deployment, communities and classic to lightning migration, lightning component, lighting design system**.
* Developed **Visualforce pages, Standard controller, Custom controller, controller extensions,** for different functional needs and implemented the business logic bases in the requirements.
* Hands-on experience using **HTML, XML, CSS, JavaScript, Ajax**.
* Strong knowledge of direct **marketing** industry including **content strategy**, **email deliverability**, online **user experience**, as well as familiarity with the email service provider industry.
* Implemented in writing **Apex Test classes** to achieve above 90% code coverage for testing **apex methods.**
* Strong deployment experience with **SFDC MARKETING CLOUD**, understanding of the benefits/capabilities, train and communicate, help with information that they don’t know regarding deployment and help with sales adoption.
* Experience in Salsforce.com **Sales Cloud,** Territory Management**, CPQ** and Hierarchy of product structure.
* Implemented Salesforce.com with other internal/external application using **SOAP** and **REST** based Webservices.
* Implemented in **integration** of Salesforce.com with external applications by setting up Auto authentication between the Client and the Force.com platform and building bi-directional integration using Metadata API and **APEX RESTFUL** Services.
* Expertise in **Batch, Future, Queueable apex and Schedulable Apex Classes** for handling bulk DML operations in timely manner.
* Worked on **Live Agent** with Omni-Channel and CTI on Lightning Service Console.
* Proficient in **Data Migration** from **traditional applications to Salesforce** using Apex Data Loader, Import Wizard, SFDC Data Export, Mass Delete, Workbench etc.
* Used **GitHub and GitKraken** for version control.
* Used **Eclipse IDE** for development with **Force.com** IDE application for creating, modifying, and deploying **Salesforce applications** and familiar with integrated development environments, for code, compile, test, package, and deploy.
* Installed **Knowledge Tree** application using AppExchange.
* Implemented in **agile methodology** of **Software Development Life Cycle (SDLC).** Experiencewith **Waterfall Methodology.**
* Excellent Communication and Problem-solving skills and ability to think out of box delegate effectively and motivate team members and help them to achieve on-time project completion.

**TECHINICAL SKILLS:**

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| Skill Category | Used Tools |
| SF Development Skills | Apex Classes, Apex Web Services, Apex Triggers, Apex Controllers, Apex Batchable Jobs, Apex Queueable Jobs, SOQL & SOSL Queries, APEX REST & SOAP, Apex Testing, Lightning Aura Component, Lightning Web Components (LWC), Visual Force, HTML, CSS, XML, JSON, Java Script, SFDX (Scratch Orgs) |
| SF Configuration Skills | Data Security, User Management, AppExchange, Reports & Dashboards, Process Builder, Flow Builder, Workflows, Approval Processes, App Builder, Lightning Experience Customization, Actions, Page Layouts, Profiles, Roles, Chatter, Email Templates, Salesforce1 Mobile, Schema Builder, Escalation Rules, Validation Rules, Sharing Rules, Assignment Rules, Platform Events, Live Agent, Omni-channel. |
| Development Tools | Eclipse IDE, Visual Studio Code (VS Code), IntelliJ Illuminated Cloud2, Git, BitBucket, GitHub, SVN |
| Deployment Tools | ANT Scripts, SFDX, Changesets, Jenkins (CI/CD), Packaging, Release Readiness checks |
| General Skills | Salesforce CPQ, JIRA, Agile methodology, SDLC processes, gathering requirements, Software architecture, Application Design and development, Testing, Deployment, Cross-functional teamwork, Stakeholder management, Testing and Debugging, Classic to Lightning migration, MuleSoft, Postman |

**EDUCATION:**

* **Bachelor of Science (BS),** Science – **Government College Nazimabad,** Karachi, Pakistan
* **Master of Arts (MA)**, Advertising – **IQRA University**, Karachi, Pakistan

**CERTIFICATIONS:**

* **Salesforce Certified Marketing Cloud Email Specialist**
* **Salesforce Certified Platform App Builder**
* **Salesforce Certified Administrator**
* **Salesforce Certified Platform Developer I**
* **Digital Media & Marketing Certification** – Duke University 2019
* **Digital Marketing Certification** – General Assembly Austin 2016
* **Communication Design** **Certification**– **Aryan School of Arts**, Karachi, Pakistan

**SALESFORCE TRAILBLAZER LINK:**

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**WORK EXPERICENCE:**

Client**: WALMART LABS**, **CA**

Role: **Salesforce Lightning Developer May’2019 to Current**

**Responsibilities:**

* Developed **Sales** and **Marketing** **apps** on Salesforce.com platform using CRM Process.
* Work with Asset Management marketing team, internal staff and production team to plan and execute **development cycle**.
* Configure **Salesforce** and **Marketing** **cloud** integration user along with configuration in **Salesforce**.
* Support the **Email** **Marketing** **Manager** in the development of new business requirements.
* Used **Automation studio**for performing actions such as imports, extracts and SQL query activities.
* Involved in **Salesforce.com Application Setup activities** and **customized the apps** to match the functional needs of the organization.
* Configured Email Sends and Journeys in Salesforce **Marketing Cloud**.
* Developed various **Apex Classes**, **Controllers**, **Apex Triggers**, **Apex Test classes** and Visual Force pages. Developed and scheduled **Batch Classes** (Batch Jobs). Used Custom labels, Custom settings and Custom Metadata. Followed best practices while developing code by considering Governor Limits.
* Created multiple reusable **Lighting Components** and used **Lightning Design System** (**SLDS**) to convert Classic to **AURA Lightning** in both **Service Cloud** and **Sales Cloud**.
* Worked on creating Lightning Pages Inside **Lightning Community Builder.** Developed various **Lightning Web components** (**LWC**) for UI applications for both Mobile and Desktop. Used Custom CSS, HTML, Java script and Query.
* Involved in deploying the **AppExchange** applications and integrating with third party applications.
* Primary responsibilities included **custom application development** and **integration.**
* Made callouts in both **REST** & **SOAP** to consume external webservices and created **Apex** **REST** **API** webservices with salesforce to let External system integrate into salesforce.
* Performed data migration and **Data Validation** using **Informatica** on demand and data loading using Data Loader, Import Wizard.
* Hand’s on experience working on **GitHub** Repository. Used **Jenkins** for Continuous Integration and Continuous Delivery (**CI/CD**). Worked with Visual Studio Code (**VS Code**) and created **Scratch Orgs** (**SFDX**). Utilized DevOps tool **COPADO** for the deployment of metadata.
* Developed various Test classes to cover all scenarios and achieve maximum code coverage.
* Worked on **Data Loading** Activities using **Salesforce.com** Import Wizard, **Force.com** Data Loader, Information Cloud, workbench & Data Loader.
* Created **Custom Apps**, **Custom Objects**, **Custom Tabs**, **Custom fields**, Page Layouts, Search Layouts, Custom Links, Custom Buttons, Related Lists and other components. Also worked with Standard Objects like Accounts, Leads, Contacts, Cases, Opportunities, Reports and Dashboards.
* Created validation rules and leveraged **SFDC** automation tools like workflows, process builders, flow builder, Approval Process to perform field updates, time triggered actions, email alerts and out-bound messaging.
* Performed day to day User Management on SFDC Org by configuring **Sharing Rules**, **Permission Sets**, Roles and Profiles. Also maintained Field-level Security.
* Installed and Administered **Demand Tools** Salesforce AppExchange application.
* Created **Web -to – case** and **Email-to-case**, case assignment rules, Escalation rules to perform case Management (Service Cloud). Also worked on Web-to-Lead to do lead management (Sales Cloud).
* Have a very good experience in performing configuration tasks using **Salesforce CPQ.**
* Experience with **Salesforce** **CPQ** for subscription, billing, invoicing and can take control of sales process from **Quote to Cash**.
* Have a Good knowledge of concepts in **CPQ**, **Opportunity** **Management**.
* Involved in **UNIT Testing** and **Integration Testing** for checking out the 80% of the code coverage and deployed the **SFDC** data using **Salesforce.com IDE**, **Visualforce** **studio** **code** through **Salesforce DX**(**SFDX**).
* Extensively used **Agile Scrum** methodology to reach our business team goal by gathering day-to-day requirements and building them using Force.com platform.
* Provided technical support for Production by analyzing, debugging and fixing them.

**Environment:** SalesForce.com CRM Application Platform, Sales cloud, Service Cloud, Marketing Cloud, Apex Language, Visual Force, Lightning Compatible Visualforce pages, Lightning components, Lightning Web Components (LWC), HTML, JavaScript, Salesforce CPQ, Custom Objects, Tabs, Workflows, Email Alerts, Messaging, Dashboards, Reports, Eclipse, Sandbox, Production environment, SSO, Sfd2sfdc .

Client**: Cummins, IN**

Role: **Salesforce Developer Sep’2015 to April’2019**

**Responsibilities:**

* Worked with Various representatives of the business team to collect specifications and documented the specifications.
* Worked on **Agile methodology** of daily standups, story pointing and sprint planning.
* Communicating clearly in written documentation about desired functionality, technical design decisions or application features.
* Worked with standard Salesforce.com objects like **Accounts**, **Contacts**, **Leads, Cases, products,** **Opportunities, Reports & Dashboards**.
* Designed, developed and deployed the **Custom objects**, **Page layouts**, **Custom tabs**, Custom Fields (Including Formula fields, Dependent Picklist), Page Layouts, Search Layouts, Custom Links, Related Lists.
* Created and Established **Lookup, Master-Detail, Many-to-many (Junction objects), one-to-one** between objects.
* Created and configured Profiles, Roles, Groups, Queues and maintained Data security at **field level (Field- level- security), Records level (Sharing Rules) and object level**.
* Proactively created **Apex Triggers**, **Apex classes**, **Controllers**, **Controller** **extensions**. Also created and worked on Asynchronous apex like Batch Apex, Future methods, Queueable Apex and Schedulable Apex.
* Responsible for writing **SOQL and SOSL queries** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects.
* Built **Apex Webservice** (Apex REST) to create a case and retrieve case data from salesforce for the Assurant front end site. Used **Rest Web services** to flow the Data from salesforce to Connected App. Used **Force.com Web services** API for implementing web services to integrate with legacy systems.
* Developed **custom UI** for Salesforce Applications using **Visualforce, Lightning Components (AURA), SLDS, Events** and used **custom CSS** in the components. Built reusable UI components and pages with the lightning component framework
* Used **Apex Data Loader** for **uploading, upgrading and importing or exporting bulk data** from **salesforce.com** subjects.
* Implementations change control from development **sandboxes** to production and across the development lifecycle. Ensure that all necessary changes and documented, reviewed, tested and approved before being deployed.
* Created **Live Agent,** **Omni-Channel** settings for **chat routing**. Also used Java Script Remoting for various purposes.
* Worked on **Email Services** and **Single Email and Mass Email** to send email to different **portal users.**
* Installed and Configured **DrawLoop** Salesforce AppExchange app for various business needs.
* Experience in **designing VF pages** for communities on salesforce communities according to Client requirement using **Service Cloud**.
* Worked on **Jira tool** to track the bugs and resolve them.
* Deliver code via **revision control, continuous integration and repository best practices**. We use Git feature-branching and Code ship.
* Developed Apex callouts and workflows with Heroku
* Configured Heroku Connect to expose a Heroku Postgres database to Salesforce Connect.
* Knowledge on Heroku Connect Architecture to integrate salesforce and Heroku with Heroku connect.

**Environment:** Saleforce.com platform, Apex Data Loader, Security Controls, Apex Triggers and classes, Visualforce Pages, Web services, Jitterbit, deployment, packaging, Sublime Text, Java, JavaScript, Jira and GitHub.

Client: **SMA Tech, PK**

Role: **Salesforce Administrator June’2014 – July’2015**

**Responsibilities:**

* Administered execution of projects from initiating to closing.
* Prepared **project proposals, project schedules, costing, UAT** and **pertinent documentations** for the project such as Business Requirement Document and System’s Functional and Technical specifications.
* Involved in **gathering business requirements** through interviews, observations, and interactions with various teams.
* Led **planning meetings and Joint-Application-Design (JAD) sessions** with stakeholders.
* Worked with **various stakeholder**s for detailed requirement elicitation.
* Analyzed and implemented corresponding **Salesforce solution/application** per business requirement.
* Implemented **case management process** and configured the Case and Solution object on the **service cloud** as per business need, **capturing cases from website and emails**.
* Created **users, roles, public groups** and implemented **sharing rules** to provide appropriate access to data.
* Used **field level security** to manage the visibility and accessibility of fields for various profiles.
* Developed **workflow rules, tasks, emails** and alerts to track Candidates and Accounts related activities.
* Created **summary reports, matrix reports**, and **dashboards**.
* Imported data from excel sheets to **Leads**, **Accounts**, **Candidates**, **Recruiters**, **Contacts**, and Projects using **Import Wizard**, and **Data Loader**.
* Created **page layouts, search layouts** to **organize fields, custom links**, related lists and other components on a record detail and edit pages.
* Created change set and deployed the data from **sandbox to production** instance after testing.
* Created **Solution design, Data org foundation**, and **Salesforce user training document**.

**Environment:** Salesforce.com Platform, Workflow and Approvals, Reports, Dashboards, Custom Objects, Tabs, Email Service, Field level Security, Visual Force Pages, Data Loader, Agile.

Client**: RG BLUE COMMUNICATIONS, PK**

Role**: Java Web Developer May’2009 – April’2014**

**Responsibilities:**

* Developed Web components using Servlets, **JSP’s**, tag Libraries, **XML, XSLT**, Tiles Framework, **Struts** and UML.
* Used **Eclipse** as an IDE and Apache Tomcat as an application Server.
* Testing and debugging the project for proper functionality and documenting modules.
* Used **AJAX** in one of the modules to do asynchronous changes to the pages.
* Worked with Struts front-end utilizing the Struts tiles framework and Struts Validation Framework to implement the GUI interface.
* Developed Client request **validations** and processing using **JavaScript.**
* Developed application code using **Core Java** and **J2EE** (Servlets, XML) in Eclipse tool.
* Used **JNDI** realms to authenticate users in a web application.
* Developed Session and Entity Beans to implement business functionality.
* Worked on **XML** conversions and Validations.
* Worked on **CSS** (Cascading Style Sheets).
* Involved in all phases of testing (Unit, Integration and System).
* Prepared the User’s Manual and organized cross training of team members and users to become more responsive. Extensively worked on Excel, Visio, SQL and MS project.

**Environment:**Java 1.4/1.5, Struts1.2, Java Servlets, Hibernate, Eclipse IDE, EJB, Java Springs, JSP, AJAX, HTML, CSS, JavaScript, MS SQL Server 2000 and Oracle10g.