**Kauser Afreen**

**929- 400 -7868**

[**afreenk9010@gmail.com**](mailto:afreenk9010@gmail.com)

**Summary:**

* **Over 10+years of experience as an IT professional** including **5 years**’ experience in **Salesforce.com CRM, Salesforce CPQ,** and **Force.com** platform as an administrator and developer.
* Experience in realizing the business requirements to design on salesforce.com platform by designing the required entities like, creating the **relationships/ junction objects** like **Master-Child,** lookups**, Entity Relationship data model, Lookup relationships.**
* Configured and Maintain **User Profiles, Sharing Rules, Role Hierarchy, Security, Password Policies, Object Level Security and Record Level Security.**
* Experienced in SDFC development using **Lightning application, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web Services, Custom Objects, Reports, Creating Roles, Page Layouts, Workflows.**
* Experienced in analyzing business requirements, Entity Relationship diagram and implementing them to Salesforce **custom objects, Junction objects, master-detail relationships** and **lookup relationships**.
* Has the ability to demonstrate the value add of Salesforce Communities above and beyond traditional customer, self-service, partner or indirect sales, and employee portals
* Acquainted and well versed with CRM processes like **Sales, Marketing**, **Customer Service** and **Customer Support**, Business Processes and recommended solutions to improve their processes using SFDC.
* Proficient knowledge on Apex development in creating **Custom Objects, Custom Tabs, Custom Fields, Triggers, Bulk Triggers, Apex Classes, Master-Detail relationships, Validation rules, Workflows, Standard Controllers, Custom Controllers** and **Controller Extensions.**
* Excellent Knowledge of all the phases of software development life cycle (Requirements gathering, analysis, design, development, Testing and Implementation) and SDLC methodologies such as **Agile** and **Waterfall Models**.
* Developed **Visualforce Pages, Test Classes, Wrapper Classes and Visual Flow** on Force.com platform using Apex programming.
* Experience in **Data Migration, Apex Classes, Apex Triggers & Web services** and strong knowledge on **App Exchange Application** for integrating with third party.
* **Controllers & Triggers, Custom Reports, Dashboards, Analytic Snapshot,** S-Controls and generating **Email** based on requirements.
* Packaged and Deployed Customizations from **Sandbox to other environments** using Eclipse, change set and **Apex Data Loader,** integration and Migration tools.
* Developed an application to create **Custom Email Messages** that act as **templates,** and support users to add attachments and inline images and rate them after each use.
* Conversant in using **Process Builder, Flows, Outbound Messages** and accustomed to **Schema Builder** and **Deployment Settings.**
* Written **SOQL**, **SOSL, DDL** and **DML** queries in Apex.
* Proficient Knowledge in **Object oriented design**, MVC Architecture and **Struts** Framework.
* Experience in working on Sales Cloud as well as Service Cloud and **Partner, Customer** portals
* Hands on experience in **Administration setup, Apex**, and **Apex Data Loader** integration tool
* Familiar with **Chatter feeds, recommendations** and load data using **Data Import Wizard**.
* Performed automation of business processes using **Escalation rules**, **Assignment rules**, **Workflow rules**, **Approval processes** and **Auto response rules**.
* Team player with good interpersonal skills, strong understanding of fundamental business process, excellent communication, organizational and problem-solving skills.

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | Salesforce CRM, Salesforce **CPQ**, Apex, SOQL, SOSL, DML, Asynchronous Apex, Visualforce Pages, Triggers, Custom Objects, Custom Settings, Service Console, Lightning Process Builder, Service Cloud, Sales Cloud, Marketing Cloud, SOAP and REST Web Services. |
| **Salesforce Tools** | Apex Data Loader, Datloader.io, Eclipse, Connect Offline, Workbench, Timba Surveys, Mail chimp. |
| **Databases** | MS Access, MySQL, Oracle. |
| **Operating Systems** | Windows NT/2000/XP Pro/Vista, Windows Server 2000/2003/2008, Linux, Unix |
| **Languages** | JavaScript, HTML, CSS, AJAX, XML, DHTML, C, JSON |
| **Other Tools** | MS Office Suite, MS Project, WebLogic, JIRA, Bugzilla, MS Visio |

**Certifications:**

* Cloud Computing: Core Concepts by LinkedIn Learnings
* Essentials of Software-as-a-Service (SaaS) – Credential ID – UC-DL9AXVMC

**Education:**

* Master’s in Computer Science from Silicon Valley University, San Jose, CA, USA -May 15 to Aug 16
* MBA in International Business from Cardiff Metropolitan University, London, UK -Oct 13 to Feb 15
* Master of Law (LL.M) in Corporate Law from University of Westminster, London, UK - Sep 07 to Aug 08
* Bachelor of Law (LL.B) from Pendekanti Law College, Osmania University, India - Sep 02 to Jul 07

**Experience:**

**Client: TPMG, Oakland, CA Feb 2019 – Till Date**

**Salesforce CPQ Consultant**

**Responsibilities:**

* Interact with **Business users** to understand customer requirements and translate them into a technical reality that is extendable and maintainable.
* Analyzed functional problems and **determined techniques** and requirements most feasible for processing the data
* Good Knowledge and experience with Salesforce **CRM** projects using Salesforce.com, Force.com.
* Leveraging **Sales Cloud functionality**, including **Account Planning, Sales Forecasting, Opportunity Management and Lead Management.**
* Familiar 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**.
* Experienced working with various App exchange products or **CPQ** products like Salesforce **CPQ** (formerly **Steel Brick CPQ**), IBM sterling **CPQ**, APPTUS.
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder and Lightning Component features.**
* Developed Custom business logic using **Apex Classes, Triggers, Components, Visual Force** pages and Controller Classes for various functional needs
* Develop and configure the **Salesforce.com instances** and **force.com applications.**
* Deployed **Apex using Force.com IDE, Force.com Integration** Tool, **Web Services API** and **App Exchange**.
* Implemented **Classes, Interfaces** and Keywords.
* Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Implemented **Apex Scheduler** and triggers to invoke **Apex classes** at regular intervals and to trigger them at some particular events
* Created Custom **Visualforce components** and attributes to override the look and feel of **standard Visualforce** components
* Worked in setting up **Marketing Campaigns, Campaign Hierarchies, Lead Queries,** and Assignment rules
* Modified existing **Approval processes** and **created Approval steps**, which used email alerts and field updates.
* Automated the process of **creating Leads** directly from Web and **Auto-Response rules**
* Developed **Formulas, Validation rules** to maintain the quality of the data
* Worked with **Dynamic Apex** to access **S-Objects** and field describe information, **execute dynamic SOQL, SOSL and DML** queries.
* Implemented **platform security based** on the **Organization security,** **Session security** and Network-based security (Using IP address).
* Created **Partner Portal** and configured as per the requirements of the sales process. Also Responsible to create Sandbox from the given Production
* Customized the standard objects as per the user requirements by using **Visualforce components.**
* Designed and configured applications using **Salesforce automation (SFA).**
* Deploying applications from Sandbox to Production using **ANT deployment tool**
* Created **Many-to-Many relationships** and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Identify and **document bugs** and feature requests in the products; determine workarounds for the **software defects;** work closely with software engineers and customers to implement effective solutions along business-appropriate timelines.
* Created **Dashboards** using customized **Dashboard components**
* Designed process flow and **BRD for dynamic Custom** and Visual Force pages for **APEX triggers**, Classes, Test methods & to implement the custom functionality
* Conducted **JAD sessions** with the management, different **3rd party vendors, users**, commercial and other stakeholders for open and pending issues to develop specifications

**Environment:** Salesforce.com platform, Data Loader, Approvals, Email Services, Dashboards, Custom Objects, Visualforce Pages, Reports, Custom Tabs, Security Controls, Apex Language, Eclipse IDE Plug-in, Workflow, Salesforce Sandbox, Salesforce **CPQ**, HTML, Java Script, Angular.JS

**Client: SCIO Health Analytics, West Hartford, CT May 2018 – Dec 2018**

**Salesforce CPQ Consultant**

**Responsibilities:**

* Performed the roles of **Salesforce.com Administrator** in the organization
* Involved in **Salesforce.com Application Setup activities** and **customized the apps** to match the functional needs of the organization.
* Interacted with **various business team members** to gather the requirements and documented the requirements.
* Worked on Apttus **CPQ** configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
* Implemented Quote-to-Cash solution using APTTUS **CPQ**. Good understanding of the Apttus **CPQ**.
* Pricing factors like variance pricing, volume-based pricing, attribute-based pricing has been configured using **Steel brick** CRM.
* Involved in **CPQ** (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* 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
* Used Sales Force Automation **(SFA)** for Sales **Lead** Management, **Opportunity Management**, **Account and Contact Management, Data Quality Management, and Approvals and Workflow**
* Used **Force.com IDE** for **Eclipse 3.3** for creating, modifying, testing, and deploying **Force.com Application**
* Worked with various **salesforce**.**com** objects like **Accounts**, **Contacts**, **Leads**, **Campaigns**, **Reports, and Opportunities**
* Developed various **Custom Objects**, **Tabs, Entity-Relationship data model, validation rules**, **Components** and **VisualForce Pages.**
* Created multiple **Lightning Components**, added CSS and Design Parameters that make the Lightning Component 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.
* Created **workflow rules** and defined **related tasks, time-triggered tasks, email alerts, filed updates** to implement business logic.
* Created **templates, approval processes, approval page layouts** and defined **approval actions** on them to automate the processes
* Created various **Reports** (**summary reports, matrix reports, pie charts, dashboards and graphics**) 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
* Developed **Apex Classes**, **Controller Classes** and **Apex Triggers** for various functional needs in the application.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.
* Used **SOQL & SOSL** for data manipulation needs of the application using platform database objects
* Created **users, roles, public groups** and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users
* Created profiles and implemented **Object and field level security** to hide critical information on the profile users.
* Created test scenarios on **Sandbox** environment, and used **Force.com Component Deployment Wizard** for migrating data between **Force.com IDE** and **Sandbox** environment
* Used the **sandbox** for **testing** and **migrated** the code to the deployment instance after testing
* Designed and defined the Organization **Role Hierarchy** and assigned users to those roles.
* Provided post-implementation support to assist end users in **creating reports, dashboards** and certain Administration tasks including creating and maintaining user profiles and privileges

**Environment:** Saleforce.com platform, Salesforce **CPQ**, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Eclipse IDE Plug-in, Windows XP, Force.com IDE, Eclipse 3.3, Apex, Visual Force

**Client: Pru Tech Solutions, Charlotte, NC Nov 2016 – Oct 2017**

**Salesforce CPQ Consultant**

**Responsibilities:**

* Assisted in project proposal as an End User for creating contracts and as a Super User to help the end user for **integrating data** into Salesforce applications
* Contributed in setting up **Email to Case** which is available in Developer, Enterprise and Professional Editions
* Implemented **Custom Labels** and **Custom Settings** for referencing data set across **Apex Controllers**.
* Involved in customization and development of their Marketing and **Sales Cloud** Applications
* Created **workflow rules** and defined **related tasks**, **email alerts**, and **field updates**.
* Created **page layouts**, search layouts to organize fields, **custom links**, **related lists**, and other components on record pages.
* Implemented **SFDC CRM** to deliver various reports in departments of **Sales, Administration and Marketing** etc.
* Developed an **Entity-Relationship model** with Microsoft Visio and united it with salesforce standard objects.
* Developed solutions on the Force.com platform, strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (**CPQ**).
* Worked on Salesforce **CPQ** (**Steel brick**) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Build **CPQ** Quoting & Product configuration, pricing for Fortinet. Customer has a large family of product with many dependent components and were adding product at individual SKU level.
* Developed **Apex classes** and **Apex Triggers** based on application requirements
* Involved in migration of business data to salesforce based on External’s ID’s using the **Apex Data Loader**.
* Worked **on Lightning Process Builder** flows, **Connect API, Chatter,** quick **Action**.
* **Created users, profiles, roles, public groups, role hierarchies and sharing rules** to provide shared access amid multiple users
* Operated on the salesforce standard objects like Accounts, Contacts, Campaigns, **Lead**s, Opportunities and Cases.
* Used **field level security** along with page layout in **Lightning** to manage access to certain fields
* Created **reports** and **dashboards** for custom objects to hide data accessibility from the unassigned profiles within the organization
* Customized the **page layouts** and **search layouts**.

**Environment:** Force.com Platform, Salesforce **CPQ** platform, Apex Programming Language, Visual Force pages, Apex Web Services, Apex Data Loader, SOQL, SOSL, Force.com IDE, Apttus, App Exchange, Microsoft Office 2008.

**Client: Dixons Carphone, London, UK Aug 2014 – Feb 2015**

**Salesforce Business Analyst**

**Responsibilities:**

* Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements. Designed solutions by customizing various standard objects of **SalesForce.com (SFDC).**
* Conducted extensive meetings to understand the business model and processes through **interviews, surveys, questionnaires** and documented, gathered the business requirements i.e, **functional and non-functional requirements.**
* Worked extensively with **SME’s and risk managers in understanding, extracting, refining and documenting the User and Business Requirement Specifications in the BRDs** using **Agile methodology.**
* Used **Business Process Modeling (BPM)** for Designing and modeling the requirements.
* Conducted **JAD Sessions, JRD** with the subject matter experts, stakeholders and other management teams in the finalization of the User Requirement Documentation.
* Worked on **Agile Product Life Cycle Management (PLM)** to reduce cost, mitigate risk, improve productivity.
* Trained sales reps on **CPQ**, creating efficiencies that made the sales process 24% faster.
* Performed **Data mapping**, **SWOT analysis, Gap Analysis**, **Cost Benefit Analysis**, designed new **process flow**, documented the **business process**, various business scenarios and activities of the business from the conceptual to contextual level.
* Conducted daily **Defect Review meeting** and performed **Root Cause Analysis** to determine the origination of the defect.
* Good experience on development and maintenance of **Sales** & **Service clouds**.
* Implemented **DML operations** of Inserting and Updating records.
* Worked on **SOQL and SOSL** queries.
* Experienced in **Salesforce Lightning** - third party integration with ERP (Marketing Cloud, Service Cloud).
* Implemented the requirements on Salesforce.com platform and **Force.com IDE** Plug-in using Eclipse.
* Communicating with executive management on project status and overall project progress against target.
* Involved in **Salesforce.com Application Setup** activities and customized the objects to match the functional needs of the organization.
* Closely worked with **Salesforce.com consultants** for implementing the **business solutions** for their client requirements.
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Leads, Campaigns, and Reports** and developed the **Custom objects**, **Page layouts, Custom tabs, Components and user Dashboards.**
* Experienced in **Administration, Lightning** and **Support** with Salesforce Platform.
* Created **Custom Objects** and defined **lookup and master-detail** **relationships** on the objects and **created junction objects** to establish connectivity among objects.
* Created **various profiles** and **configured the permissions** based on the organizational hierarchy requirements.
* Created **page layouts**, **search layouts** to **organize fields**, **custom links**, **related lists**, and other components on a record detail page and edit page.
* Created **workflow rules** and defined **related actions**, **time triggered tasks**, **email alerts**, **field updates** to implement business logic.
* Created various **Reports** (**summary reports, matrix reports, pie charts, dashboards and graphics**) 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.

**Environment:** Salesforce.com platform, BRD, FRD, JAD, Agile, Workflow and Approvals, Reports, Custom Objects, Tabs, Email Services, Apex Language, Visual Force Pages, Components and Controller, JavaScript, Eclipse IDE Plug-in, Data Loader.

**Client: Thomson Reuters, Hyderabad, India July 2009 – Oct 2013**

**Salesforce Consultant**

**Responsibilities:**

* Written low-level design for features Document Creation, Container Creation and Document Relocation.
* Used community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Good Knowledge and experience with Salesforce **CRM** projects using Salesforce.com, Force.com.
* Extensive work experience in complete software development life cycle Agile methodology including Business interaction, Requirement Analysis, Software Architecture, Design, Development, Testing and Documentation phases.
* Performed the support role for both service cloud and **Sales cloud**.
* Worked on **CRM** Platform environment of **SFDC** **Sales Cloud, Service Cloud** modules.
* Hands on experience on creating Custom Object.
* Used data loader for insert, update, and bulk import or export of data from salesforce.com objects.
* Involved in understanding business requirements and functionality of Cost management Reporting.
* Experienced testing the next generation features for Salesforce CRM.
* Developed test cases based on business and functional requirement for manual black box testing of the CRM Salesforce.
* Developed and executed manual tests against SaaS product.
* Developed, maintained, and executed manual test for the new features, UAT, Regression, and Accessibility Testing.
* Track and report upon testing activities, including testing results, test case coverage, required resources, defects discovered and their status, performance baselines, Responsible for QA Signoff.
* Validated Opportunities, Account, contracts, Configure, Price, quote related Apex, Product management, SLA’s, Quote PDF, Financial summary reports and Dashboards in SFDC and Cloud sense applications.
* Validation of Order Management through SFDC and Integration testing between SFDC & Cloud Sense and Validated error exception handling messages of SFDC.
* Spotted the errors/defects, reported them through Bug Tracking Tool [JIRA], and refined and tracked them to a complete resolution.
* Executed cross browsers and mobile devices (phones, tablets on Windows, Android, iOS) regression suite.
* Provided overall testing support on SDFC administration, development and release management best practices in a controlled agile framework.
* Played critical role in the scrum team to ensure day to day agile activities are aligned and reaches the velocity goal.
* Executed various type of testing including GUI, UX, Regression, Smoke, Performance, Functional Integration, Stress Testing.

**Environment**: Visual Force Pages, Sales cloud, Testing, Agile, SCRUM, Service Cloud, Custom Component, Custom Controllers, Workflow & Approvals, Custom Objects, Custom Tabs, marketing cloud, Page Layouts, Email Services, Security