Shireen Zaheer

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**PROFESSIONAL SUMMARY**

* Over 12+ years of experience as a Salesforce 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 development in Demandware/Salesforce Commerce Cloud using Pipeline, ISML, DW Script, HTML5, CSS3.
* 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.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.
* Worked on Vlocity, for 360-degree customer views, customer history feed, and complete policy information in simple, card-based formats, driving new business.
* Proficient in dealing with functionalities related to Sales 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.
* 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, and Approval Process, Sharing rules for automated alerts, field updates and Email generation.
* 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.
* Extensive experience in Demandware and Commerce Cloud
* Designed and Developed Vlocity CPQ for couple of telecom clients.
* 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.

**Certification**

* Salesforce Admin Certified

**Education**

* Masters in Pune University (Computer Science)- 2007
* Bachelors from Pune University (Computer Science)- 2005

**Technical Skills**

* **CRM Tools -**Salesforce.com
* **Salesforce Technologies-** Apex, Triggers, Scheduler, Batch Apex, Apex Class & Apex Web Service, VisualForce, Salesforce Lightning, Commerce Cloud, SFRA, Cloud Craze, Sales Cloud, Demandware ,Service Cloud, Custom Controllers, Extensions, Record Types, Chatter, SOQL, OWD (Organization Wide Default), Apex Data Loader, SOSL, Workflow, Outbound Messages, Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy, Lightning, Salesforce Communities, Dashboards, Security Controls, AppExchange, Sandbox, Salesforce 1.
* **Salesforce API Tools-**Eclipse, Apex Explorer, Offline Edition, App Exchange, Data Loader
* **Languages-**C, C++, Java, PL/SQL, Apex, Ajax, C**#**
* **Web Technologies -** Web Services, XML, HTML, XHTML, CSS Dreamweaver, Java Script, PHP, Servlet, Bootstrap, JQuery, OOD
* **Version Control Tools-**CVS, Clear Case, Subversion, VSS
* **Web services-**SOAP, Cast Iron, WSDL, XML, JSON, REST
* **Databases-**MS SQL Server 7.0, Oracle 10g/9i/8i, MS Access
* **Methodologies-** AGILE (SCRUM), WATERFALL, V - MODEL, SDLC, STLC
* **Test Build & Integration Tools-** Maven, ANT, Jenkins, SVN, GIT.
* **Frameworks-** TestNG, Keyword driven, Data driven, Page Object Model, Hybrid.
* **Other tools-** Jira, Rally, Auto IT, Eclipse, Firebug, Fire Path.

**Work Experience**

**Lead Salesforce BSA**

**American Express- Durham, NC Mar 2019 to Present**

* Expertise on Large-scale & complex Salesforce development projects along with integrating data from other systems/Repositories
* Developed salesforce Lightning applications using Lightning Web Components, Controllers and Events and used custom CSS in the components.
* Extensively worked in Salesforce Lightning Web Components (LWC), Apttus SRM and CLM Module
* Worked closely with the Project Manager and Salesforce Architects to bring the best use cases for development and deployments.
* Implemented Salesforce Development Cycle covering Sales Cloud, Service Cloud, Call Center, Chatter & App-exchange applications.
* Worked on sales cloud by adding object, Fields, Tabs, Reports, and Dashboards and migrate data into Salesforce.
* Worked on Email to case, Web to Case features and created a community cloud where the customers can create, update and manage their cases
* Worked on Sales and Service Cloud, Involved in Sprint planning sessions and Estimates
* Expertise in following area of Ecommerce solutions - Product Management, Catalog Management, Management Center, Search optimization, Multivariate Testing.
* Ecommerce Program/Project Manager to re - platform current ecommerce website onto Salesforce Commerce Cloud/ Demandware.
* Developed Demandware Cartridges with controllers.
* Accountable for building the complex Data Model such as Saas within Salesforce.com by interacting with various teams for understanding the business and implementing the project end to end.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Worked on SFDC development using Apex classes and Triggers, VisualForce, Force.com IDE, SOQL, SOSL
* Worked on post-implementation support to assist end users in creating reports, dashboards Service Cloud administrative tasks and certain other Administration tasks including creating and maintaining user profiles and privileges.
* Worked on Reduced cost via implementation of Source control tools (TFS 2017, StarTeam) as well as CI/CD tools (Jenkins, Cruise Control, Install Aware) and productivity tools (PowerShell)
* Worked on various support issues and defects on day-to-day basis and updated JIRA, CONFLUENCE and HPQC accordingly.
* Worked on Support and maintenance of multiple ERP systems and applications such as SAP R/3, Microsoft SQL Server, SSRS, SharePoint, Business Portal, in various industries including Manufacturing, Pharmaceutical, Telecommunications, and High - Tech sectors.
* Monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Worked on Financial Service Cloud to develop the Application
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Worked on Regression testing for various scenarios and logged the bugs in JIRA, CONFLUENCE.
* Worked on Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications, Lightning Web Components (LWC).
* Worked on Aura Lightning framework with Applications and Lightning Web Components (LWC).
* Worked as SME for Source control tools (TFS 2013/GIT/GitHub/ dev hub/Subversion), CI/CD tools Jenkins
* Responsible for Salesforce.com System Integration with external applications and systems using Apex Web services and Apex Callouts with both REST API and SOAP API.
* Analyzed the complete Apex classes, Apex Triggers, Pages in the Salesforce.com instance in the design phase of the Salesforce Single View project. This included documenting the Use and effect of these in the current instance for the migration/implementation phase.
* Analyzed and reviewed the Standard Objects, Custom Objects, Permissions sets, Page layouts, profiles in the design phase of the Salesforce Single View project. This includes the documentation of use, Decisions of field migration and many other tasks
* Examined Geolocation field type to calculate the nearest properties from contact mailing address. Developed Wave Apps, Lenses and Dashboards in Einstein Analytics.
* Setting up Service Cloud Console, Cases (Web to case, Email to case), Solutions and Case Assignment.
* Developed Field Service Lightning Set up for multi-level service territories, Track the location and status of your product inventory, warehouses, service vehicles, and customer sites with Field Service Lightning.
* Leading large cross functional teams of company to successfully deliver ecommerce projects.
* Gathering the requirement, analyzing the requirement and attending the day-to-day business meetings.
* Assisted in the development and deployment of Single org’s first customer community cloud. Created custom reports to facilitate community cloud management and curate user stories engagement.
* Worked on Lightning Component Framework and built Lightning component using aura framework.
* Worked on Salesforce Jira, Confluence Service Desk, UltiPro, or SharePoint strongly preferred
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Dissected on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.

**Lead Salesforce BSA**

**BCBS - Chicago IL Sep 2017 to Feb 2019**

* Integrated Apttus CPQ and CLM applications and automating processes on Salesforce platform.
* Worked on Salesforce for building customized components replacing the existing ones.
* Responsible for setting up web service integrations.
* Use amazon Aurora to store data within itself of Salesforce. Manage data and design analytics to track key Sales Cloud metrics.
* Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in App builder.
* Developed various Apex Classes, Triggers, Controller classes and methods for functional needs in the application
* Worked with the Financial service cloud to integrate the business model.
* Daily administration and support of the Salesforce Sales Cloud including but not limited to managing profiles and roles, customization of objects, fields, record types, sharing rules, page layouts, validation rules, Process Builder and Visual Workflow.
* Working with B2C eCommerce solutions, ideally with the Demandware (Salesforce Commerce Cloud) platform.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created Salesforce 1 mobile apps using Angular JS, Bootstrap, Apex and Visual force.
* Use App Cloud mobile to instantly deploy apps to users with Salesforce1. Build user friendly and native android IOS and windows app with the mobile SDK, design and run massively.
* Responsible for controlling security and sharing of sales reports and dashboards, providing regulated, auditable cross-functional access for anyone in the organization via Cloud.
* Worked on Salesforce Community cloud like how to engage with employees, customers, and partners.
* Implementation of Salesforce Service Cloud from Business case to operation.
* Worked on Community Cloud to track and exchange data from the cloud
* Performed the role of Business Analyst interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
* Use Amazon Arora extensively to transmit data from salesforce
* Leading testing effort, test   plans, and test   data preparation for System Integration and UAT testing.
* Interacted with various bussiness   team members to gather and documents   the requirement.
* Salesforce with recursive AWS IDE Instances for Clients utilizing GitHub and Amazon for stability
* Configured and used source control tool Git to maintain repositories for various releases.
* Used Force.com Eclipse IDE plugin to manage, author, debug and deploy Force.com applications in the Eclipse development environment.
* Assisting in the Marketing and development of the Demandware.
* Worked on Rest API and Soup API
* Implemented communities and built external pages.
* Integrate commerce cloud with SalesForce with SalesForce community
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud.
* Design and Develop customer solutions in Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.
* Writing test classes and checking the code by having different profiles in these classes and making sure we are covering more than 75% lines of the apex classes before pushing them into the production
* Followed CI/CD process for deployments using Force.com Migration Tool and Snapshot

**Senior Salesforce Developer**

**Amazon – Seattle WA April 2014 to Aug 2017**

* Initiated Automated survey delivery for Customer Support, and Professional Services utilizing Clicktools and Cvent survey systems.
* Managed and participated in all phases of the project, including Project Plans, Documentation, and Configuration
* Worked as enhancement Architect and team member, performed the roles of Working Architect and Service Cloud administrative in the organization.
* Worked on configuring and customizing Service/Sales clouds.
* Customized sales cloud around price books, quotes and custom orders object.
* Administrated and monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Designed custom visual force pages for Customer Support, Sales, and Professional Services departments.
* Worked with DevOps tools such as, Eclipse, Git, GitHub, BitBucket, Sonar, Jira, Confluence, Jama, Confluence, Crucible, Jenkins and TeamCity (beneficial)
* Worked in advanced APEX/Visualforce development, including high volume data processing, managed packages, community cloud portals.
* Involved in designing & customize branding of community cloud pages, login pages for salesforce.com CRM.
* Worked on SaaS data models and maintenance of multiple ERP systems
* Implemented Octopus Deploy for .net Deployments with TeamCity as CI tool
* Using Apttus Api’s to create cart, Quote, repricing, Attribute creation
* Persuaded SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Generated Email templates in HTMl, HTML5 and VisualForce.
* Involved in Assignments Rules, Escalation rules, and Auto-Response Rules Configuration and Customization in Case Management, developed salesforce Lightning applications and used custom CSS in the components.
* Worked in Financial Service Cloud, Sales Cloud, Service Cloud using Salesforce CRM.
* Implemented Octopus Deploy for .net Deployments with TeamCity as CI/CD tool.
* Worked on Service Cloud for development.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader, Scheduling Apex jobs for processing large records.
* Handle all basic administrative and Service Cloud administrative tasks functions including user account maintenance, reports and dashboards, workflows and other routine tasks
* Forged Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security and configured their sharing settings.
* Established various custom Reports and Dashboards as per the customer requirements.
* Expertise with Managing the complex data Experience in Integrating App exchange Applications with Salesforce, Informatica On Demand, Mass EMail 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.
* Worked with Salesforce Sales Analytics and Service Analytics standard applications in Einstein Analytics.
* Worked on Service cloud to provide support to the client and Sales Cloud to manage and maintain the organization’s sales.
* Worked on implementing all modules of eCommerce in both B2B, B2C and SFRA environments.
* Provided support for Salesforce maintenance by reviewing trace logs, developing action plans, Service Cloud administrative services and other administration services including periodic data cleansing, workflows and approvals.
* Using REST API, we are sent and Receive Custom preference information with other business systems and applications.
* Developing visual force pages to create custom pages depends on the requirement.
* Used Web Service (Both REST API and SOAP API) to external middleware tibco and ECM applications from salesforce
* Worked and guidance for API integrations and data migration
* Providing excellent eCommerce and digital transformation thought leadership and content writing for Case Studies and White Papers.
* Utilized the sandbox for testing and migrated the code to the deployment instance after testing.
* Good at interpersonal and verbal skills with customers and partner portals.
* Extensive experience in Demandware and Commerce Cloud
* Designed junction objects and implemented various advanced fields like Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates, and Email generation leading to effective Web-to-Lead communication with customers and partner portals.
* Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on a regular basis for the sales performance and lead generation statistics.
* Created user stories, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different user stories.
* Initiated user stories, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different user stories.
* Involved with Salesforce.com Premier Support and handled the support cases with the help Salesforce.com support.

**Salesforce BSA**

**UHG – Minneapolis, MN Aug 2011 to Mar 2014**

* Involved in identifying, planning and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code) to meet business requirements.
* Handled different Integrations with other platforms.
* Developed various Custom Objects, Tabs, Components and VisualForce Pages and Controllers
* Administered, configured, maintained Salesforce.com application user stories profiles, roles, assigning Permissions, generating security tokens, Service Cloud administrative, validation Rule, upgrade installation.
* Created and deployed Several Reports using salesforce.com platform.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs and implemented the business logic as per the requirements.
* Worked on various CSC on Commerce Cloud Also, Worked on demandware
* Acted as SME for Source control tools (TFS 2013/GIT/GitHub/ dev hub /Subversion), CI tools Jenkins, TeamCity, deployment tools Octopus Deploy, web Deployment Manager.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management, salesforce Lightning applications and used custom CSS in the components.
* Worked on Multi Language features of Salesforce Commerce cloud
* Work with our institutional management team to establish suitable processes to support administrative, Service Cloud administrative development, and change management activities
* Implemented all modules of eCommerce (Product Information, Content Management, Order Management, Pricing and Promotions in both B2B, B2C and SFRA.
* Worked in agile methodology Process and Sprint System whole procedure.
* Involved in building the Customer Portal in the organization.

**Salesforce BSA**

**Fidelity Investment – Durham, NC Sep 2008 to July 2011**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Collaborated with various Confidential objects like Accounts, Contacts, Leads, Opportunities, Reports, and Dashboards.
* Developed various Custom Objects, Tabs, Components and Visual Force Pages and Controllers.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Worked on Source control tools, CI/CD tools Jenkins, TeamCity, deployment tools Octopus Deploy, Repliweb, Deployment Manager.
* Developed and configured various Custom Reports for different user stories profiles based on the need in the organization.
* Generated and deployed Several Reports using Confidential platform.
* Implemented the requirements on Confidential platform and Force.com IDE Plug-in using Eclipse.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Developed Email templates in HTML, HTML 5 and Visualforce.
* Responsible for monitoring usage, performing Service Cloud administrative tasks, ensuring Data Integrity, and working with commercial operations management to identify additional opportunities to productively integrate into ongoing business activities.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Interacted with the premium tech support team on a regular basis