* **PROFESSONAL SUMMARY**

Extensive experience in Salesforce Administration and Marketing Application Development and Business Analyst, supporting a multi-continent global sales and marketing team with 300+ members. Enjoy an innovative and results-driven approach while overseeing the Salesforce Business requirements, Administration and Development of multiple Salesforce instances, operational support, reporting, and configuration changes. A proven track record of successfully working, both independently and with a team, in a fast paced and dynamic work environment, with the ability to communicate effectively as well as collaborate with cross-functional business partners and technical teams. Committed to outstanding work to ensure accuracy, provide effective Salesforce CRM and Marketing solutions, while generating cost/time savings for organizational excellence.

* **PROFESSIONAL EXPERIENCE**

**Salesforce Administrator & Business Analyst 2016 to 2021**

**IT Is Fantastic, Boca Raton, FL**

* Workings as Salesforce Admin, Developer and supporting a multi-continent global Sales team of 300+
* Designed, developed and deployed various Apex Classes, Controller Classes and Triggers and packages.
* Created and maintained Profiles, Roles, and Page Layouts, Record Types and Configured the permissions based on the organization hierarchy requirements.
* Upgraded apps from Salesforce Classic to Lightning to develop rich user interface and better pages interaction.
* Migrating Meta data from one sandbox to another sandbox using Force.com IDE tool, Change Sets and Eclipse.
* Complete mass data imports/exports as needed using the API tool, lead management, audit and resolve data integrity issues such as merging duplicate records and establishing proper ownership of existing accounts and contacts in accordance with sales territories.
* Performed Administrative activities using Data Loder to import data, such as accounts, campaigns, cases and leads from multiple data sources into Salesforce.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com.
* Integrally involved in all phases of SDLC (Design, Development, Testing {Unit Testing, System Integration Testing, UAT} and deployment from Sandbox to Production).
* Developed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Developed, Managed, maintained and customized page layouts for Products, Opportunity, Contacts and Accounts depending upon user roles, custom fields, Reports, Dashboards and other salesforce objects and functions, while assisting the executive teams view Sales Pipeline dashboards for developing proactive strategies.
* Worked closely with clients to gather requirements and had a thorough understanding of interpreting business needs, translating them into operational requirements and converting them to technical specification documents.
* **TECHNICAL SKILLS**

|  |  |
| --- | --- |
| Salesforce Technologies | Salesforce CRM, Salesforce Classic & Lightning, Email Studio, Web Studio, Mobile Studio, Advertising Studio, Social Studio, Content Builder, journey Builder, Audience Builder, Triggers, Apex Classes, SOQL, Visual Force Pages (Controllers), Workflow, Approval Process, Process Builder, Lighting Flow, Dashboards, Reports, Analytic Snapshots, Validation Rules, Formula, Custom Objects, Data Loader, Service Cloud, Sales cloud  |
| Salesforce Tools | Email Studio, Web Studio, Mobile Studio, Advertising Studio, Social Studio, Content Builder, journey Builder, Audience Builder. |
| Data migration Tools | Data Loader Import and Export Wizard |
| Languages | Java, python, JSON , SOQL, SQL ,PL/SQL |
| Software Development  | Agile, Scrum, SDLC |
| Project Management Tools | Jira, MS Project, MS Word, MS Excel, MS PowerPoint |
|  |  |
| Database | MS SQL Server, Oracle Database  |
| Operating Systems | Windows 10, Linux CentOS, RHEL 8. |

* **CERTIFICATION**
* **Salesforce Certified Administrator (SCA).**
* **Oracle Developer Form Builder 2005.**
* **Develop PL/SQL.**
* **EDUCATIONAL BACKGROUND**
* **Elneelain University**

Bachelor of science in Physics

Khartoum-Sudan

1995 - 1999