**Name: Sana Fatima**

**Email:** [**Sanafatima2223@gmail.Com**](mailto:Sanafatima2223@gmail.Com)

**Phone: (314) 722-6317**

**PROFESSIONAL SUMMARY:**

* **Having 8+ years** of experience in the **Salesforce.com CRM** space that includes **Administration, Development and Support experience.**
* Involved in various stages of **Software Development Life Cycle (SDLC**) including analysis, requirement gathering, enhancements, testing, deployment and maintenance of standalone object oriented enterprise applications.
* Experience in **Developing, Administration, Configuration, Implementation, and Support of Salesforce CRM** based on **APEX** Language and leveraging **Force.com** Platform.
* Experience working with **Force.com IDE, Data Loader and Salesforce.com Sandbox** environments.
* Led projects using both **waterfall methodology and Agile/Scrum methodology.**
* Experience in **SFDC Administrative** tasks such as **creating Profiles, Roles, Users, Email Services, Approvals, Workflows, Dashboards, Tasks Configuration, Analytics Reporting, User Acceptance Testing, End User Training Development & Delivery and System Testing.**
* Excellent work experience in designing **Custom Objects, Custom Formula Fields, Field dependencies, Relationships, Picklists, Custom Tabs, Validation rules, Work Flows, Approval Processes, Page Layouts, Search Layouts** to meet the client’s requirement, Sales and Service Cloud and functionality.
* Experience in Force.com **Apex Classes, Apex triggers, Visualforce, Batch Apex, Integration, REST & BULK API, WSDL, SOAP based Web Services, Force.com API, SOQL and SOSL and Salesforce AppExchange.**
* **Extensive knowledge and hands on experience on Wave Analytics (Dashboards), vlocity in Salesforce.**
* Integrated **Data sources (Applications) with Salesforce CRM for building the holistic 360\*** view for any data source for typical dashboard view. **Not limited to Salesforce CRM.**
* Designed, implemented the **Bulk & Rest API integrations** for exporting& importing the data from **Salesforce CRM to Down Stream Applications (Two-way Integrations).**
* Experience in **Salesforce SFA** applications based on Apex Language and leveraging Force.com Platform - World's first commercial Software as a Service (**SAAS**) application running in **Cloud Computing Environment.**
* Worked on **embedding** the **wave dashboards into Visual Force pages and lightning** using lightning components and App Builder.
* Working knowledge of B2B / B2C e-Commerce applications and related protocols like EDI and XML.
* Hands on experience implementing **Role Hierarchies and Sharing Rules** for system security design.
* Expert in creating **Business Requirement Document** (BRD), Functional Specification Documents (FSD), gap analysis, cost benefit analysis, use case diagrams, sequence diagrams and activity diagrams using UML, Microsoft Office.
* Expertise in **Service Cloud console** with exposure to **CTI adapters and mobile application integrations.**
* Experience in working with **Eclipse IDE** with **Force.com** Plug-in environment for writing Business logic in **Apex Programming Language.**
* Create advanced dashboards in **Wave Analytics** by modifying the **JSON** that defines them.
* Experience in working with Force.com Standard Objects like **Accounts, Contacts, Leads, Cases, Opportunities and Campaigns.**
* Experience in **Standard and Custom Controllers in Visualforce** for development of custom Visualforce pages and components as required by business requirements.
* Used different data tools like Apex Data Loader, Import Wizard, SFDC Data Export, and Mass Delete.
* Worked on various **Salesforce/Veeva integrations with SAP, SFDX, Oracle** and other third-party systems to support Order Management module.
* Worked on complete life cycle of **SFDC Implementation.**
* Developed Lightning Components to replace the deprecated S-Controls.
* Worked on Service Cloud Communities sharing business Process Extend them across offices and departments and outward to Customers and Partners.
* Good knowledge of Salesforce Einstein Analytics Governance Limits and Limitations.
* Experience working with **Salesforce.com sandbox, Service Max field service and production environments.**
* Proficient in working with **Eclipse IDE and Force.com** Plug-in for writing business logic in **Apex** programming language.
* Experience with **Apttus, Big machines CPQ** and built AppExchange applications with **AngularJS and Bootstrap.**
* Experience in performing data migration from Legacy Systems using **Data Loader.**
* Knowledge in **Selenium IDE** automation tool, CRM and Third party application.
* Experience in using **Workbench tool for SOQL queries, SOSL and the REST Explorer.**
* Experience in using **Force.com Explorer to browse data model schema, custom objects, fields, build and test SOQL queries.**
* Developed UI containing angular/jQuery in Salesforce.
* Excelled in working with various **Salesforce.com** standard objects like **Accounts, Contacts, Opportunities, Products, Cases and Leads.**
* Experience in web technologies like **HTML, XML, and JavaScript, ExtJS** and also experienced on working with data structures to manage large amount of data efficiently.
* Proficiency in Object Oriented Languages like C++, Java, J2EE, JSP, Servlets and other Java technologies.
* Strong **Database (RDBMS)** development experience in writing **queries, functions, stored procedures, triggers, and views in Oracle, SQL, PL/SQL and MS Access.**
* Excellent work ethics, self-motivated, quick learner and team oriented. Continually provided value added services to the clients through thoughtful experience and excellent communication skills.

**EDUCATION:**

Bachelors from Osmania University, India.

**CERTIFICATIONS:**

* SALESFORCE PLATFORM DEVELOPER 01 CERTIFIED.
* Salesforce Certified Administrator.

**TECHNICAL SKILLSET:**

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| **Salesforce Technologies** | SFDC Certified Force.com Developer, Salesforce CRM, Salesforce SFA, Apex, Classes/Controllers, Apex Triggers, SOQL, SOSL, Veeva, Visual force Pages / Components, Apex Web Services, AJAX, Workflow & Approvals, Marketo, Analytic Snapshots, Wave Analytics, Exact Target, LWC, Case Management Automation, Dashboards, Custom Objects. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Apex Data Loader, Force.com, Workbench, Force.com Platform (Sandbox and Production), Force.com Excel Connector. |
| **Programming Languages** | Java, HTML, XHTML, DHTML, JavaScript, C, C++. |
| **Databases** | MS SQL Server 2012/2014, PL/SQL, RDBMS, Oracle 8i/9i/10g, MS Access, DB2 and MySQL. |
| **Operating Systems** | Windows NT / 2000 / XP Pro, Windows Server 2008/2012, Linux, AIX. |

**PROFESSIONAL EXPERIENCE:**

**PADI Worldwide, California Oct’19 to Present**

**Sr. Salesforce Developer**

**Responsibilities:**

* Coordinated business process review meetings with multiple teams to establish standard workflow processes.
* Experience on Salesforce modules objects like Campaigns Management, Leads and Opportunities
* Designed, Implemented and developed the Custom Objects, Page Layouts, Custom Tabs, and Components to suit to the needs of the application.
* Worked with business analyst to develop project implementation and develop plans including user interfaces.
* Design, implementation, administration and troubleshooting Apttus CPQ system, managing security profiles and providing technical support for Sales users.
* Used Community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Provide input to Product Marketing on client needs and industry trends for product enhancements and manage escalations and process improvement between Marketing Cloud and partners.
* Worked with the Business group for requirement gathering throughout the planning and implementation. Coordinate with business analysts for the issues requiring business analyst help.
* We have provided solutions and support for Single sign on SSO, ensuring compliance with international security standards like SAML 2.0.
* Designed and delivered the data integration & migration solution. Working on B2B and B2C store using WebSphere Commerce.
* Exposure to callouts from salesforce to call external process on Heroku.
* Hands on experience on Salesforce Lightning and LWC for Customizing Reports and Dashboards for business use.
* SAML to grant user access to training, cases, communities and opportunities.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Managing the end-to-end technical delivery for multiple Salesforce, Veeva, and Siebel and custom applications
* Worked on Veeva including System Configuration, to make business processes social, to collaborate in real-time from anywhere, with Chatter.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning web components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Created Consumer and Partner portals using communities and configuring it for enhanced business perspectives and worked with trigger and Trigger handler frameworks.
* Created various Profiles, Roles, and Page Layouts and configured the Permissions based on the Organization hierarchy requirements. Hands on experience on using languages like HTML, DHTML, HTML5 in attaching page content like data, images and videos.
* Developed the UI component architecture and API for application integration framework using Angular.JS.
* Implemented Wave analytics and designed Wave dashboards, lenses and datasets.
* Experience in Veeva integration on Salesforce/Force.com Platform.
* Worked on various Sales force/Veeva integrations with Oracle and other third party systems to support Order Management module.
* Involved in Service cloud and Sales cloud for Implementation/Customization.
* Coordinated with QA team to fix the defects and Maintain and customize Sales Cloud and Service Cloud applications.
* Created user Roles and Profiles, Security Controls and Sharing Settings, Permission Sets.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Defined Lookup and Master-Detail relationships on the standard and custom objects.
* Created Roll-up Summary fields to aggregate data from child records on the parent.
* Used Field-level Security to ensure that protected data is only shared with authorized persons.
* Implemented SFDC web-to-lead functionality into the corporate site to make lead management simple and efficient.
* Used Salesforce.one for managing navigation and built custom Visualforce components with J Query Mobile and AngularJS .
* Created Visualforce Pages to provide UI to the custom objects and involve in activity of Docusign, Aura framework, Salesforce DX, Mulesoft, Checkmarx, CI/CD and Jenkins.
* Developed and maintained SFDC analytical reports and dashboards for management review and planning for accurate forecasting purposes.
* Created Custom Reports and Dashboards to track Opportunity pipeline/stages for Management visibility with the help of Salesforce Wave analytics.
* Installation and support of App Exchange applications like exact target and Marketo.
* Created Lightning app for company's retail product page to display items from inventory.
* Fixed issues with custom Lightning Event Management app on styles & controllers for in-built apps.
* Wrote custom controllers implementing complex code for retrieval from Sales Force to Visualforce pages.
* Proficiency in data migration and integration using data loader and hands on experience in using ETL tools for handling large data volumes.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, J-query, Tool tip & Auto Complete widget, SOAP, REST, BULK and METADATA API.
* Used SOQL and SOSL for data manipulation needs of the application using platform database objects
* Created Visualforce pages to provide customer status to sales team and executive team based on different geographical location filters.

**Environment:** Saleforce.com platform, Apex Language, Heroku, Visual force Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Lightning design system(LDS), LWC, CRM, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Marketing Cloud, Sales and Service Cloud, Aura Framework, Windows XP.

**Everi Holdings, Las Vegas, NV Jul’17 to Sep’19**

**Sr. Salesforce Lightning Developer/Admin**

**Responsibilities:**

* Duties included design, development, integration and administration of salesforce.com applications.
* Gathered user requirements and involved in application design discussions and documentation.
* Developed custom objects, profiles, sharing rules, roles and integration using web services, as needed by the business.
* Developed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API and LWC(lightning web component).
* Implemented Classes and Interfaces and once Quality Analysis is being done on the Salesforce DX then it will be implemented into the Salesforce.com.
* Worked with Apex Scheduler to invoke Apex classes at regular intervals.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Responsible for designing system/Unit/UAT test cases.
* Used future methods to invoke web service call out. And used SOAP and REST API for integrating different applications with salesforce.
* With help of Cast Iron integrated Salesforce with MS SQL Database (In house BI Data warehouse) developed and implemented scheduled jobs for both batch and real-time Salesforce integration scenarios.
* Used Apex Data Loader for migrating records to Salesforce.
* Worked on Vlocity to deliver comprehensive and proven solutions to all customers in mobile, Omniscript and Vlocity Wear.
* Involved in data migration to Sandbox and production and data analysis and migration of CRM data from legacy systems into SFDC.
* Used sandbox mode for testing and migrated the code to the production instance in iterations.
* Wrote batch classes for manipulating mass data and invoked it from apex classes and triggers.
* Scheduled batch classes to perform a mass delete on unwanted records as a part of data cleansing.
* Wrote test classes to test apex classes for more than 80% code coverage.
* Involved in administrative activities like periodic data cleansing, security setup and workflow update.
* Worked in Agile project model and involved in documenting IT Stories and scoping sprints.
* Used Visualforce in development mode to change the behavior and appearance of Visual force components.
* Implemented Visual Force Templates and Placeholders to encapsulate page elements to be reused across several Visual force pages.
* Accustomed Pick lists, Dependent Pick lists, and Record Types to enforce data quality.
* Created Dashboards and Dashboard Components and implemented multiple levels of Dashboards and scheduled Dashboard refresh.
* Worked on Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.

**Environment:** Analytics Studio, Wave Dashboards, Dataflows, Datasets, Wave App, SAQL, JSON, CRM, Saleforce.com platform, Apex Language, Visualforce, Lightning, LWC, HTML, Java Script, Reports and Dashboards, Data Loader, Data Prep tool, Data Manager, Data Utils, Informatica Rev, Informatica, Dell Boomi, Eclipse IDE Plug-in, Sandbox data loading, Eclipse IDE Plug-in, Windows, Agile.

**Deloitte,** [**V**](https://www.google.com/search?sxsrf=ACYBGNTza0KBgz0IODRPBN3KKDmL62KLpQ:1576167610315&q=Tysons+Corner&stick=H4sIAAAAAAAAAOPgE-LVT9c3NEw2K8owMssqUOLUz9U3MDTItYjX0spOttLPL0pPzMusSizJzM9D4VhlpCamFJYmFpWkFhUvYuUNqSzOzytWcM4vykstAgCpSz2ZWAAAAA&sa=X&ved=2ahUKEwiNs5P0wbDmAhVv6nMBHeeoAkcQmxMoATAiegQIDxAg&sxsrf=ACYBGNTza0KBgz0IODRPBN3KKDmL62KLpQ:1576167610315)**A Nov’15 to Jun’17**

**Salesforce Developer/Administrator**  
**Responsibilities:**

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* Agile Development Methodology was followed for the implementation.
* Managed Salesforce integration with existing systems and third-party providers.
* Developed various Custom Objects, Tabs, validation rules, formula fields.
* Implemented custom Cascading Style Sheets (CSS) for Visual force pages.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Expertise in Development of applications in SOAP and Restful Web Services using.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* Developed various angular components and reusable modules throughout development lifecycle.
* Worked on UI/UX of the application by translating design from mockups to HTML/CSS.
* Constant involvement in exploring AppExchange apps and using the apps wherever necessary. Used apps like Aptos, target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, Docusign etc.
* Created relationships among objects using Lookup and Master-detail relationships.
* Developed a custom MARS Application to implement Change Management and Configuration Management for all Veeva applications.
* Integrated Marketing cloud instance and Sales cloud using marketing cloud connect to personalize marketing campaigns and provide services for email, mobile, social and online marketing.
* Created and implemented marketing campaigns using marketing cloud tools like Journey Builder, Email Studio and social studio.
* Created and maintained email reporting dashboards which are used by marketing teams to make delivery and content decisions.
* Created folder structure to house marketing email templates and executed A/B testing on mail templates to improve engagement.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Cross-Program Deployment Lead for integrated release involving Oracle, IBM, Informatica, and Salesforce
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE.
* Extensive experience on S controls, Visual force pages and Page layouts according to the Business requirements.
* Installed the Call Center Applications and allowed the end users to maintain a track history of customer’s complaints.
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Performed data cleanup and/or Data migration to/from salesforce.com.
* Experience on high-availability, fault tolerance, and auto-scaling in AWS Cloud Formation.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Developed several Custom Reports & Dashboards that are used by Business user and Managers.
* Integration with ETL tools like Informatica, Info sphere.
* Integrated applications using web services by consuming the WSDL files for extracting the data from the external systems.
* Involved in various user stories and worked with QA team to test in various sandbox environments and update fields in Production.
* Configure and Maintained the Sandbox Environment for easy facilitation of Development and QA Activities.
* Created custom Java Application to Interact with Salesforce using SOAP and Rest web services.
* Implemented Data Loader through the Command Line Interface to extract the data from database.
* Developed visual Force pages with JavaScript and Apex classes.
* Written Apex Test classes to Unit test Apex classes before moving to Production.
* Created and maintained the documentation for Design, Migration and Integration.
* Deployed applications from Sandbox to Production.

**Environment:** Saleforce.com platform, Apex Language, Wave Analytics, wave dashboards, Visual Force, HTML, Java Script, Reports, Dashboards, Sales Wave App, SAQL, JSON, Service Wave App, Wave Analytics, Data Prep tool, Data Manager, Data flow, Atom, Wave Labs, Data Utils, Informatica Rev, Informatica, Dell Boomi, Eclipse IDE Plug-in, Sandbox data loading, Eclipse IDE Plug-in, Windows, Agile.

**Biogen, Boston, MA Feb’14 to Oct’15**

**Salesforce Developer**

**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).
* Developed Apex Classes, Test Classes, Controller Classes and Apex Triggers for various functional needs of the application.
* Good experience in development and maintenance of Sales & Service clouds.
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Implemented DML operations of Inserting and Updating records.
* Worked on SOQL and SOSL queries.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements.
* 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.
* 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.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Created Custom Objects and defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail page and edit pages.
* Created workflow rules and defined related actions, time triggered tasks, email alert, 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:** Saleforce.com platform, Veeva, APEX Language, Visual force (Pages, Component & Controllers), Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Security Controls, HTML, Java Script, Web Services, WSDL, San dbox, Eclipse IDE Plug-ins.

### Softsol, India Aug’12 to Dec’13

### Java J2EE Developer

### Responsibilities:

* Part of the core agile team in developing the application in Agile Development Methodology.
* Developed all the services by following a full flown Test Driven Development.
* Interacting with the system analysts, business users for design & requirement clarifications.
* Designed front end pages using Jsp, HTML, Angular JS, JQuery, JavaScript, Css and Ajax calls to get the required data from backend.
* Designed and developed this application using Spring MVC.
* Spring Framework IOC (Inversion of Control) design pattern is used to have relationships between application components.
* Developed the DAO layer for the application using Hibernate and JDBC.
* Implemented Restful web services with JAX-RS (Jersey).
* Used JMS (Java Message Service) to send, receive and read messages in the application.
* Used Junit for testing.
* Used databases like Oracle 10g, DB2 and wrote complex SQL statements, PL/SQL Procedures, Cursors to retrieve data from DB.
* Mentor and coach development team on implementing business requirements.
* Interacting with the offshore team to assist them in the development and help them understand the requirements and performed code reviews.
* Used extensively Eclipse and RAD in development and debugging the application.
* Used maven as a project build, dependency and management tool.
* Used SVN and Git repositories for version control.

**Environment:** Java1.5, JSP 2.0, Servlets 2.4, EJB 2.0, Struts 1.2, Spring 2.0.3, JDBC 3.0, Design patterns, Html, XML, CSS, Log4j, Ant, Web services, RAD 6.0, IBM Web Sphere server 6.1, IBM DB 29.0, VSS.