

**Ayesha Beebi  
Salesforce Developer / Admin**

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**PROFESSIONAL SUMMARY**

* Over 9+ years of IT experience and 7 years as a Certified Salesforce.com Platform 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.
* 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.
* Used data migration tools such as Apex Data Loader, Salesforce Import and Export Wizard.
* 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 Visual force.
* 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, and MS outlook using Data Loader, Data Import Wizard, SFDC Data Export, Mass Delete, and Informatics.
* 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.
* Implemented Security and Sharing rules at Object Field and Record levels for different users in the organization.
* Exposure to Apptus and Steel Brick, developed POC’s in Apptus CPQ and steel Brick CPQ.
* 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.
* 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.
* Knowledge on Salesforce Lightning Process Builder, Lightning UI/UX, app builder and creating Visual Workflows, Salesforce support communities and Chatter groups.
* Strong experience with source control tools Git, Bit bucket, Source tree, built Salesforce code from the repository.
* Proficient in Web technologies such as HTML, JSP, Java script, servlets, struts, spring boot
* Knowledge to work on Salesforce Wave Analytics   product.

**TECHNICAL SKILLS:**

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| **Lightning Experience Development** | Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers,Eclipse IDE, VS Code Server-side Controllers, Ant migration,  VEEVA CRM, GitHub, MuleSoft, Mule ESB 3.8.2 |
| **Salesforce.com Development** | Apex Language, Apex Trigger, Apex Class & Apex REST and SOAP Web Services, SOQL, SOSL, Visual Force (Page, Component & Controllers), HTML.API Version 27, 28. |
| **Programming languages** | C, C++, Java, SQL, Apex. |
| **Web Technologies** | HTML, JavaScript, SOAP, WSDL |
| **Operating Systems** | Microsoft Windows platforms, Linux |
| **IDE** | Eclipse, Force.com Eclipse IDE plug-in, Force.com IDE |
| **Project Life-Cycle Management Tools** | JIRA |
| **Other Tools** | Workbench, Force.com Explorer, MS Office Suite |

**Certifications:**

* Certified Salesforce Platform Developer I
* Certified Salesforce Administrator

**Education:**

* Bachelors in Mechanical Engineering in Vasavi college 2011,India

**PROFESSIONAL EXPERIENCE:**

**Client: Charter communications, St Louis, Missouri, August 2018 to current**

**Role: Salesforce Developer /Admin**

* Implemented Custom Search Functionality to match up with existing records with DPS and Auto Sync. Designed the Screens using Visual force page and JQuery.
* Developed and configured various Complex Reports and Report Folders for different user profiles based on the need in the organization.
* Designed Custom invoice generation Application in the Salesforce.
* Build a continuous delivery and Continuous Deployment Process using GitHub and bamboo and ant script.
* Created UI pages as per business requirement using Lightning web components (LWC).
* Developed Lightning Component Framework and built Lightning component using aura framework.
* Supported application code deployment from Test to Production environment.
* Developed Lightning Web Components (LWC) to display the Events on Calendar using Full calendar JS.
* ANT Migration tool, Jenkins , Bit Bucket and JIRA to manage change management across Salesforce Organization.
* Developed and recommended CRM roadmap for customers in the Financial Domain.
* Worked on multiple Number of lightning Web Components and allowed the LWC to manipulate the DOM instead of JavaScript.
* Develop data flows and lenses in an existing Salesforce Einstein Analytics tool to support business requirements.
* Implemented CPQ System to improve user experience in the Quoting process using Salesforce.
* Configure Salesforce and marketing cloud integration user along with configuration in Salesforce.
* Implemented multi-channel service desk including email to case, web to case, CTI integration using ingenious open CTI, live agent setup, case escalation and assignment rules.
* Used Eloqua to create HTML based emails and advanced JavaScript and customized Eloqua forms.

**Environment**: Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Dashboards, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Web Services.

**Client: Wells Fargo – California, San Francisco Nov 2017– July 2018**

**Role: Salesforce Developer/Admin**

* Actively participated in Requirement Analysis and Documentation as per SDLC methodologies using agile model.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Implemented service cloud functionality like case management, field service management and CTI integration.
* Field Service Lightning Proof of Concept
* Automated marketing cloud using pardot like lead qualification, lead management and sending messages.
* Data migration and updates through the tool provided by Sales force.com and Copado tools.
* Supported Marketo integration with Salesforce.com by using the Marketo Lead Management and Marketo Sales Insights App Exchange packages.
* Delivered system specifications and changes in CPQ and CLM.
* Used Visual force page/components and APEX programming for customization of Salesforce applications.
* Implemented Copado to improve the efficiency of Salesforce release management and version control.
* Works with the Pre Sales Team to drive Sales Growth for the Community Cloud Products.
* Integrated React.js pages.
* Mapped personal and professional caregiver networks with Salesforce health cloud.
* Integrated of Salesforce with Heroku.
* Implemented Data Loader to load data from Marketing Cloud to Service Cloud.
* Used health cloud to integrate data from EHRs, wearables and more.
* Data migration and updates through the Apex Data loader in Sales force.com
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Redesigned the entire architecture by properly arranging in an orderly manner.

**Environment**: Salesforce.com Platform**,** Lightning components **,** Health Cloud,Apex, Visualforce, Triggers, SOQL, SOSL queries, Standard and Custom Objects, Veeva Vault ,custom Settings, Process Builder,

**Client:** **Accenture Federal San Antonio, TX (Off shore) Aug 2015 – Oct 2017 Role: Salesforce Lighting Developer**

* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Developing the Microservices using Spring Boot that create, update, delete and get the information from backend.
* Developed a mobile app using Field Service Lightning.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Worked on several FSL Roll Up/Roll down Controllers throughout the org.
* Maintained complex investment portfolios Using Financial Service Cloud while maintaining meaningful relationships with each and every client.
* Redesigned Lightning pages for Financial Advisors from Legacy systems using Financial Services Cloud.
* Created Validation Rules, workflow rules, time triggered tasks, email alerts and updates in order to get real time updates for the process on Field service lightning (FSL) mobile App.
* Developing complete Case Management for Financial Service cloud and customized completely in Lightning without using Visual force pages.

**Environment:**Salesforce.com Platform, Veeva CRM, Force.com, Force.com Eclipse IDE, Health Cloud Lightning Experience, FSL, Lightning Components, Apex classes and Controllers.

**Client: Deloitte, Harrisburg, PA (Off shore) Nov 2014 – July 2015**

**Role: Salesforce Developer / Admin**

* Extensively customized the silver partner portal & Customer Portal.
* Designed complex reports using XML & Birst Business Analytics & Style Intelligence for Salesforce for Reporting & Data Mashups.
* Automated the script and performed the Bulk Load Operations using Jitterbit Cloud, DBAmp.
* Worked on Apex and Visual Force to create unique customer-based solutions.
* Migrated solutions to Knowledge articles, Setup HVP Portal, Customer portal, Partner portal. Customize/Setup the communities.
* Worked on the SOA integration with salesforce.com & other legacy Applications.
* Developed integration processes using Salesforce.com’s Web Services API and third-party integration tools (Apex Data Loader, Blue Zebra, and Dupe Blocker etc.)
* Worked on security, standard objects, reports/dashboards, Chatter, Knowledge, Communities, Live Agent, data management and sandbox environment.
* Documented & Maintained overall system configuration, change control, and enhancements.
* Force.com migration tool IDE, Eclipse, Sublime editor, Change Sets & ANT Scripts for code migration.
* Worked on configurations like creating workflows, formula fields, roll up summary fields, assignment rules, roles, profiles, sharing settings etc.
* Extracted the Salesforce CRM information into BI Data Warehouse using Force.com API/Informatica on Demand to provide integration with oracle financial information to perform advanced reporting and analysis.
* Supported application code deployment from Test to Production environment
* Customize Salesforce.com fields, page layouts, record types, searching, list views, queues, reports, and dashboards.
* Created and managed complex workflow rules, data validation, Apex triggers, schedulers, and batch apex.

**Environment**::Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Dashboards, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Web Services, Birst, DupeBloker, BlueZebra,

**Dignity Health, Phoenix, AZ (Off shore) July 2013 – Oct 2014**

**Role: Salesforce Developer / Admin**

* Analyzed the business requirements and mapped to Sales force.
* Involved in data migration from Excel to Sales force using Apex Data Loader.
* Created user Roles and Profiles, security controls and sharing settings.
* Worked on various SFDC standard objects like Accounts, Contacts, Leads, Reports and Dashboards.
* Created workflow & approval processes, validation rules, Auto-Response Rules, Approval process, email alerts and templates, and field updates.
* Experience in User acceptance testing.;
* Developed Apex Classes, Visual force pages and Apex Triggers to develop the custom functionality as per the requirements.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects - comma separated values (CSV) files
* Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on various AppExchange products according to the needs of the organization.
* Integrated Sales force with Microsoft Outlook to synchronize contacts, events and tasks.
* Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules and actions, etc.
* Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit page
* Interact with Business Analysts and Developers to design better test plan and strategies based on the requirements of the business.
* Elated Visual force pages and Visual force components to achieve custom functionality.

**Environment:** Saleforce.com platform, Sales cloud, APEX Language, Visual Force - Pages, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals

**Willsys Technologies, India June 2011 to June 2013**

**Role: Java Developer**

* Involved in requirements gathering, analysis, design and testing of the complete system.
* Implemented the presentation layer using JSP, HTML and CSS.
* Configured Tomcat Apache for deployment.
* Responsible for understanding the requirements and existing functionality of the system by communicating with business analyst.
* Responsible for understanding the business process by communicating with business users.
* Involved in developing the functionality as per use case documents for various modules of the application
* Responsible for writing ANT Scripts for building the entire web application.
* Performed unit testing using JUnit.
* Experience in working with Qlikview and Data warehouse
* Developed EJB components encapsulating business logic.
* Involved in Configuring web.xml and struts-config.xml according to the struts framework
* Used SVN as source control.
* Developed and deployed applications using Web Logic 7.x with JBuilder as IDE tool.
* Designed and created various tables required for the project in MySQL database.
* Used Log4j to capture the log that includes runtime exceptions and debug information.
* Developed the application using Eclipse.

**Environment**: SQL, PL/SQL, DB2, Apache Tomcat, XML, CSS, Windows XP, Linux, Java1.7, Struts, EJB 2.0, Java/J2EE coding, J2EE patterns, Bootstrap, Angular JS, Web service, JDBC, Spring, WSDL, jQuery, Hibernate