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**SYED AMER**

# SALESFORCE CERTIFIED CONSULTANT

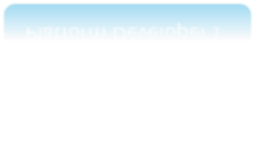
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**810-666-1535**

**Professional Summary**

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* Around 8+ Years of IT experience that includes over 7+ years of experience in Salesforce.com CRM Platform and Apex technologies and around 1+ years of experience with Java/J2EE.
* Excellent working experience with Salesforce Administrator/developer toolkit **(Apex, Visualforce, force.com IDE, SOQL and Web Services/ Metadata API)**.
* Contributed effectively to all phases of the **SDLC** with emphasis in Enterprise Architecture, System Design, Technical Analysis, Business/Requirements Analysis, Software Development, and Testing.
* Experience working with **Force.com IDE** in design and development of Custom Application for Complex Business Processes in both **Sales Cloud**, **Service Cloud and Marketing Cloud** Modules.
* Experience with SFDC Service console, customer portal, case management, knowledge base, customer communities and service account management.
* Solid experience with Salesforce **AppExchange Apps**, **App Builder,** **configuration,** and **user security permissions** in compliance with organizational needs.
* Good working experience in querying Salesforce.com database using **SOQL&SOSL** queries using Force.com Explorer.
* Good experience in Integrating Salesforce.com with other internal/external applications using **SOAP API** and **REST** **API** based web services.
* Good Experience in developing **Custom Page Layouts**, **workflow Rules**, and **Approval processes**.
* Experience with data migration and updates through the tool App Exchange **Data Loader** in **Salesforce.com** and **Salesforce Classic** and **Salesforce Lightening.**
* In-depth understanding of the capabilities and constraints of the **SFDC CRM** application.
* Well versed in cloud technology and on-premises infrastructure integration for Salesforce.com using Force.com platform, **XML, Web Services (WSDL)** and third-party packages.
* Experience in implementing Enterprise applications using **Java, EJB, JSP, Servlets, JDBC, JMS, Web Services, JavaScript, XML and HTML.**
* Have extensive experience in implementation of **Custom Fields, Custom Objects, Custom Tabs, Workflow Rules, Role based Page Layouts, Record Types, Approvals, OWD, FLS, PLS, Permission Sets** and **Assignment Rules.**
* Extensive experience using Salesforce.com Administration and Creating **Roles, Profiles, Page Layouts, Workflow Alerts and Actions,** and **Approval Workflows.**
* Worked extensively with **lightning process builder flows, Connect API, Chatter,** and **quick Action**.
* Created **many Email Templates** and **Mail Merge Templates** and was involved in doing the mail merge for different standard and custom objects in **lightning** experience.
* Data tools - **Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete** etc.
* Knowledge of **Apttus CPQ Configuration** and in Quoting and Pricing, Order Management, and Product.
* Experience in configuring and customizing the **Apttus CPQ** and **CLM** tools.
* Experience in web technologies like **HTML, XML, JSON, CSS, JSP, JavaScript, WSDL, jQuery** and **SOAP.**
* Integrated SFDC with **Marketo** Tool to make Marketing process easy to access Leads and opportunities.
* Worked on **BULK API & Metadata API, Force.com IDE, Change Sets, Force.com ANT Migration**, Workbench.
* Having strong experience on Integration with external systems like **SAP** and **Oracle** using **SOAP API** and **REST API.**
* Experience in **Custom Integration of Outbound Messages, Workflows, Security Controls, AppExchange Package & Custom Application, Sandbox Data Loading**.
* I have a good understanding of development environment using **AGILE** methodologies with **SCRUM** process and participated in **Daily Scrums, Sprint Planning, Sprint Retrospective meetings.**

**CERTIFICATION:**

* **Salesforce Certified Administrator**
* **Salesforce Certified Platform Developer I**

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce.com Technologies** | Force.com IDE, Custom Objects, Reports, Dashboards, Workflow and Approvals, Validation rules, Migration, Visualforce pages, Apex language, Apex Classes and Controllers, Apex Triggers, Batch Apex, Apex Data Loader, App Exchange, Force.com Platform (Sandbox, and Production), SOQL, SOSL, Eclipse, LWC |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Apex Data Loader, Workbench, Force.com Platform |
| **Databases** | Oracle, MS SQL Server, MAX DB, SYBASE |
| **Programming Languages** | C, C++, Core Java, J2EE, PL/SQL, TSQL |
| **Web Technologies & Apex Web Services** | HTML, XHTML, XML, CSS3, Java Script, jQuery, WSDL, SOAP API, REST API, Meta data API |
| **Integration Tools Knowledge Tools,** | Apttus CPQ and CLM, App Exchange Tools, ETL Informatica, Cloud- Address Doctor & Draw loop, Docker, Maven, Nexus, ANT |
| **Force.com Configuration** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, email alerts, task creation, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management. |
| **Other Tools** | MS Access, Eclipse IDE, Cast Iron, Pervasive Data Integrator, Jitter Bit, Apache Tomcat, Jira, Service Now, Meta Data API, Mule Soft |

**PROFESSIONAL EXPERIENCE:**

**Comerica Bank, MI Apr 2019 – Till now**

**Salesforce Admin/Developer**

**Responsibilities:**

* Worked on advanced **APEX/Visualforce** development, including high volume **data processing**, **managed packages**, **community portals**, **SSO**, **Canvas** applications and **metadata API**.
* 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.
* Involved in implementation and Design of Cases and Issue with **Order Management** and **Product Return module**. Implemented **Wave Analytics**, **created datasets, dashboards** and apps for **Opportunity, Accounts and Cases**.
* Involved in creating and customizing **Email template** and configuring them to the **email alert** within the **workflow rule** for a **standard/custom object**.
* Design and Develop customer solutions in **Visualforc**e, **Apex, CSS, JavaScript,** and other technologies. Developed, Tested, and deployed Custom fields/objects, **Forms**, **Workflows**, Interfaces, Records, and user roles to meet business requirements.
* Worked with Third parties in **Creating API’s** for them to perform actions on cases that are in SFDC using **RESTFUL Web Services**.
* Worked on for 360-degree **customer views**, customer **history feed,** and complete policy information in simple, **card-based formats,** driving new business and renewals, **and tracking producer credentials.**
* Implemented **reusable templates** with comprising **SLDS styling**.
* Created modern Enterprise **Lightning Apps** combining **Lightning Design System**, **Lightning App Builder**

and **Lightning Component features**. Upgraded some Apps from **Salesforce Classic to Lightning**.

* Experience to develop rich **user interface** and better interaction of pages.
* Enabled **Aura Framework** and added **Aura Attributes/Handlers for Events /** Logic & Interactions.
* Familiar with Salesforce latest product launches including **Wave Analytics**.
* Developed wave **dashboards** using Salesforce platform as the backend.
* Developed different **Visual Force** Pages to suit to the needs of the application using different **Visual force components**.
* Involved in **Salesforce.com** Application Setup activities and customized the apps to match the functional needs of the organization.
* Implemented the requirements on Salesforce.com platform and **Force.com IDE**.
* Worked with various salesforce.com objects like **Accounts, Contacts**, Opportunities, Cases, Activities, Knowledge, Reports and Dashboards and various custom objects.
* Implemented Salesforce Development Cycle covering **Sales Cloud, Service Cloud**, Call Center, Chatter & **App-exchange** applications**.**
* Made new feature enhancements on **Service cloud** console view and developed some Visual force components.
* Developed and customized console view.
* Worked as a **Sales Force Chatter APP** with the organization and regularly participated in the meetings and **chatter community.**
* Implementation of a **custom partner community** using visual force and **lighting components** projects.
* Developed **Custom Objects, Custom Reports** and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
* Created and deployed Several **Reports and Dashboards** using salesforce.com platform.
* Developed **Apex Classes**, Controller Classes and **Apex Triggers** for various functional needs in the application.
* Developed workflows, Process Builder Process, **Lightning Components**, **assignment rules**, escalation rules, case teams, support settings, Audit Trial, Securities, Sharing Setting, custom settings and other inbuilt functionality.
* Work with end users to **address requirements, usability, accessibility, security,** and **change requests** to ensure **website functionality.**
* Used **SOQL** and **SOSL** for **Data manipulation** needs of the application using platform **Database Objects**.
* Create **test plans** and **report test results.**
* Involved in designing, development and to deploy the **Custom objects, Custom Tabs, Components, Page layouts, Apex classes** and **Triggers Visualforce Pages, Apex classes** to meets the requirements of the application.
* Designed and developed **Service cloud and integration**.
* Created and used Email templates in **HTML** and **Visual force**.
* Integrated the web services by generating the necessary stubs from the WSDL files for external applications and integrated with multiple other systems to **Sales force.**
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Worked on standard and custom S-objects on the salesforce.com to meet the requirements of the existing system architecture.

**Environment:**Saleforce.com platform, Apex Language, Visual Force (Pages, Component &Controllers), Sales Cloud, Service Cloud, Pages, Data Loader, HTML, Java Script, Change sets, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading.

**Client: Pharmacyclics, Sunnyvale, CA April 2017 to Mar 2019**

**Role: Salesforce Lightening Developer**

**Responsibilities:**

* Involved in requirement discussions with business team.
* Designed Technical Specification Document based on the requirements and the Existing Systems.
* Lead design and development of Salesforce custom solutions comprising of work in Apex, Visual Force, Salesforce APIs, Lightning, and data migration.
* Developed **Apex classes, Apex Triggers** for various functional needs in the application.
* Lead design and development of Salesforce custom solutions comprising of work in **Apex, Visual Force, Salesforce APIs, Lightning, Data Integration,** and **data migration**.
* Salesforce development experience including strong working knowledge and ability to code **APEX (classes, triggers and web services), Visual Force, Salesforce APIs, SOQL, and Force.com**.
* Salesforce application including configuration**, triggers, process builders, workflows, visual force, apex coding, batch processes,** and **database design**. Advanced knowledge of Salesforce data model, custom objects, visual force pages, workflows, and configuration**.**
* Working on configuration of specific **health cloud**-related functionality within a **Health Cloud** Implementation.
* Worked with **Electronic health records** HL7 (Health Level Seven) is a standard for exchanging **Electronic health records** (EHR).
* Worked on **Health Cloud Empower** Components in other applications to create a patient or member community.
* Create **profiles**, roles and configure permissions according to **organizational hierarchy** requirement.
* Used **Organization security, Network security** to ensure user could login only through office servers and Session security to ensure users have access only in their working hours.
* Created **Workflows** for automated **lead routing and lead escalation**.
* Developed **Apex classes** and **Triggers** and linked them to manage the **workflows**.
* Hands-on experience in Salesforce Lightning, Visualforce, Apex, REST API and Data Loader.
* Proficient in developing strategies for Extraction, Transformation and Loading (ETL) mechanism.
* Expanded deployment for customer service reps, partner portal users, and customer portal users
* Designed and deployed **Custom tabs**, **validation rules, Approval Processes** and **Auto-Response Rules** for automating business logic.
* Used **Force.com** developer toolkit including **Apex Classes**, **Apex Controllers** and **Apex Triggers** to develop custom business logic. Involved in **migrating data** into Salesforce application using **Apex Data Loader** through **CSV files. Installed** and **Configured Apex Data Loader**.
* **Developed lightning components** and **Lightning apps** to provide better and more interactive interfaces to end users, which help in **sales** enhancements.
* Deployed **Apex** using **Force.com IDE, Force.com Migration tool** and **Web services API.**
* Responsible for designing presentation tier using **html, xml, CSS, Java Script**.

**Environment:** Salesforce.com IDE, Deployments, SOAP, SOQL and SOSL, Lightning components, Visual force, APEX Classes, APEX Triggers, Data Loader, Workflow & Approvals, Reports, and Dashboards. JavaScript, Custom Objects, Custom Tabs, Email Services, Security Controls, CSS, HTML, JSP, jQuery, Data loader, AppExchange apps, REST API. data Import wizard, Sales Cloud, Service Cloud, Health cloud, Migration Tool, CPQ, Web services API, Windows 7, Validation Rules & Formulas, Migration tool, Email services, Security Controls, Sandbox, Production.

**Health Stream Inc, Nashville, TN Jun 2016 – Mar 2017**

**Role: SFDC Admin/Developer**

**Responsibilities:**

* Communicated with the development team and Project Manager daily to update the status of the project and to discuss the user stories.
* Created Lightning Components, added **CSS and Design Parameters** which improves performance
* Involved in **Salesforce.com** application setup activities and customized the apps to match the functional needs of the organization.
* Designed and implemented **Workflows, Custom Objects, Page layouts, Custom tabs and Components** to suit the needs of the application.
* Worked on various salesforce.com standard objects like **Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards**
* Defined **lookup and master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Customize and manage all aspects of the **Salesforce.com** user interface.
* Experienced in working across various **SFDC** implementations of **Service Cloud** and **Chatter**.
* Implementation of a **custom partner community** using visual force and **lighting components** projects.
* Experience working on **SOQL & SOSL** queries to consider **Governor Limits**.
* Deployed Apex using **Change sets, Force.com IDE, Force.com Migration Tool** and **Web Services API**.
* Worked with Dynamic Apex to access S-objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Worked on **Data migration, data imports** using data loader and **Bulk API**.
* Worked on standard and custom S-objects on the salesforce.com to meet the requirements of the existing system architecture.
* Always wrote test methods with code coverage of 80-100%.
* Written **apex REST web service** classes for inbound calls to salesforce.
* Used **field level security** along with page layouts to manage access to certain fields.
* Used **SAML** 2.0 based **SSO** for building task flow for reducing the number of steps.
* Used Force.com developer toolkit including **Apex Classes**, **Apex Triggers** and **Visualforce pages** to develop custom business logic.
* Expanded deployment for customer service reps, partner portal users, and customer portal users
* Designed and deployed **Custom tabs**, **validation rules, Approval Processes** and **Auto-Response Rules** for automating business logic.
* Responsible for designing presentation tier using **html, xml, CSS, Java Script**.
* Deployed Apex using **Change sets, Force.com IDE, Force.com Migration Tool** and **Web Services API**.
* Worked on **Data migration, data imports** using data loader and **Bulk API**.
* acceptance test **(UAT**) for successful implementation.
* Worked efficiently on **bug fixes** and **enhancements** for the required functionality in no time.

**Environment:** Salesforce.com, Customer Portal, Sales Cloud, Service Cloud, Apex Language, Visual Force (Pages, Component & Controllers), Triggers, SOQL, SOSL, Steel brick CPQ, Workflow Approvals, CSS Style sheets, Custom Objects, HTML, Java, WSDL, Security Controls, Page Layouts, Sandbox data loading, Apex Data Loader Eclipse IDE Plug-in, Reports, Dashboards, Sandbox, Windows XP.

**Lince Soft, Bangalore, India Jan 2014 to Oct 2015**

**Salesforce Developer**

**Responsibilities:**

* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Worked with various salesforce.com objects like Accounts, Contacts, Cases, Activities, Reports and Dashboards.
* Developed various **Custom Objects**, **Tabs, Components, Visual Force** Pages and Controllers.
* Developed and customized console view.
* Developed **Custom Fields**, **Formula Fields**, **Custom Objects**, **Custom Reports and Dash boards** for the sales performance and lead generation statistics.

# Developed various Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.

* Created various **Profiles, Roles, Page Layout** and Configured the permissions based on the **organization hierarchy requirements**.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response** for automating business logic.
* Developed **Cascading Style Sheets (CSS)** for creating effects in **Visual force pages**.
* Created **Workflow rules** and defined related workflow actions like task creation, sending **email alerts**

and field updates. Enabled **Chatter** for the Organization and to effectively communicate with the users in the Organization.

* Developed **Apex Classes**, **Controller Classes, Batch Apex** and **Apex Triggers** for various functional needs in the application.
* Used eclipse Force.com toolkit for creating **Apex Classes** and **Apex Triggers** to develop custom logic and objects.
* Complete bulk imports of data using **Apex Data Loader**.
* Created and used Email templates in **HTML** and **Visualforce.**
* Performed the roles of **Salesforce.com** Analyst/ Developer and Administrator in the organization.
* Worked on **S-controls** to manage call sheets within Sales force of sales, capturing call activity and prep data.

**Environment**: SalesForce.com CRM Application Platform, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Reports, Workflows, Apex classes, JavaScript, HTML, Visual Force, S-Controls, Email, Eclipse, Sandbox Page Layouts, Force.com IDE, Sandbox data loading, Security Controls, Eclipse IDE Plug-in, Reports, Dashboards, Sandbox, Windows07.

**Sonata Software, Hyderabad, India June 2012 – Dec 2013 Role: Java Developer**

**Responsibilities:**

* Design and development of core authentication and Single Sign on Infrastructure using **Java, and Identity Management products**.
* Designed and developed **RESTful Web Services** for Authentication and Identity Management, Password Recovery, SAML translation, Federation features using Open AM and Open DJ LDAP server.
* Used Radis caching **APIs**.
* Developed and scheduled jobs to load data, extract information and purge data across different systems using spring scheduler.
* Developed and maintained **REST JSON, SOAP** services for legacy integration.
* Migrated the application from on premise to **Microsoft Azure cloud**. Wrote **PowerShell scripts, cloud service** start-up tasks and made the application cloud ready.
* Developed build artifacts and modules using Maven; wrote custom plugins for maven modules.
* Reviewed security flaws listed Vera code security scan, and fixed the issues.
* Worked with Infrastructure, **DevOps** in hardening servers, resolving issues, defining alerts, thresholds, playbooks to ensure high availability of the systems.
* Involved in application design, design reviews, and code reviews.
* Developed the **UI** tier using **AngularJS**.
* Implemented page specific controllers using **Spring MVC**.
* Followed **Agile Scrum methodology** of Software Development Life Cycle **SDLC**.
* Developed Unit Tests and Integration Tests using Junit, Easy Mock, Spring.
* Developed stored procedures and Database Triggers using **PL/SQL**.
* Involved in Production Support.

**Environment:** Java, Eclipse, Java Script, HTML, CSS, Spring, SOAP/Rest Web services, Hibernate, Open AM, Open DJ, Angular JS, jUnit, jBoss, Redis, JBPM, Jenkins, Maven, JDK 1.6, Core Java, Web Services, SVN, jQuery, HTML5, DHTML, Hibernate 3.0, Spring 2.0, Spring Boot, Log4j 1.4, Eclipse 3.5, Oracle 10g, Bootstrap, JSON, Xml, PL/SQL, JBoss, REST, AWS, JavaScript

\*\*Thank You\*\*