**Name: Arshia Jamshad**

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**Professional Summary:**

* Over 8+ years of experience in IT with more than 7+ years of Salesforce experience as an Administrator and Developer on integrating enterprise applications using Force.com, Visualforce, and Apex with Salesforce customization, security access, workflow approvals, and support administration in salesfore.com CRM.
* Salesforce Certified Administrator (ADM 201), Salesforce Developer (DEV 401), Salesforce Certified Platform Developer I.
* Experienced in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards, Tasks and actions.
* Strong Knowledge of SFDC standard Data structures and familiarity with designing Custom Objects and Force.com platform and Force.com Sites.
* Experience in development, configuration, Implementation, and Support of sales force CRM, and Sales Force 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.
* Experience working with salesforce1 mobile application development and customizations.
* Strong Implementation and Integration experience using Custom objects, Triggers, workflows/ workflow rules, approvals, S-Controls, Visual Force Pages, and Apex classes
* Proficient in dealing with functionalities related to sales cloud, service cloud, Marketing cloud, Community Cloud.
* Experience in modifying visual force pages to be supported in Lightning Experience and good understanding of lightning components and applications, event etc. and aura framework and its features.
* Experience in Force.com Apex Classes, Apex triggers, Visual Force, Batch Apex, Integration, REST, SOAP based Web Services, Force.com API, SOQL and SOSL, Salesforce App Exchange and JAVA and C# on demand.
* Hands on experience implementing Role Hierarchies and Sharing Rules for system security design.
* Experience in working with Force.com Standard Objects Accounts, Contacts, Leads, Cases, Opportunities and Campaigns.
* Well versed with current releases of Salesforce and hands on experience in new features such as lightening and Communities.
* Experience in Standard and Custom Controllers in Visual Force for development of custom visual force pages and components as required by business requirements.
* Used different data tools - Apex Data Loader, Import Wizard, SFDC Data Export, and Mass Delete.
* Proficient in working with Eclipse IDE and Force.com Plug-in for writing business logic in Apex programming language.
* Experience in migrating data from various systems into Salesforce CRM using Data ETL tools - Informatica on Demand, Cast Iron, and Data Loader.
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Call center.
* Developed responsive Visualforce pages by using native components and HTML5 tags in the Visualforce pages. Written Visualforce pages to have look and feel same as Lightning.
* Experience in using the Workbench tool for SOQL queries, SOSL and the REST Explorer.
* Experience in using the Force.com Explorer to browse data model schema, custom objects, fields, build and test SOQL queries.
* Made customizations, implementation, integration with existing applications, community portals and mobile apps including marketing and service cloud implementations.
* Worked on consolidation of all existing Workflow rules in the new Lightning Process builder flows and created one process builder for each object and managed all actions in the single flow.
* Worked in all stages of Software Development Life Cycle (SDLC).
* Interacted with Customers for requirements elicitation and created BRD for Salesforce.com implementations.
* Trained staff and executives to use the Salesforce application system.
* Proficiency in in developing Web based applications using C++, C#, Java, Java Script, .NET, XML, HTML, Microsoft Visual Studio, IIS Web Server, PHP, UNIX and PERL.
* Expertise in Object Oriented Programming involving Analysis and Design and Development of web-based applications using Java technologies: HTML, DHTML, CSS, XML, JavaScript, and J2EE.

**Technical Skills:**

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| **Salesforce Technologies** | Salesforce Lightning, Apex Language, Apex Classes/Controllers, Test Classes, Apex Triggers, Visual Force (Pages, Component & Controllers), Standard objects, Workflow & Approvals, Apex Data Loader, AppExchange, Web Services, REST API, Reports, Dashboards, Force.com IDE, Eclipse, SOQL, SOSL, Custom objects, S-Controls, Analytic Snapshots, Sandbox development and Lightning Components. |
| **Salesforce Tools** | Force.com Eclipse IDE Plug-in, Force.com Explorer, Offline Edition, Force.com Platform (Sandbox and Production), Data Loader |
| **Programming Languages** | Java, Java Scripts |
| **Web Technologies** | HTML5, CSS3, Bootstrap CSS, AngularJS |
| **Operating Systems** | Windows 10/7, UNIX, Mac X |
| **Databases** | SQL Server, MYSQL, Oracle 10g/9i |
| **Methodologies** | Agile Scrum and XP |
| **Tools**  | Jitter bit, SOQL Explorer, Jenkins, Perforce, GitHub |
| **Framework** | Selenium Web Driver. |

**Education:**

Bachelors from National College of Arts, Lahore, Pakistan.

**Certifications:**

* Salesforce Certified Administrator (20913392).
* Salesforce Certified Platform Developer 1 (21303625).
* Salesforce Certified Sales Cloud Consultant (21275451).

**Professional Experience:**

**Premier, Raleigh, NC Nov 2018 – Till Date**

**Sr. 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
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Developed custom Business logic using Apex Classes, Visual force pages. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Implements Salesforce projects, supporting complex implementations for sales cloud, Miller Heiman Sales Methodology support including Sales Access Manager (Strategic Selling/Conceptual Selling and Large Account Management Process), Informatica Cloud Integration platform, community cloud, and/or Pardot B2B marketing cloud and Avention Sales Prospecting platform
* Worked on Sales Cloud, Service Cloud, Marketing Cloud/Exact Target, Health Cloud Platforms, and also Sales and Marketing Application Development.
* Designed Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Organized Email Templates and Mail Merge Templates and was committed in doing the mail merge for various standard and custom objects.
* Worked on various salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
* Installed the Call Center Applications and allowed the end users to maintain a track history of customer’s complaints.
* Generate Email Templates and have knowledge in bulk emailing users.
* Deliver continuing support in the areas of SFDC configuration, administration, reporting, data migration, solution design and project co-ordination.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Developed Custom responsive VF page with bootstrap, CSS, JQuery Touch and JQuery mobile for mobile devices.
* Used Bootstrap, Accordion, and Collapse in various Visualforce Pages.
* Written SQL queries to retrieve information from the database.
* Designed and deployed the custom objects, custom tabs, entity relationship data model, validation rules, workflow rules, page layouts, visual force pages, Apex coding, App Exchange Deployment to suit the needs of the applications using plugins like JavaScript, JQuery, Bootstrap.
* Performed Apttus CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Technical Knowledge about Salesforce lightning schema builder, process builder, app builder, components and lightning connect.
* Worked on developing Salesforce Lightning Apps, Components, Controllers and Events.
* Experience in Salesforce lightning features like activities, contextual Hovers, Opportunity board, Customizable dash board.
* Customized existing Visualforce to align with Salesforce new Lightning UI experience.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Created Impressive designs with Custom styling to bring dynamic versions of the components when setting up in Lightning App builder.
* Specify timers that send Ajax update requests to Force.com according to a specified time interval.
* Used Tab permissions, Record Type permissions and Field Level Security to implement Component-based security.
* Worked on customization of Visual force to have lightening experience for desktop and mobile applications.
* Worked on Service Cloud and involved in configuring and integration of CTI for Inbound and Outbound calls.
* Worked on Sales Cloud and Service Cloud with functionalities like Opportunity Management and Case Management.
* Implemented Test classes to support Code Coverage for deployment to production and performed smoke tests before QE Validation.
* Written SOQL queries to fetch the data from Workbench and Explorer.
* Involved in Data Migration Activities to handle bulk loads using APEX Data Loader.
* Created test scenarios on Sandbox environment and migrated code to deployment upon successful testing.

**Environment:** Salesforce.com platform, Sales Cloud, Service Cloud, Community Cloud, Apex Language, Visual Force (Pages, Component & Controllers), SOQL, SOSL and DML, CTI, Validation Rules, Workflow Rules, Approval Process, Process Builder, Custom Objects, Data Loader, Workbench, Sandbox, Eclipse IDE Plug-in.

**GEICO, Chevy Chase, MD Apr 2017– Oct 2018**

**Sr. Salesforce Lightning Developer**

**Responsibilities:**

* Involved in requirements gathering with multiple project managers, in an effort to better customize, and utilize the full functionality of the Salesforce CRM solution.
* Moved the tables like Opportunities, Accounts and Contacts to the Salesforce CRM Standard objects.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Integrated Apex with External services by making callouts that used SOAP API and WSDL.
* Customized the dashboards to monitor lead activities based on sales geography.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components.
* Written SOQL queries against force.com API.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Administrated and monitored the company's Salesforce sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Used Force.com Eclipse IDE plug to develop the classes and triggers.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Setup and Implemented Salesforce marketing cloud 2.0 org.
* Developed different Visual force Pages to suit to the needs of the application using different Visual force components.
* Using Apex Data Loader mapped data sources and loaded data into Call Center application.
* Implemented packages in distributing and migrating components or applications within the organization.
* Integrated the Web services for extracting the data from external systems to display in the pages of Salesforce.
* Used Informatica Power Center in synchronizing SQL and Oracle to the Salesforce application.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Coded APEX triggers and s-controls, created rule based automated workflows.
* Created Formula Fields, Validation Rules, Workflow and approvals for the flexibility and functionality of force platform application.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Technical Knowledge in Lightning Experience and Lightning App Builder.
* Expertise on Testing REST API using Robot Framework and SOAP UI
* Manage users, Public Groups, Profiles, and Roles within the Salesforce CRM, this involved designating access to the applicable user within the user hierarchy.
* Implemented Salesforce Development Cycle covering extensively in Sales Cloud, Service Cloud and Call Center.
* Developed various Custom Reports and deployed them for different business user levels.
* Responsible for the creation of custom Apps, and Reports using the Salesforce CRM cloud computing model.
* Generated different reports like standard, summary and matrix for quarterly and half yearly sales.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Participated in the training sessions provided by the Salesforce team.

**Environment**: Saleforce.com platform, Apex Language, Visual force (Pages, Components, Controllers & Extensions), Saledforce.com Data Loader, Sales cloud, REST API, Informatica, Apex Triggers, Reports, Custom Objects, SOAP API, Custom Tabs, Email Services, Security Controls, HTML, JavaScript, Web services, WSDL, SFDC Sandbox, Eclipse IDE Plug-in, Oracle 10g, Windows XP.

**Santander Bank, Boston, MA Sep 2015 – Mar 2017**

**Salesforce Developer/Administrator**

This Application is implemented to consolidate sales management for all the regions. Salesforce CRM Application was developed to provide customized solutions to the Sales team to keep track of their customers, their contact information and their opportunities in Pipeline.

**Responsibilities:**

* Involved in various stages of **Software Development Life Cycle** (SDLC) including experience in Integration of Salesforce with other systems using **Apex Web services** **WSDL** and outbound messaging.
* Created Profiles, Roles based on Organization role hierarchy and implemented Record Level and Field Level security and configured their sharing settings.
* Developed various Visual force pages and embedded them into the page layout for customization.
* Developed test cases for the **Apex Classes**, Triggers and the Controllers.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Involved in Service cloud and Sales cloud for Implementation/Customization.
* Developed **Apex Classes**, Controller Classes and **Apex Triggers** for various functional needs in the application.
* Administrator for different salesforce.com CRM application for sales cloud and service cloud.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Used community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Responsible for all the activities related to configuring **Data Loader**, uploading data in CSV files into Salesforce.com, checking for the correctness of the data.
* Worked on Loading and Managing the Data using Apex **Data Loader**.
* Configured Salesforce.com to meet business requirements including fields, page layouts, workflows, approvals and validation rules.
* Worked with Dynamic Apex to access Objects and Field describe information, execute dynamic **SOQL, SOSL** and **DML** queries.
* Used the sandbox for testing and created managed packages and migrated them between Sandbox and Production environments.
* Designed Service cloud console to find, update, and create records quickly.

**Environment:** Saleforce.com platform, Sales Cloud, Service Cloud, Community Cloud, APEX Language, Visual Force - Pages, Component & Controllers, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Sandbox, Eclipse IDE Plug-in Client.

**State of GA, GA Jan 2014 – Aug 2015**

**Salesforce Administrator**

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Followed agile methodology. Attended stand-up meetings on daily basis and organized meetings with teams on weekly basis.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Reports and Dashboards.
* Created workflow rules and defined related tasks, time triggered tasks, process builder, email alerts, field updates to implement business logic.
* Created email templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Handled various support issues on day-to-day basis and update JIRA accordingly.
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels.
* Created Custom Profiles, Public Groups and Roles to distribute user rights and functionality.
* Involved in Source to Target mapping to load data into Salesforce from SQL Database using Informatica Cloud.
* Handled Regression testing for various scenarios and logged the bugs in JIRA.
* Developed SOQL and SOSL queries to get data from different related objects.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to Salesforce.com.
* Provided custom reports and dashboards to support the needs of the users and executives.

**Environment:** Salesforce.com, Custom Objects, Custom Tabs, Chatter, Email Services, Workflow & Approvals, Reports workflow, validation rules, report, dashboard, Data Loader, Box.com, JIRA, Informatica Cloud, SAP, Excel

**Infosys, Irving, TX Jun 2012 – Dec 2013**

**Salesforce Business Analyst /Administrator**

**Responsibilities:**

* Worked as an enhancement team member and performed the roles of Salesforce administrator.
* Teamed up in requirement gathering, business analysis for salesforce.com implementation.
* Involved in resolving issues by better understanding of (UAT) User Acceptance Testing.
* Created detailed data mapping documents for integrating various systems with salesforce.com
* Managed and deployed Salesforce.com CRM solutions to multiple departments within the organization.
* Experienced in using data loader and scheduling timely data backup operations using Apex Scheduler.
* Specified user support and Bug fixing actions.
* Created Tabs, sharing Rules, custom objects as per the needs.
* Managed different salesforce.com objects like Accounts, Campaigns, Cases, and Contacts.
* Designed Dashboards using customized dashboard components.
* Implemented object and filed level security to hide critical information and profiles.

**Environment:** Saleforce.com platform, Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Sandbox data loading, Windows XP Pro, Visual force.