**Syed Zoheb Ali**

**Mobile:** +91 8861622202 **~ E -Mail:** zoheb\_ali@ymail.com

**PROFILE SUMMARY**

**Salesforce developer with 7.5 years of experience**

• Salesforce Senior developer at Apttus.

• Salesforce developer at General Electric.

• Previously associated with Salesforce.com Pvt. Ltd, Hyderabad, as Success Agent.

• Worked with Capgemini as a Salesforce Application Developer.

• Worked with Accenture Services Pvt. Ltd., Bangalore, Karnataka as Salesforce Application Developer

• Worked for leading Pharmaceutical clients.

• Experienced majorly in Configuration, Customization, Deployment, data loading and Application outsourcing.

• Worked on Requirement analysis and design as well.

•An effective communicator with excellent interpersonal and decision making skills

**ORGANISATIONAL EXPERIENCE**

**July’ 19 - Present** **Senior** **Salesforce developer at Apttus**

**Title:** **Senior** **Software Developer.**

Period: July 2019 – Present

Location: Bangalore

Roles: Salesforce development, maintenance, enhancement.

Technology: Salesforce.com, Apex, Triggers, Batch Class , Lightning

,HTML,LWC,CSS,JS

Tools: Eclipse , Workbench , Dataloader.

**Responsibilities:**

•Customize, develop and support solutions on salesforce.com platform

•Technically Design, develop and deliver products to end customer.

•Work on Managed Packages as a medium to deliver Solutions to end consumer.

•Design, develop, test, document and deploy high quality solutions for our business.

•Work in Agile model and deliver tasks in

•Work on functional aspects as well as technical aspects of salesforce.com

•Document unit test scripts and record test results post completion of development

•Involved in Code review to ensure coding best practices are followed.

•Manage Code Repository Via GIThub.

**June’17 – July’19** **Salesforce developer at General Electric**

**Title:** **Salesforce Developer.**

Period: June 2017 – July 2019

Location: Bangalore

Roles: Salesforce development, maintenance, enhancement.

Technology: Salesforce.com

Tools: Eclipse, Data loader, Post man, Advance rest client, ANT,

SOAP UI, Fiddler, Workbench.

**Responsibilities:**

•Customize, develop and support solutions on salesforce.com platform

•Design, develop, test, document and deploy high quality solutions for our business.

•Work on functional aspects as well as technical aspects of salesforce.com

•Working closely with clients and the development team to determine the project requirements

•Building client specific solutions on force.com platform

•Document unit test scripts and record test results post completion of development

•Review self and peer's code/configuration as part of review process

**Oct’16 – June’17** **Success Agent Developer at Salesforce**

**Title:** **Developer support engineer.**

Period: Oct 2016 – June 2017

Location: Hyderabad

Roles: Troubleshooting bug fixing client issues.

Technology: Salesforce.com

Tools: Eclipse, Data loader, Post man, Advance rest client, ANT,

SOAP UI, Fiddler, Workbench.

**Responsibilities:**

* Assist third-party developers to troubleshoot their integration with salesforce.com APIs, Apex, Visualforce and implementation of other salesforce.com developer products. This will involve debugging, troubleshooting, and taking responsibility to see that the issue is fully resolved.
* Write sample code, client libraries, and contribute to Open Source projects.
* Create knowledge base materials dedicated towards operational efficiency while also empowering and enabling the developer community
* Resolve customer service issues and skillfully manage complex customer service problems.
* Manage customers' expectations and experience in a way that results in high customer satisfaction.
* Develop and maintain technical expertise in assigned areas of product functionality and utilize that expertise effectively to help customers.
* Assist with the design and delivery of product and other technical training.
* Review support cases for technical and troubleshooting accuracy.
* Define and describe technical best practices.
* Identify product and services up-sell opportunities and describe Salesforce solutions to customers in a way that is articulate, accurate, and persuasive.
* Complete assigned project responsibilities.

**Jan’16 – Oct’16** **Cap-Gemini, Bangalore as Consultant.**

**Title:** **Application Development for Real Estate CRM**

Period: Jan 2016 – October 2016

Location: Bangalore

Roles: Requirement analysis, design, development and unit testing.

Technology: Salesforce.com

Tools: Eclipse, Data loader

Description: Worked on CRM application for Real Estate firm for US market.

**Responsibilities:**

* Requirement Analysis and development of UI and business logic from scratch.
* Involved in developing design pattern and working on the requirements.
* Worked on Agile implementation project and worked on Fortnightly based Sprints.
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules.
* Worked on Salesforce customization apex, Visualforce pages and triggers.

**May ’13 – Dec’15** **Software engineering analyst at Accenture.**

**Title:** **Application Development for Life science CRM**

Period: Oct 2015 – Dec 2015

Location: Bangalore

Roles: Requirement analysis, design, development and unit testing.

Technology: Salesforce.com

Tools: Eclipse, Data loader

Description: Worked on application that deals with Conversion of a potential

customer into account also involved in planning & strategy analysis

for every quarter in a financial cycle.

**Responsibilities:**

* Created Page layouts, Search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages
* Involved in Data model design with Technical architect and Subject matter expertise.
* Implemented Custom tabs, Objects, pick lists, dependent pick lists, lookups, master detail relationships, validation rules, workflow rules, triggers to the custom objects
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules
* Created custom report types and generated report using the report types for Standard and custom objects and associated them to Dashboard.
* Implemented Object level, Field level and Record level security
* Set up visibility securities like roles, profiles, field level securities
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com
* Involved in content migration.
* Created Apex classes, Triggers, Batch jobs to meet business requirements.

**Title:** **Application Development for European market**

Period: November 2014 – September 2015

Location: Bangalore

Roles: Development and enhancement

Technology: Salesforce.com

Tools: Eclipse

Description: The application is based on Cloud based CRM where is involves

higher management in pharma industry to set goals and objectives

for their Sales-rep.

**Responsibilities:**

* Created Page layouts, Search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages
* Implemented Custom tabs, Objects, pick lists, dependent pick lists, lookups, master detail relationships, validation rules, workflow rules, triggers to the custom objects
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules
* Implemented Object level, Field level and Record level security
* Set up visibility securities like roles, profiles, field level securities
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com
* Created Visualforce page for Search functionality.
* Created Apex classes, Triggers and Batch jobs.
* Involved in Translation for five European countries.

**Title:** **Application Development for Life science CRM**

Period: August 2014 – October 2014

Location: Bangalore

Roles: Requirement analysis, design, development and unit testing.

Technology: Salesforce.com

Tools: Eclipse

Description: Worked on Veeva based CRM application that deals with inventory

management for Reps.

**Responsibilities:**

* Created Page layouts, Search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages
* Involved in Data model design with Technical architect and Subject matter expertise.
* Implemented Custom tabs, Objects, pick lists, dependent pick lists, lookups, master detail relationships, validation rules, workflow rules, triggers to the custom objects
* Configured standard salesforce objects and custom objects as per business needs implementing validation rules
* Created custom report types and generated report using the report types for Standard and custom objects and associated them to Dashboard.

**Title:** **Application Development for Life science CRM**

Period: June 2013 – July 2014

Location: Bangalore

Roles: Requirement analysis, design, development and unit testing.

Technology: Salesforce.com

Tools: Eclipse, Data loader

Description: Worked on Veeva based CRM application for US market that records

the interaction between Sales Medical Rep and Doctor help the

leading pharma companies to excel in the field of pharma.

**Responsibilities:**

* Created Page layouts, Search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages
* Involved in Data model design with Technical architect and Subject matter expertise.
* Responsible for end to end implementation of Change request raised by Business
* Support the quality assurance and bug fixing the issues and requests raised by end users.
* First point of contact for application deliverables including deployment, content release, Data mapping operational request and daily jobs.

**CERTIFICATIONS**

* Salesforce.com Certified Force.com Developer (DEV401) Link:  [http://goo.gl/FE4VN](http://goo.gl/FE4VN4)4
* Salesforce Certified Platform App Builder - Transition Exam
* Salesforce Certified Administrator (ADM 201)
* Salesforce Certified Platform Developer I

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  | **IT SKILLS** |  |
|  |  |

* **Primary Skills** 
  1. Salesforce.com – Configuration, Customization and Deployment
* **Secondary Skills** 
  1. Apex Triggers

o Unit testing o Eclipse

o Data migration

o Visualforce Pages o Data Migration

* 1. SOQL
* **Industry Skill**

o Life Sciences o Real estate

o CLM

|  |  |
| --- | --- |
|  | **EDUCATION** |
|  |  |
| 2013 | B.Tech from Vellore Institute of Technology , Katapadi, Tamil Nadu with 6.96/10 CGPA. |
|  |  |
|  | **PERSONAL DETAILS** |
|  |  |
| Date of Birth: | 27th June 1991 |
| Address: | E-101 Ncc Nagarjuna Maple heights B.Narayanpura outer ring road whitefield Bangalore Pin-560016 |
| Languages Known: | English, Hindi |
| Contact Number: | 8861622202 |
| Email id: | zoheb\_ali@ymail.com |