



# ARSATH AHAMED H.

Application Development Analyst

## PROFILE

- ❖ Information Technology professional with 5.3 Years of Technical (CRM) experience.
- ❖ Very strong experience in development and implementation of Salesforce.com CRM
- ❖ Expert in full range of Salesforce Products Including; Sales Cloud, Service Cloud, Community Cloud, Lightning Platform

## CONTACT

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## TOP SKILLS

- ❖ Salesforce.com
- ❖ Apex Programming
- ❖ Lightning
- ❖ Visualforce Pages
- ❖ Integration – SOAP & REST
- ❖ Deployment
- ❖ Sales
- ❖ Service

## EDUCATION

**Maharaja Institute of Technology, Coimbatore - India**  
**2010-2014**

Bachelor of Engineering – Electronics and Communication Engineering

## WORK EXPERIENCE

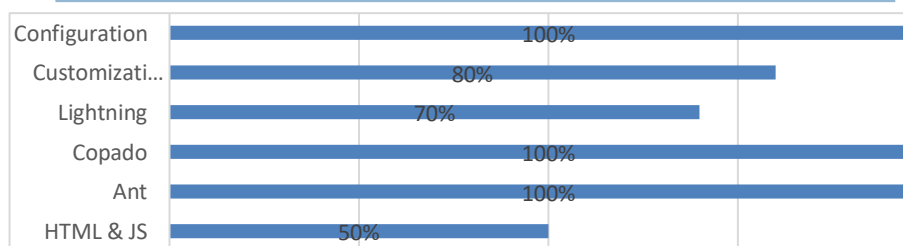
**Accenture [Application Development Analyst] – Chennai, India**  
**December 2017 – Present**

With my high technical proficiency and software development expertise, I took accountability for refactoring of a highly complex module, managed a team of 4 members, participated in development activities and successfully delivered the same and there by gained the client's trust and recognition.

**Infosys [System Engineer] – Bangalore, India**  
**September 2014 – November 2017**

Started my career as Salesforce developer and gained knowledge in technical aspects. Involved in design phase of projects. Had good exposure in handling multiple clients from end to end project deliverables.

## SKILLS



## CERTIFICATIONS

- ❖ Salesforce Platform Developer 1
- ❖ Salesforce Platform Developer 2
- ❖ Salesforce Certified Administrator
- ❖ Salesforce Certified Sales Cloud Consultant

## TOOLS

- ❖ Data loader
- ❖ ANT Migration Tool
- ❖ Eclipse
- ❖ MAVENSmate with Sublime
- ❖ Copado
- ❖ Workbench
- ❖ AutoRabbit
- ❖ Jira

## Projects

### COMMUNITY R2

## ORG REFACTORING

## ENVIRONMENT MANAGEMENT

## NAPILI COMMUNITY

### Relevant Exp in SALESFORCE

: 4 Years & 8 Month

### Modules Exposure

: Sales, Marketing, Community

### No. of Projects

7

### Certification in SFDC

: PD1, PD 2, Administrator, Sales Cloud

### Current Location

: Chennai, India

### Achievements

- Active [Trailblazer](#) in the community.
- Received "Delivery excellence award" for coke marketing factory project.
- Newly implemented community users with a lot of sharing restrictions using customization as well as configuration.
- Used Flexi Page Concepts to reuse the existing Visualforce pages
- Created Lightning Components to implement new functionalities.
- The SFDC Org was under build (consisting 500+ custom objects, 2000+ classes, 1000+ pages, and made use of several OOTB features) for about 10 releases for several complex requirements over a period of 6+ years by a constantly changing team.
- This complicated way of build worsened the performance and brought in the need to refactor the entire org to improve the performance.
- Took part in analyzing existing design and provided a new / refactored design based on outcomes of analysis. I also took part in building and unit testing the refactored solution.
- Analysis and Refactoring included – Salesforce best practices, Building Generic Solution for Reuse using MetaDatatypes, Queueable methods, Refined triggers, Rewrote the existing logic etc.,
- Acting as a core member of the devopps team, handling multiple org to maintain their integrity and to keep it intact.
- Copado was the tool used for the deployment between the active environment.
- Day to Day activity will be performing the deployments from Development environment to SIT/UAT.
- Adidas community project focuses on the community creation for their customers which includes navigation of customer community to list of products and product details.

## MARKETING FACTORY

- It also includes customer's interaction where they can get clarification from moderators, experts and fellow customers regarding the issues in their product.
- For more queries and solution customers can raise a request which will be handled by moderator of the product.

## LEX MIGRATION

- Marketing factory project details with releasing of new product of the company to customers.
- This involves creating many campaigns regarding the product execution with full details to the customers.
- This is carried out by step wise manner in six stages of execution. Each stage has functionality with respect to its goal by adding or removing leads and activating forms

## ETHICS AND CASE EXTRACTION

- Marketing factory project which was developed in salesforce classic view were planned to roll out in Lightning Experience.
- So, the Project got upgraded with latest salesforce practice by migrating to lightning Experience with additional functionality
- All the case related data including the attachments and logs will be extracted from salesforce and needs to save in client sahrepoint. We used batch class for extraction and .net console application to save in a structured folder i.e case number will be the folder name which will contain all the attachments and case logs

## GE Cloning

- Complex Org which comprises of three different business activities was migrated to new environment. All the end to end functionalities were migrated to activated in new org by without compromising the best practices

## Personal Details

Date of Birth	:	23 <sup>rd</sup> Jan 1992
Marital Status	:	Unmarried
Nationality	:	Indian
Passport	:	Available
Current Location	:	Chennai, India