**Fathima Farooq |USC**

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**Sr. Salesforce Developer**

**Professional Summary**:

* 8+ years of overall professional IT experience in Salesforce.com CRM and Force.com platform.
* Good working experience in various capacities such as Salesforce developer, Salesforce Administrator, Force.com developer and business analyst and involved in various phases of entire project from requirement gathering, architecture development, implementation, training the end users.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile plat form (For IOS and Android Devices) to make Lightning Application mobile.
* Experience in salesforce.com Development using Force.com, Visual Force, and APEX.
* Retrieved some data and its functionality from Third-Party API's and displayed within the Lightning component.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Salesforce.com setup, administration, configuration, customization, user management, AppExchange, Managed Package, data migration, data mapping, third-party integration, configuration of omni channel for live chat and implementation including aura and Lightning web component.
* Salesforce configuration, customization, integration, deployment and classic to lightning migration, lightning component, lightning design system.
* Good knowledge in automating business with Lead and Case Assignment rules based on different criteria.
* Experience with Salesforce.com Reports, Dashboards, Workflows.
* Experienced in business intelligence and visualization tools like Tableau.
* Experience with SDLC process in agile methodology. Strong implementation and rollout experience with salesforce.com CRM (Sales cloud, Service Cloud, Marketing cloud, FSL), Communities, Sites and Force.com platform.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Community Cloud, Marketing cloud, Custom Cloud and Analytics Cloud.
* Experience in Force.com platform, Sales Cloud, Eclipse Force.com IDE, Custom App development & maintenance, Roles & Profiles, Security and Sharing, Approval process.
* Experience of Web-to-lead, Web-to-case, Email-to-case functionalities.
* Implementation of the custom business processes using Apex/LWC.
* Extensive experience working on custom objects, custom fields, pick list, and role-based page layouts, Workflow Alerts and Actions, and Approval Workflow, Validation Rules, Approval Processes, Custom Tabs, Custom reports, Report folders, Report extractions to various formats, Snapshots, Dashboards, and Email generation according to application requirements. Extensive Knowledge in building Custom Applications that includes administration, configuration, implementation and support experience with Salesforce.com platform.
* Experience implementing Service Cloud which includes Omni-Channels, Routing Configurations, Entitlement Management, Knowledge Basics, Knowledge search Basics, Call center integration and Salesforce for Outlook.
* Extensive experience of capturing and analyzing business requirements, entity relationships and converting to Salesforce custom objects, lookup relationships, junction objects, master-detail relationships.
* Experienced in Business Requirements definitions and Analysis, translating the complex business needs into clear and concise Business Requirements Documents (BRD) and Functional Requirements Documents.
* Possess Comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, and Case Management.
* Technical knowledge about Salesforce lightening Lightning Components, Lightning connects, Lightning Design System.
* Experience working across various SFDC implementation covering Sales Cloud, Service Cloud, Community Cloud, FSL, LWC, Salesforce1 Mobile Administration.
* Developing Lightning components, Global actions, process Builders and object specific actions according to business needs.
* Experience in using REST/SOAP Web Service API, usage of SSO, Lightning connect, JavaScript, HTML, CSS, Knowledge on Open CTI, Telephony apps, Omni-Channel setup and other salesforce features.
* Lightning component look and feel better. Leveraged APEX Controller to make a call for external requests to retrieve data from various API's and displayed them on to the component.
* Designed and developed Visual Force pages based on the business requirements in Field Service Lightning (FSL).
* Worked on designing part like enabling Aura frame work- migration from standard Salesforce static to lightning for better UI purpose.
* Experience in implementing Apex Classes, Triggers, Batch Apex, Test Classes, Visual force pages, Web Service APIs etc. to achieve complex business functionalities.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Installation of Field Service Lightning managed package and Field Service Lightning mobile app (FSL).
* Experience in creating Workflow Rules, Approval Processes to automate business process.
* Expertise in using tools like Apex Data Loader, Apex Explorer, Eclipse IDE and ETL tools like Data Migrator (IBI), SQL Server Integration Services (SSIS).
* Good knowledge on SOQL and SOSL queries in Apex.
* Create service resources and service crews that represent your field service technicians in Field Service Lightning (FSL) app and add details about their skills, service territories, and availability.
* Experience in Data migration and cleansing using Import Wizard, Apex Data Loader and demand tools.
* Hands on experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization.
* Implementation of visual and backend components on Salesforce by using Apex, Aura, LWC, and SOAP/Rest web services.
* Experienced in Creating Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Good understanding of the Business logic, programs and systems that could lead the effort for planning, developing and implementing changes in the design and code pattern.
* Experience in wide range of languages and technologies such as HTML, CSS, JSP/JSF, AJAX, and Spring MVC Framework.
* Experience with implementing Salesforce Field Service Lightning (FSL) product, FSL Mobile, or a like Field Service product.
* Good understanding on different service cloud features such as case management, omni-channel case routing.
* Good experience in working on Eclipse IDE for writing business logic in Apex programming language.
* Extensive knowledge on Web service such as SOAP and REST API's.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Experience in Veeva CRM and Veeva Vault Content Management applications.
* Expertise in creating Unit and QA Test Plans.
* Good knowledge of Adobe Flash, Service Cloud and Sales Cloud and Chatter.
* Experienced with Big Machines as part of the project Guided Selling, Product Configuration, Quoting, with links to automated pipeline forecasting, Complex Pricing & Discounting, Approval Workflow, Proposal Generation.
* Worked with SOQL, SOSL, Visual Force, Apex, Force.com Web Services API.
* Experienced in Customization, Workflows, Data Validation, Sales, Marketing, Customer Service and Support Administration.
* Expert in implementing security and sharing rules at object, field, and record level for different users.
* Used Force.com platform for developing feature-rich and user-friendly Visual Force pages for enhancing SFDC UI.

**Technical Skills:**

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| **Salesforce Technologies** | Apex Triggers, Classes, Lightning, Aura framework, Test Classes, Visual force, S-Controls, Lightning Components, Sandbox development & testing, Point click Customization, SOQL, Data Loader. Validation rule, Workflows, Sales cloud, Campaigns and Journey Builder, Cloud, Apttus. |
| **Languages** | Apex, Java, J2EE, PL-SQL. |
| **Custom Integration** | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom settings, Custom labels and Tabs, Email Services, Role Hierarchy, Dashboards, Security Controls, AppExchange Package & Custom Application and Sandbox data loading, Jenkins, bitbucket. |
| **Tools** | Apex Data loader, Omni Channel, Force.com Apex Explorer, AJAX tool kit, Force.com Migration Tool, Force.com Excel connector and Force.com Eclipse IDE Plug-in, Jira, ETL tools like Data Migrator (IBI), SQL Server Integration Services (SSIS), AWS. |
| **Database** | Oracle 9i, Oracle 10g, SQL Server, MySQL. |
| **Web Applications** | HTML, Java Script, XML, XSL, JSP. |
| **Operating Systems** | Windows 2000/XP-Pro/Vista/7, UNIX/ LINUXSFDC. |

**Certification:**

**Certified Salesforce Administrator - October 2021**

**Certified Platform Developer 1(PD1) - October 2020**

**Certified Omni studio Developer - January 2022**

**Certified Service Cloud Consultant – July 2022**

**Professional Experience:**

**United Airlines, Chicago, IL Aug 2018 to Present**

**Salesforce Lightning Developer**

**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
* Updating on Facility assignments and Primary roles and Profiles in creating User territories and sharing records in FSL.
* Worked wif SOX compliance and internal controls.
* Created and invoked apex methods to read data from custom objects in LWC.
* Managed Salesforce integration with existing systems and third-party providers.
* Interacted with various Business users for requirements gathering.
* Create service resources and service crews that represent your field service Lightening (FSL) technicians about their skills, service territories, and availability.
* Worked on Community Cloud implementations in two different portals. Worked on provisioning of community users, profiles and setup the community.
* Distribution of price lists, Migration of price lists into legacy system, incorporating SOX controls.
* Worked on Live Chat agent Implementation using Omni-Channel.
* Developed various Custom Objects, Tabs, validation rules, formula fields.
* Developing and implementing solutions for the Apttus CLM system to deployed on the Salesforce platform.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Involved in the enhancement and development of different Lightning web components (LWC) components
* Implementation experience in migration from Salesforce Classic functionality to Salesforce Lightning using Aura, Lightning Web Components, and Lightning-Out functionality.
* Implemented and configured Field Service Lightning (FSL), Lightning Flows.
* Implemented custom Cascading Style Sheets (CSS) for Visual force pages.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Customized the Omni-Channel using the objects by making agents available to receive work based upon skill level and create custom.
* Implemented Community Cloud lightning components in working ability for conversion of visual force pages into lightning.
* Designed and deployed the dashboards, reports and charts on Tableau.
* Designed and developed custom objects, layouts, reports, CLM functions in salesforce.com and Veeva platform.
* Expertise on FSL the service appointment lifecycle and related status transitions.
* Developed Lightning Application built using Aura and Lightning Web Components.
* Experience working with Lightning web components (LWC) where we built on code that runs natively in browsers, so lightweight and delivers exceptional performance.
* Sound knowledge of both Aura and Lightning web components (LWC) technologies.
* Strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).
* Defining a Treatment Plans, Shifts, Calendar on the FA page in field service lighting FSL.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Provide thought leadership and consultation throughout the life cycle of a Salesforce Community Cloud implementation.
* Customized the Omni-Channel records and console integration with Omni-Channel API objects and console methods.
* Worked with business analysts to provide actionable insights using Tableau.
* Worked extensively on Salesforce Community Cloud to Create various customer support communities with customers/partners.
* Developed several Custom Reports & Dashboards that are used by Business user and Managers.
* Integration with ETL tools like Informatics, Infosphere.
* Implemented Data Loader through the Command Line Interface to extract the data from database.
* Configured Chatter for the Users in the Organization for collaboration.
* Created Email templates in Text, HTML and visual Force necessary for the application.
* Creating reports and Dashboard using Tableau Desktop.
* Communicate the power of the Community Cloud to stakeholders and defining Salesforce lighting components to replace visual force pages.
* Developed visual Force pages with JavaScript and Apex classes.
* Designed and developed Visual Force pages with FSL using Lightning web components (LWC) to invoke methods.
* Written Apex Test classes to Unit test Apex classes before moving to Production.
* Configured the External Routing for Omni-Channel and Integrated third-party routing with Omni-Channel.
* Created and maintained the documentation for Design, Migration and Integration.
* Deployed applications from Sandbox to Production.
* Implemented Community Cloud lightning components in working ability for conversion of visual force pages into lightning.
* Integrated Salesforce with Tableau.
* Developed multiple LWC components.
* Implementation of Data Loader for loading the data.
* Performed data cleanup and/or Data migration to/from salesforce.com
* Merging of Salesforce instances
* Used Field service lightning (FSL)to create a customer portal and help the customers.
* Designed and developed Visual Force pages with FSL using Lightning web components (LWC) to invoke methods.
* Developed business documents for Salesforce.com Custom objects.
* Worked on the omni-channel Financial services and configured customer data from all sales channels.
* Worked on different portals like Self Service Portal, Partner Portal and Customer Portal.
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Shared perspective and knowledge of Community Cloud Practice initiatives with team members.
* Customized and used the external Java Scripts in a Lightning web components (LWC).
* Experience in aura framework, Lightning Components and Salesforce Lightning Design System (SLDS).
* Expert in Salesforce Sales and Service cloud implementation.

**Environment:** Salesforce.com Platform, Sales cloud, Service cloud, Apex language, Apex Custom Controllers, Visual force pages, LWC, Data Loader, HTML, Workflows, Approvals, Reports, Custom-Objects, Analytical Snapshots, Security Controls, SOQL, SOSL, Integration, Force.com Platform (Sandbox and production), Force.com IDE.

**T-Mobile - Bellevue, WA Dec 2017 to July 2018**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts, Cases, Reports and Dashboards.
* Performed FSL work for service territories, service resources, and customer accounts.
* Publish Reports using Tableau Server.
* Agile Development Methodology was followed for the implementation
* Managed Salesforce integration with existing systems and third-party providers.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Interacted with various Business users for requirements gathering.
* Worked field-on-field service lightning (FSL) to track the order management
* Developed various Custom Objects, Tabs, validation rules, formula fields.
* Implemented custom Cascading Style Sheets (CSS) for Visual force pages.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Developed VF pages for customizing the UI for partner users
* Worked on using continuous integration tools like JIRA, Jenkins and Bitbucket.
* Implemented Field Service Lightning mobile app (FSL) to help on-site job management for sales agents.
* Developed Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* 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.
* Increased leads & sales with Pardot email drip programs. Administrator for two instances of Salesforce with Pardot and DocuSign add-ons. Provide Release Management support for processing config and custom code changes.
* Developed solutions on the Force.com platform, strong understanding of Apttus Contract Lifecycle Management (CLM) and Apttus Configure Price Quote (CPQ).
* Constant involvement in exploring apex change apps and using the apps wherever necessary. Used apps like Apttus, target, Cloud Converter, Chatter un-follow rules, Field Trip, Conga Composer, AKARD, DocuSign etc.
* Created relationships among objects using Lookup and Master-detail relationships.
* Used Service Max App exchange field service Lightning (FSL) for efficiently managing the customer contracts.
* Created various Profiles, Roles, Page Layouts, and Record Types and configured the Permissions based on the Organization hierarchy requirements.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visual Force, Force.com IDE.
* Extensive experience on S controls, Visual force pages and Page layouts according to the Business requirements
* Installed the Call Center Applications and allowed the end users to maintain a track history of customer’s com-plaints.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Worked on several FSL Roll Up/Roll Down Controllers throughout the org.
* Worked on Integration of Salesforce and Apttus contract management and Royalty.
* Worked on Echo-sign email templates using Apttus X-author for word & used Apttus migration manager tool for migrating the templates from one org to another org.
* Managed and deployed Salesforce.com CRM solution to multiple departments within the organization.
* Developed VF pages and associated Apex classes to allow the customers to register, login and submit their service requests which are resolved by CSS people
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* Worked on FSL module of dispatcher console for dispatching the resources based on skills and availability.
* Performed data cleanup and/or Data migration to/from salesforce.com
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto Response for automating business logic.
* Good knowledge on Tableau JavaScript API in applying filters, switching tabs, chain calls, etc.
* Multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Implemented CPQ solution using Apttus CPQ & Contract Management (CLM) for various customers in industries.
* Worked on Apttus Advanced Workflow approvals, Apttus order management, created agreement wizards, validation rules and contract templates.

**Environment:** Salesforce.com platform, Force.com Pages, CPQ, Data Loader, Apex Classes, Controllers, Jira, Triggers, Sales Cloud, Salesforce1 Mobile Applications (For IOS and Android Devices), Process Builder, Web Services, XML, Java Scripts, bitbucket.

**Wells Fargo, San Francisco, CA Apr 2015 to Nov 2017**

**Salesforce Developer**

**Responsibilities:**

* Connected with various team members regularly to gather business requirements and documented them accordingly.
* Worked on various salesforce.com standard objects like Leads, Accounts, Contacts, Opportunities, Cases, Products, Campaigns, Reports and Dashboards.
* Integrated Salesforce with marketo to capture the leads using email marketing.
* Create field mapping between custom fields of lead object with custom fields of account, contact and opportunity.
* Created Profiles and implemented object and field level security to hide critical information from the profile users.
* Used eclipse Force.com toolkit for creating Apex classes and Apex Triggers.
* Developed Visual Force Pages and Components to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
* Involved in data mapping and migration of data from legacy systems to SalesForce.com Objects and fields.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Used SOQL with consideration to Governor Limits for data manipulation needs of the application using platform database objects Schedule Apex with Batch Apex to fetch the new leads from marketo using Start, Execute and Final methods.
* Working on generating various dashboards in Tableau Server using different data sources such as Teradata, Oracle, Microsoft SQL Server and Microsoft Excel.
* Building, publishing customized interactive reports and dashboards, report scheduling using Tableau server.
* Used Force.com developer toolkit including Batch Apex, Apex Classes, and Apex Triggers and Visual Force pages to develop custom business logic.
* Created various Reports (summary reports, matrix reports, and pie charts, dashboards) to assist managers to better utilize Salesforce as a sales tool.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer’s cases in Cases Tab.
* Optimized Test classes as the code base grew because of which there were Deployment Failures due to Governor Limit Exceptions.
* Used C#, APEX to develop custom visual force pages with cross data integration.
* Managed team along with hands on experience on Workflows and Approvals, Html Email Templates, Salesforce for outlook, Entitlements, Articles, Auto Response rules, assignment Rules, Email to case.

**Environment:** Saleforce.com CRM, Force.com platform, Apex Classes, Lightning, Chatter, Visual Force Pages, Controllers, Service Cloud Console, Custom Objects, Apttus CPQ, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, SOAP, REST, Eclipse IDE, WSDL, Windows.

**Bayer–St Louis, MO July 2014 to Mar 2015**

**Salesforce Developer/Administrator**

**Responsibilities:**

* Extensively involved in requirement analysis and preparation of detailed system requirement specifications.
* Implemented various Apex Classes, controller classes and Apex triggers for various needs of the application.
* Developed Visual Force pages using HTML5, CSS3, JavaScript and jQuery.
* Used SOQL and SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
* Integrated Salesforce with third party systems using SOAP API to check customer's Medicare eligibility and doctor's information including Fax number.
* Integrated using Lightning Connect to get the real time product information into Salesforce from SAP.
* Performed inbound integration by generating WSDL.
* Created workflow rules to send outbound messages to SAP system to send the orders.
* Configured various app exchange applications to generate pdf, to send fax and SMS alerts to customer.
* Wrote unit test classes for all components.
* Implemented triggers as per the business requirement.
* Configured validation rules and formula fields.
* Participated in Agile Development Methodology using SCRUM.
* Used Change sets to move the code from one environment to other environment and JIRA to maintain sprint stories.

**Environment:** Salesforce.com, Sales cloud, Apex classes, controllers, Visualforce, HTML5, JavaScript, jQuery, Web Services, SOAP API and JIRA.

**Educational:** Bachelors in Computer Science