**Ryyan Basha**

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**SUMMARY:**

* Salesforce developer with 7+ Years of IT experience that includes around 5+ years of experience in Salesforce.com CRM Platform. 1.6 years of experience in developing applications using Java/J2EE technologies.
* Experience in Administration, Configuration, Implementation, Lightning, and support experience with Salesforce platform.
* Experience in Salesforce Customization, Security Access, Workflow Approvals, Data Validation, data utilities, Analytics, sales, Marketing, Customer Service, and Support Administration.
* Expertise in SFDC Development using Lightning Application, Apex Language, Visual Force Pages, Classes, Controllers, Triggers, Indexes, Locks Web Services, Components, Tabs, Apex Web services, Custom Objects, Reports, Analytic Snapshots and Dashboards, Profiles, Creating Roles, Page Layouts, Org - Wide default, Sharing rules, Work Flows.
* Worked on Lightning Process builder flows, Connect API, Chatter and quick Action.
* Integration Methodologies, different API, Trigger framework, Recursive Triggers, VF Remoting, Asynchronous Framework & options.
* Good Experience on Salesforce Lightning. Experience in third party integration with ERP (Marketing Cloud, Service Cloud).
* Hands on experience in writing queries using SOQL and SOSL in Apex Classes and Triggers.
* Creating Custom Apps, Custom fields, Profiles, Applying Sharing Rules, Handling Page Layouts, Search Layouts, and Related List and defining Field Dependencies, custom buttons, Validation Rules, workflows, approval processes.
* Ensured data integrity through the appropriate use of de-duping, loading, and exporting tools, for bulk of data using Data Loader, Admin Garage, and Lexi Loader.
* Created and updated users, reports, and dashboards to track pipeline/stages for management visibility, while integrating Apex (applications) to Salesforce accounts such as Conga Merge and Outlook.
* Performed user & administration training sessions for clients to utilize Salesforce and respective programs.
* Strong knowledge on VMOC rules, Veeva vault integration with Veeva CRM, IRep implementation and with Approved email setup and implementation.
* Extensive experience with various Salesforce deployment methodologies including Change sets, Force.com Plug-in environment, Ant Migration tool kit and Eclipse.
* Expertise in maintaining the functional areas of Data Management, Campaigns, Leads, Forecasting Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
* Strong Knowledge in AppExchange Applications for integrating with third party applications.
* Strong knowledge of SFDC standard data structures and familiarity with Force.com Explorer, Data loader and Import Wizard.
* Provide technical architecture strategy and guidance for Salesforce rollouts, and assist with design for adoption strategy.
* Support and provide recommendations to the COO, CTO, VP of Sales, and VP of Services by tailoring Salesforce.com to meet agile business needs.
* Recommended, designed and implemented a Marketing process in Salesforce to automate communications between Sales and marketing, associate campaign influence on opportunities for ROI reporting, and to provide real time status on campaign members.
* Analyzed current processes and made recommendations for automated notifications to Sales Reps when maintenance renewals are due and when outstanding invoices need attention, standardized sales reports, installed and trained users in Cirrus Insight to track Sales appointments for call reports.
* Experience in SFDC Integration using Web Service and Apex Programming, App-Exchange Packages& Custom Applications, Salesforce.com Service Cloud expertise.
* Experience working with Sales cloud and Service cloud.
* Extracted the data from salesforce.com application into the external databases like SQL, DB2 for generating large data reports.
* Assisted users with report design and management. Work with Time Warner team to integrate online initiatives into the database.
* Experience with Adobe Flash, Service Cloud, Sales Cloud, Lightning and Chatter.
* Strong understanding of fundamental business processes, excellent Communication and inter-personal skills with ability to work well in a dynamic team environment.

**CERTIFICATIONS:**

* Salesforce Certified Developer.
* Salesforce Certified Administration.

**TECHNICAL SKILLS:**

**Salesforce:**Salesforce CRM, Lightning Application, Apex Custom Controllers, Apex Classes, Apex Triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, Workflow and Approvals, Reports and Dashboards.

**Salesforce Tools:**Eclipse, Force.com Eclipse IDE Plug-in, Force.com Explorer, Change Sets, Force.com Import Wizard, Force.com Excel Connector, Force.com Platform (Sandbox and Production)

**Other CRM:**Veeva, ServiceMax, Apptus, CPQ

**Integrating Tools:**Apex Data Loader, Import Wizard, Data Export, Mass Delete

**Languages:**Apex, Java, C, C++, SQL, SOQL, SOSL.

**J2EE Technologies:**JAVA 1.X, Servlets, JSP, JSTL, JDBC, Struts1.2/2.0, Tiles, Spring, EJB, Web Services, Log4j, Slf4j.

**Web Technologies:**HTML, XML, CSS, Java Script, JSP WSDL, SOAP API, REST API

**Databases:**SQL Server, My SQL, MS Access, DB2

**PROFESSIONAL EXPERIENCE:**

**HealthGrades, Denver, CO Aug’ 19 to Present**

**Sr Salesforce Lightning Developer**

**Responsibilities:**

* 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.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the 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.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader.
* Visualforce Pages for Lightning Experience, Alternates for Java Script Codes, Sharing Visualforce pages between Classic and Lightning.
* 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.
* Used field level security along with page layouts in Lightning to manage access to certain fields.
* Implemented the Web Services through WSDL in the Salesforce.com for outbound messaging.
* Worked on Integrating SAP and Salesforce systems using SOAP and REST API's.
* Involved in daily standup meetings, Scrum. This resulted to bring good solution to the business requirement.
* Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.

**Environment:** Saleforce.com platform, Apex Language, Visualforce Pages, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Lightening design system(LDS), Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**NBC Universal, NY Apr’ 18 – Jul’19**

**Sr. Salesforce Developer**

**Responsibilities:**

* Extensively worked on agile methodology and attended Daily status/standup meetings.
* Analyzed business needs, distinguish between needs and wants, identify gaps between business needs and standard application functionality, design and document solutions that fill the gaps.
* Reviews and streamlined existing CRM to endure accurate adoption metrics reporting. Deactivating users to release licenses.
* Created user Roles and Profiles and given them Security controls and shared settings.
* Maintaining profiles roles and Standard Objects like user Accounts, Contacts, Leads, Campaigns, Dashboards, Reports.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Developed various Custom Objects, Components, Controllers, Custom Reports, Custom Tabs, Labels, Visual force pages, Validation rules, Approval Processes and Auto-Response rules for automating business logic and Report folders for different users and profiles based on the requirement.
* Also created Reports for custom financial data of current and potential portfolio.
* Authorized access to data, financial data and overall better customer security facilities.
* Involved in Steel Brick CPQ implementation and customizations around the app exchange.
* Developed customer management app for the customer services team to track client databases and financial transactions by collecting requirement for the application of the Salesforce CRM with the Customer Portal.
* Performed data cleanup and/or Data migration to/from salesforce.com
* Merging of Salesforce instances
* Developed business documents for Salesforce.com Custom objects.
* Worked on different portals like Self Service Portal, Partner Portal and Customer Portal.
* Implemented Salesforce.com web services client using Sales force web services API, Java, XML and partner WSDL.
* Integrated Salesforce with external Master data using SOAP and REST API
* Developed several Custom Reports & Dashboards to better assist managers and also report folder to provide report accessibility to appropriate personnel.
* Expert in Salesforce Sales and Service cloud implementation.
* Provided the training to Business users about the system.

**Environment:** Salesforce.com platform, Force.com IDE, Apex classes, Triggers, Visualforce (Pages, Components & Controllers), UAT Server, QA Server, SOSL and SOQL, HTML, CSS, JSON service module, sales cloud, Apex data loader, Workflows & Approvals, Sandbox, Production, CTI, Java Script, Eclipse, Apex Triggers, Workbench, Steel Brick, REST API, SOAP, WSDL, Windows.

**First National Bank, Omaha, NE July’17- Mar’18**

**Salesforce Developer/Admin**

**Responsibilities:**

* Performed the roles of Salesforce.com Administrator and Developer in the organization.
* Developed various Custom Objects, Tabs, Visualforce Pages and Controllers.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permissions, generating security tokens, Validation Rule, upgrade installation.
* Created and deployed Several Reports using salesforce.com platform.
* Developed APEX Classes, Controller Classes and APEX Triggers for various functional needs in the application.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization’s need.
* Implemented the requirements on Salesforce.com platform and Force.comIDE Plug-in using Eclipse.
* Assigned workflows for Lead conversion, transfers, merging duplicates, managing web-to-lead to track responses to online campaigns.
* Involved in Data mapping specifications to create and execute detailed system test plans. The data mapping specifies what data will be extracted from an internal data warehouse, transformed and sent to an external entity.
* Developed VF components in mobile apps.
* Created and used Email templates in HTML and Visualforce.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Conducted Administrative duties which included working with c-level executives, system administrators, and end users to gather their business requirements, then develop customized solutions to meet their needs.

**Environment:** Saleforce.com platform, Apex Language, Apex Triggers, Visualforce (Pages, Component & Controllers), Pages, Data Loader, HTML, Java Script, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Sandbox data loading, Eclipse IDE Plug-in, Windows XP.

**Macy’s, Atlanta, GA Jan’16-Jun’17**

**Salesforce Developer/Admin**

**Responsibilities:**

* Interacted with various business user groups and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Developed APEX triggers, classes, Visual Force pages.
* Used agile methodology to achieve high performance.
* Guided colleagues how to overcome the complex scenarios when they are experiencing some critical issues like duplicating of records, bug fixes in coding etc.
* Developing Test plans, distinct test cases and execution of Test cases and Performing UI Testing and Functionality Testing.
* Documented test cases, test results, test procedure and reported to client and also coordinated with development team for Bug fixing.
* Performed fields mapping of Salesforce and Legacy CRM systems.
* Involved in system integration using Call Outs, Triggers and outbound messaging.
* Performed data migration into Salesforce application using apex data loader through CSVfiles.
* Extensively used REST APIs for integration between Salesforce and on premise systems.
* Developed and maintained SFDC analytical reports and dashboards for management review.
* Involved in Setting up Sales Cloud Queues, web-to-lead setup, lead conversion mappings, assignment rules, auto response rules etc.)
* Involved in Setting up Service Cloud (Creating queues, Web-to-case setup, auto assignment rules, auto response rules, escalation rules).
* Involved in Configuring Campaign Management, Lead Conversion and Case Management Process.

**Environment:** SalesForce.com CRM Application Platform, Apex Language, SOQL, SOSL, Visualforce, WSDL, Custom Objects, Tabs, Page Layouts, Workflows, Approval Processes, Email, Messaging, Dashboards, SOAP, Web Services, Reports, Eclipse.

**TechM, India July’13-Dec ‘15**

**Java Developer**

**Responsibilities**

* Developed modules in Java and integrated with MySQL database.
* Responsible for coding using Java Servlets, Java Beans and XML.
* Worked with OOPS concepts such as Inheritance, Encapsulation, Abstraction and Polymorphism.
* Expertise in performing operations such as Collections, Exception Handling and Multithreading.
* Developed web applications using Spring MVC framework.
* Setup the class path for the Java JDK and managed the JVM (Java Virtual Machine) settings.
* Involved in Analysis, Design and Development of different phases of Process Flow module.
* Designed and developed highly customized front end screens using Sencha ExtJs framework library, JavaScript, HTML, CSS as a Rich Internet Application (RIA).
* Designed Graphical User Interfaces using JSP’s.
* Worked on various design patterns UML and Enterprise Application Integration.
* Implemented Action class and Action Forms using struts
* Worked on the design of the entire end-to end architecture for the Classification Web Application.
* Added Dynamic functionality to the user interface using Java Script.
* Monitored the error logs using Log4J and fixed the problems.

**Environment:** HTML, CSS, JavaScript, JQUERY, AJAX, JSON, XML, Eclipse, Sub Version.