**Samreen Syeda**

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***Professional Summary:***

* Skilled Salesforce Developer with 7 years in Salesforce Administration, and Salesforce Development working with Sales Cloud, Service Cloud, Community Cloud and Force.com Platform.
* Strong expertise in various phases of **Software Development Life Cycle** (**SDLC**) by implementing **Agile** and **waterfall** methodologies including: Analysis, Design, Development, Administration, deployment, testing, requirement analysis, system design, Integration and supporting the cloud applications.
* Experience in Administration, Configuration, Implementation, Development and Support of Salesforce CRM based on Apex language and leveraging Force.com Platform.
* Extensive experience in developing Apex Classes, Triggers, Visualforce pages, writing Workflows, Integration, Force.com API.
* Strong experience in writing, tuning of SOQL, SOSL queries, relationship queries in Apex Triggers, Controllers and used Statements and Database methods for performing DML operations.
* Strong Knowledge of SFDC standard Data structures and familiarity with designing Custom Objects and Force.com platform and Force.com Sites.
* Experience in use of Standard and Custom controllers of Visualforce in development of custom Salesforce pages as required by business requirements.
* Experience in creating various Reports (summary reports, matric reports, pie charts, dashboards and graphics) and Report Folders.
* Experience in using Data Loader for insert, update and bulk import or export of data from Salesforce.com Objects.
* Experience with **Salesforce Lightning (Lightning Design Systems, App Design** and **Lightning Components)** in building reusable UI components and pages.
* Hands on experience in designing and developing dynamic web content using **HTML, XML, CSS, JavaScript** and other web development technologies.
* Designed and delivered the data integration & migration solution and Working with Team to implement - **Salesforce DX**.
* Good experience in integrating with external source by developing SOAP, RESTful Apex Web Services and cloud computing integration on Force.com API.
* Developed and worked on different Salesforce.com environments such as Sandbox and Production environments.
* Experience in building new Applications with the **Lightning App Builder** and **Lightning components**.
* In-depth understanding of **SaaS, PaaS,** and **PaaS** and also Worked on CI/CD pipelines using Jenkins and AWS AMI’S.
* Strong Knowledge in **AppExchange** Applications for integrating with third party applications.
* Good experience in developing Salesforce Lightning Apps, Components, Controllers and Events.
* Experience in gathering Business user requirements, designing diagrams such as Class, Activity and sequence diagrams, creating Use cases as per user requirements and in addition to creating Business Requirements Document (BRD).
* Experience in implementing security and sharing rules at object, field, and record level for different users at different levels of organization, also created various profiles and configured the permission based on the organizational hierarchy.
* Extensive hands-on experience in creating and managing Apps, Page Layouts, Search layouts.
* Have a good experience in working with Java, Servlets, JSP, scripting languages XML, CSS, XSD, HTML, Oracle, web service, JavaScript, SOAP, WSDL, MyEclipse, AJAX, SQL and Microsoft SQL Server.
* Good understanding of **Salesforce Governor** limits and experience in overcoming limitations in **Apex classes, Triggers, SOQL** and **Batch classes.**
* Hands on Experience building custom UI Pages using Visualforce, Custom Visualforce Components.
* Extensive knowledge on Scripting using HTML, CSS, JavaScript, Ajax, jQuery.
* Used Workbench for query timing and loading data into Salesforce org.
* Experience in declarative features like creating custom objects, custom Tabs, custom fields, pick-list values, Role based page layouts, Workflow Alerts and Actions, Workflow Rules and Approvals, Validation Rules, Custom reports and Report extractions to various formats.
* Experience in integration with third party platform SAP.
* Experience in using **Informatica** Power Center to Migrate, Replicate, Cleanse, and Synchronize **Sales force CRM** application.
* Experience in deployment from Sandbox to Production using deployment tools like **ANT**, **Force**.**com IDE**, and **Force**.**com**.
* Expert level skills in interacting with Business users & Product Owners to analyze and understand the Business Process requirements.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

***Education:***

* Bachelor’s in Technology from JNT University, India.
* Master in Engineering from Osmania University, India.

***Certifications:***

* Salesforce certified Platform Developer 01.
* Salesforce certified Administrator.

***Technical Skills:***

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| **Operating System** | Windows, Linux |
| **SDLC Methodologies** | Agile/Scrum, Waterfall |
| **CRM** | Salesforce |
| **Salesforce CRM Services** | Sales Cloud, Marketing Cloud, Community Cloud |
| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Workflow &Approvals, Process Builder, Dashboards, Reports, Apex classes/controllers, Standard and Custom Objects, Case Management Automation, Visualforce Pages/Components, Controllers, Apex Triggers, SOQL, SOSL, Lightning, AppExchange , Merger. |
| **Salesforce Tools** | Apex Data Loader, Agile (Rally), Eclipse, Force.com Platform, App Builder, Force.com Data Loader, Informatica |
| **Programming Languages** | C, Apex, Java |
| **Web Technologies** | Java Script, HTML, CSS |
| **Web Services** | SOAP, REST |

***Professional Experience:***

***Client: Liberty Mutual, Dover, NH Feb’2018 to Till Date***

***Salesforce Developer/Admin***

Liberty Mutual Group is an American diversified global insurer and the third-largest [property](https://en.wikipedia.org/wiki/Property_insurance) and [casualty](https://en.wikipedia.org/wiki/Casualty_insurance) insurer in the [United States](https://en.wikipedia.org/wiki/United_States).

**Responsibilities:**

* Collected requirements, design work flows and to implement the work flow from different business groups within the organization.
* Worked with business analyst to analyze the business and technical requirements and by customizing standard objects of SFDC derived the solution.
* Achieved user design functionality using **Apex triggers** and write the **dependent test classes**.
* Developed and implemented **workflows, field updates, email alerts, custom tabs, validation rules, approval processes**.
* From sandbox environment deployed all classes, triggers, objects, components, pages to production environment.
* Developed and customized visual force pages using **standard controllers, controller extensions, and custom controllers**.
* Part of team in migration from Salesforce Classic to lightning working with Lightning App Builder, Lightning components and Lightning Design system.
* Worked on lightning components and bundles using aura framework to develop salesforce 1 applications. Redesign of customizations currently implemented in Visualforce into Lightning Pages/Lightning Components.
* Worked on customization of visual force to have Lightning Experience for desktop and mobile applications.
* Used data loader from SFDC objects for insert, update and bulk import/export of data.
* Implemented **lookup, master detail relationships, formula fields, pick lists, dependent pick lists** and **validation** to the custom objects.
* Designed, developed and deployed Apex Classes, Controller Classes, Extensions, Components, Batch Apex classes, Scheduled Apex classes, Test classes and Apex Triggers for various functional needs in the application using the Eclipse IDE.
* Developed Visual force pages for customizing the UI for partner users.
* For data migration with in governor limits used **SOQL** and **SOSL** using Force.com explorer.
* Implemented Change-sets Deployment. Developed Test classes and increased the code coverage.
* Worked on Sales Cloud, Service Cloud, nCino, marketing cloud and Apex Programming On Force.com Platform.
* Good experience in integrating with external source by developing SOAP, RESTful Apex Web Services and cloud computing on Force.com API.
* Good Experience in data migration and integration using Data Loader, Import Wizard, SAP etc.
* Connected Salesforce and SAP applications to share data.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Configured profiles, permission sets and implemented security setting for the organization wide users.
* Configured Customer and seller communities. Developed custom Visualforce Pages for Communities.
* Managed **custom fields, integration** and **data cleanup** which are a part of administration tasks.
* Customized SFDC profiles and roles as a part of security and privileges.
* For different user profiles developed and configured **reports, report folders** and **dashboards** depending on the need in the organization.
* Organize **fields, custom links, related lists** and other components on record pages using page layouts, search layouts.

**Environment:** Saleforce.com platform , Reports, Custom Objects, Custom Tabs, Data Loader, Apex, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Email Services, Security Controls, Windows XP Pro / 7.

***Client: Anthem, Atlanta, GA Sep’2016 to Jan’2018***

***Role: Salesforce Developer/Admin***

**Responsibilities:**

* Design, develop and maintain all company, team, and individual dashboard metrics. Design and develop workflow rules, validation rules, email notifications, etc
* Develop, run, update and export salesforce.com reports, analytics and dashboards to support and monitor daily activity and key performance measures
* Establish and implement best practice procedures for system maintenance and optimization, configuration development, testing, data integrity, backups, etc
* Develop, maintain and perform processes to continuously monitor data quality and integrity in platform applications
* Determine plan and timeline for implementation of approved Change Management cases. Develop, test and deploy solutions, applying best practices
* Consult with all stakeholders to improve business processes, including developing functionality to automate manual processes
* Working knowledge of APEX (classes and web services), Visual Force, Salesforce APIs, SOQL, Force.com platform
* Implement 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.
* Present data in visually attractive reports and dashboards that make complex topics easy to understand
* Collaborate with the IT Architects, Delivery Team, and Competency Center to ensure business processes are aligned with enterprise architecture and application standards
* Providing subject-matter expert’s input throughout the whole life cycle of Salesforce change development process (from idea to deployment stage)
* Working with test manager to define test cases
* Validates and assesses solution design throughout the project with customers and prospects. Identifies problem areas and provides recommendations for future enhancements
* Understands industry best practices in functional business areas (sales operations for example) in order to leverage business processes, driving improvements in work flow and applications
* Environment: SFDC platform, Lightning, CRM, CLM, Data loader, workflow, Email services, and security controls, sandbox data loading, Apex language, Visual force.

***Client: eBay, San Jose, CA March’2013 to Aug’ 2016***

***Role: Salesforce Admin/Developer***

**Responsibilities:**

* Administrated and monitored the company's Salesforce CRM application
* Experienced in maintaining the Functional areas of Data Management, Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports
* Experienced in working on Sales Cloud, Service Cloud, Custom Cloud and Apex Programming on Force.com Platform
* Implemented Case Management Automation to track and solve Customer's Issues.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Administered Salesforce setup functions for new users, roles, profiles, enforced security controls, permission settings and data access across fields, objects and at record levels, and maintained overall Salesforce configurations.
* Assisted in the creation of 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.
* Developed S-Controls to manage sales plan call sheets within Salesforce, capturing prep data and call activity.
* Organized business and end user meetings for discovery, business needs gathering and gap analysis.

**Environment:** Agile, Salesforce.com platform, Apex Language, S-Objects, SOQL, SOSL, Visual Force Pages, Data Loader, Custom Settings, Web Services API, Sales Cloud, Service Cloud, Workflow & Approvals, Custom Objects, Sandbox data loading.

***Client: Wipro Technologies, Hyderabad, India Jun’2011 to Jan’2013***

***Role: Java Developer***

**Project:** The community web portal is designed to function as a shared care coordinating system for health plans and interdisciplinary care teams.

**Responsibilities:**

* Developed the presentation Tier using Java Script and HTML.
* Effectively developed Action classes, Action forms and other configuration files like struts-config.xml, web.xml
* Developed the application on NetBeans and deployed application on WebLogic server
* Used Eclipse IDE in order to develop and deploy the application code.
* Involved in Unit Testing, User Acceptance Testing and Bug Fixing.

**Environment:** Java Script, HTML, JDBC, MicroServices, Angular JS,Web Logic, Eclipse, MySQL.