**Maham Bilal**

**mahambilal03@gmail.com**

**914-481-2135**

**Salesforce Developer**

**PROFESSIONAL SUMMARY:**

* Over 7 years of IT experience in **Salesforce.com CRM platform** as **Developer** and **Administrator**.
* Experience in all phases of **SDLC** like requirements gathering, analysis, designing, coding, testing, integration, documentation and development.
* Strong implementation and integration experience using **Custom Objects, Triggers, Workflow Rules, Approvals, S-Controls, Visualforce Pages** and **Apex classes**.
* Experience in building **Schedule Apex**, **Batch Apex, SOSL** and **SOQL** aggregate functions.
* Experience in migrations and deployment of code from one environment to the other using **Force.com IDE** deployment wizard.
* Well versed in performing data migration from legacy system to Salesforce.
* Experience in integrating external applications with **Salesforce.com** both inbound and outbound by writing **Apex SOAP** and **REST Web Services**.
* Strong knowledge and experience on various development environments like **Eclipse IDE**.
* Salesforce.com experience in creating **Object, Field, Record Types, Page Layout, Security Controls, Queues, Group and Analytical Snapshots.**
* Well versed with **CRM processes** like Sales, Marketing, Customer service, Customer support, Business processes and recommended solutions to improve using SFDC.
* Experience in creating, maintaining and enhancing **Workflows, Approval Processes, Formula Fields**, **Validation Rules, Field Dependencies, Automated Alerts** and **Field Updates** according to application requirements
* Experience in customization of the Salesforce sales module for capturing the **Lead Generation, Accounts** and **Opportunities**
* Experience in analyzing business requirements, Entity Relationship diagrams and implementing them to **Salesforce Custom Objects, Master-Detail** and **Lookup Relationships**
* Developed reports, dashboards and processes to continuously monitor data quality and integrity.
* Experience with data migration and updates through **AppExchange, Data Loader** and **Workbench** in Salesforce.com.
* Extensive experience working on **Agile** and **Waterfall** environment
* Experience in understanding and implementing the new **Salesforce Lightning Experience**
* Experience in creating Lightning apps combining **Lightning Design System, Lightning App Builder and Lightning Component features**
* Experience in modifying the **Visualforce** pages to be supported in **Lightning Experience**.
* Involved in building **Lightning Components** using Aura Framework.
* Experience in Salesforce Lightning features like Activities, Contextual Hovers, Opportunity Board and Customizable Dashboard
* Strong knowledge about Salesforce Lightning schema builder, process builder, app builder, components and Lightning Connect
* Experience in building the **CTI** adapters to integrate with Desktop applications and third-party **CTI** systems
* Worked with team members for full-cycle projects such as developers to complete the consulting projects on time and deliver outstanding services to Salesforce.com clients

**TECHNICAL SKILLS:**

**Technical Skills:**

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| **Salesforce.com Technologies** | Force.com IDE, Custom Objects, Reports, Dashboards, Workflow & Approvals, Validation Rules, Migration, Visualforce Pages, Apex language, Apex Classes & Controllers, Batch Apex, Apex Data Loader, App Exchange, Force.com Platform (Sandbox and Production), SOQL, SOSL. |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Apex Data Loader, Workbench, Force.com Platform. |
| **Databases** | Oracle, MS SQL Server. |
| **Programming Languages** | C, C++, Java/ J2EE, PL/SQL, SQL. |
| **Web Technologies & Web Services** | HTML, XHTML, XML, CSS, Java Script, JQuery, WSDL, SOAP API, REST API. |
| **Integration Tools** | Apttus CPQ and CLM, App Exchange Tools, Informatica. |
| **Force.com Configuration** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object Development, Field Creation, Page Layout, Related List Customization, Record Types, Field Level and Object Level Security, Role Hierarchies, Sharing Models, Workflow: Time - Dependent Actions, Field Updates, Email Alerts, Task Creation, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management. |

**PROFESSIONAL EXPERIENCE**

**Client: United Health Group, Minnetonka,MN**

**Salesforce Developer Aug 2020 – Till date**

**Responsibilities:**

* Analyzed and interpreted business requirements
* Worked with various standard and custom objects
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various Standard objects of Salesforce.com like Accounts, Contacts, Leads and Opportunities.
* Developing Apex classes, Apex triggers, Controller classes and extensions for various functional needs of the organization.
* Performing Hands-on Salesforce.com development using **Apex Programming** and implementing Visualforce Pages using HTML, CSS and JavaScript.
* Participating in all phases of Software Development Life cycle which includes Requirements gathering, Analysis, design, implementation, testing and deployment.
* Working on Salesforce.com implementation using Several IDEs like NetBeans, Eclipse and Force.com IDE’s.
* Developed **Workflow** rules, tasks, emails and alerts to track customer related tasks and activities.
* Worked on Salesforce lightning components for building customized components replacing the existing ones.
* Participating in product design reviews to provide input on functional requirements, product designs, schedules, or potential problems.
* Responsible for customizing objects in Salesforce, creating Page layouts, Record types, Email Templates, Validation rules and custom report types.
* Implementing various cloud integrations using **SOAP and REST API’s** and extensively worked on Data Migration using Salesforce Data Loader.
* Worked with Dynamic Apex to access S-Objects and Field describe information, execute dynamic SOQL, SOSL and DML queries.
* Migrated SharePoint Solution into Salesforce CRM by implementing SharePoint concepts into the Salesforce design and done enhancements in Salesforce to satisfy the business needs.
* Migrated SharePoint data to Salesforce using Data loader.
* Worked on the enterprise Salesforce CRM solution by merging two business processes and filling the gaps in the technical design and implementation to provide 360 degree view in Salesforce to the business users.
* Created Modern Enterprise Lightning Apps combining **Lightning Design System**, **Lightning App Builder** and **Lightning Component** features.
* Triggered interface events by user interactions, which includes **Lightning Component framework**.
* Created multiple **Lightning components**, added **CSS** and **Design parameters** that makes the Lightning component look and feel better.
* Designing test plans, test scenarios, scripts, or procedures.
* Implementing Salesforce using Agile methodology using Sprints and Standups.
* Working with **Apex Scheduler** to invoke Apex classes at regular intervals.
* Responsible for documenting and troubleshooting the errors.
* Working on Incidents in **Service Now** tool and responsible to investigate, troubleshoot and resolve issues and assist business users.
* Serving as a knowledge resource for Salesforce.com capabilities and best practices.
* Wrote high quality, resilient, testable code
* Evaluate and refine changes against data integrity and clean coding best practices
* Read legacy code and make precise modifications to meet new requirements
* Perform system testing to validate requirements have been met
* Create complete and accurate documentation for all code changes
* Map solution developed to client space
* Provide support for project execution involving new solution if required

**Environment:** Saleforce.com platform, Apex Language, Visualforce Pages, Data Loader, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs

**Client: VF Corporation, Greensboro, NC**

**Salesforce Developer Jan 2019 – Aug 2020**

**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
* Managed Salesforce integration with existing systems and third-party providers.
* Interacted with various Business users for requirements gathering.
* Developed various **Custom Objects, Tabs, validation rules, formula fields.**
* 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**.
* Implemented customCascading 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 Visual Force pages to change the entire look and feel, tabs and views of the Salesforce.com UI in accordance with the company requirements.
* 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.
* Strong Experience in Salesforce **Lightning** components design & designing compact layouts using Apex triggers, Page layouts, Visual force pages, workflows for Mobile platform.
* Created relationships among objects using **Lookup** and **Master-detail** relationships.
* 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 VisualForce, Force.com IDE
* Extensive experience on **S controls**, **Visualforce pages** and **Page layouts** according to the Business requirements
* Developed **Lighting** apps using **Lighting** Components and made them compatible with salesforce1 mobile app.
* Installed the **Call Center Applications** and Allowed the end users to maintain a track history of customers complaints
* Managed and deployed **Salesforce.com CRM** solution to multiple departments within the organization.
* Performed data cleanup and/or **Data migration** to/from **salesforce.com**
* Designed and deployed **Custom tab**s,**validation rules, Approval Processes** an**d Auto-Response** for automating business logic.
* Experience in creating **Lightning** Components and used **Lightning** Design System to convert existing Visualforce pages to **lightning** components.
* Enabled Aura Framework and added Aura Attributes/Handlers for Events / Logic & Interactions
* Developed **Lightning** components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.
* Involved in using **Lightening**, Process Builder and Workflows. Worked on customization of visual force to have Lightening Experience for desktop and mobile applications.
* 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:** 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.

**Client: Bank of the West, San Francisco, CA**

**Salesforce Developer Jan 2018 – Dec 2018**

**Responsibilities:**

* Interacted with Business users for requirements gathering, analysis and development.
* Worked on various Salesforce.com Standard Objects including **Accounts, Contacts, Reports, Dashboards, Events** and **Tasks**.
* **Agile Development Methodology** was followed for the implementation
* Developed various **Apex classes**, **Controller classes**and **Apex Triggers**for various functional needs in the application.
* Developed various **Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, validation rules.**
* Created various **Profiles, Roles, and Page Layouts and** Configured the permissions based on the organization hierarchy requirements.
* Developed custom Business logic using Apex Classes, Visual force pages and **Lightning** components.
* Developed Cascading Style Sheets**(CSS)**for creating effects in **Visual force pages.**
* Created **Workflow rules**and defined related **tasks, email alerts,**and **field updates.**
* Implemented Pick lists, Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects**.**
* Extensive experience on **S controls**, **Visualforce 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 customers complaints
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC) and other platform based technologies like Visualforce, force.com API, and web services.
* Created email templates and inbound emails using **Visual Force** for clients and customers.
* Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel and interaction log.
* Enabled **Chatter** for the Organization and to effectively communicate with the users in the Organization.
* Implementation of **Data Loader** for loading the data.
* 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**: **Saleforce.com CRM, Force.com platform, Apex Classes**, Lightning, Chatter**,** Visual Force Pages, Controllers, Service Cloud Console, Custom Objects, Custom Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, **SOAP, REST,** Eclipse IDE, WSDL, Windows.

**Client: CSC Global, Wilmington, DE**

**Salesforce Developer/Administrator Nov 2016 – Dec 2017**

**Responsibilities:**

* Developed a landing page using the **Visual force**.
* Customized objects and fields using master detail relationship, look up relationship depending on the requirements.
* Created page layouts, **validation rules** and **workflow rules**.
* Worked as a legacy for creating new roles and profiles in the organization.
* Created new user accounts and configure Salesforce to fit security needs at the user and organization levels.
* Developed automated workflows and approval processes for sales opportunities and lead routing.
* Worked on **Salesforce Lead management**, Accounts and Contact management system.
* Worked On Data Migration From Databases To **Salesforce Using Apex Data Loader**.
* Generated SOSL and SOQL statements to search the information.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Worked on ETL tools to migrate the information from other database.
* Built APIs with Salesforce.com **Apex SOAP/REST Services**.
* Review the test cases provided by the QA team, and providing feedback.
* Designed Visual force Pages with html along with custom controllers and controller extensions.
* Administrated and monitored the company's Salesforce CRM applications.
* Designed, and developed **Apex Classes, Apex Triggers** for various functional needs in the application.
* Responsible for migrating developed packages from different sandbox instances. Development **Sandbox, QA sandbox, SIT sandbox** and **UAT sandbox.**
* Implemented all pages to remove table based markup. New site is implemented using table less layout, standard and SEO friendly markup using HTML5 and CSS3 to support broad range of browsers
* Involved in Salesforce.com application setup activities and customized the UI to match the functional needs of the organization
* Reporting and prioritizing software bugs in conjunction with the Development & QA Managers.
* Used Force.com Web services API and outbound messaging for implementing web services through WSDL in the application for access to data from External systems and websites.
* Developed and configured various Reports and **Report Folders** for different user profiles based on the need in the organization.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.

**Environment:** Saleforce.com platform, Apex Language, Visual force (Pages, Component & Controllers), Salesforce.com Data Loader, HTML 5, CSS, Bootstrap, Web Services, WSDL, SOAP/REST, Sandbox and production environment.

**Payless Shoesource, Topeka, KS Jan 2016 – Oct 2016**

**Salesforce Administrator/Developer**

**Responsibilities:**

* Worked as enhancement developer and team member, performed the roles of **Salesforce.com Developer** and **Administrator** in the organization
* Responsible for setting up web services integrations
* **Agile Development Methodology** was followed for the implementation
* Implemented Inside sales telephonic plug-in application implementation
* Worked closely with sales team and business analysts and performed detailed analysis of business and user requirements, designed the solution by customizing various standard objects of **SalesForce.com (SFDC)**
* Implemented Apex Data loader “**Command Line Interface (CLI)**” to automate the data loading process for the sand box refresh activity.
* Designed various WebPages in **Visual Force** for customers to select a variety of services offered by the org and integrate them with the pricing team.
* Designed, and developed **Apex Classes**, **Controller Classes, extensions** and **Apex Triggers** for various functional needs in the application.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like VisualForce, Force.com IDE.
* Maintaining test coverage for all the classes and triggers and supporting deployment activities
* Worked on various **salesforce**.**com** standard objects like **Accounts**, **Contacts**, **Cases**, Opportunities, Products, Opportunity Line Items, **Leads**, **Campaigns**, **Reports** and **Dashboards**
* Designed, and deployed the **Custom objects**, **Custom tabs**, **Entity-Relationship data model**, **validation rules**, Workflow Rules, Auto-Response Rules, **Page layouts, Components**, **Visual Force Pages** to suit to the needs of the application
* Served as Subject Matter Expert for solution architecture that included configuration, development, integration and customization of complex environments.
* Used **SOQL & SOSL** with consideration to **Governor Limits** for data manipulation needs of the application using platform database objects
* Used **Data Loader** for insert, update and bulk import or export of data from Salesforce.com SObjects Used it to read, extract, and load data from **comma separated values (CSV)** files
* Defined **lookup** and **master-detail** relationships on the objects and created junction objects to establish connectivity among objects
* Created **workflow rules** and defined **related tasks, time triggered tasks, email alerts, filed updates** to implement business logic
* **Used Sandbox for testing and Eclipse and Deployment Chain Set for code deployment and worked with SVN**

**Environment:** Apex Language, Java Script, Visual Force, Eclipse IDE, SVN, Data Loader, HTML, JSON, S-Controls, Email Services.

**AGS International Parsippany, NJ Jan 2014 – Dec 2015**

**Salesforce Admin**

**Responsibilities:**

* Worked on **Apex Classes, Visualforce Pages, Controller Classes and Apex Triggers** for various functional needs in the application.
* Created Custom Objects, Lookup and Master-Detail Relationships on the objects and created junction objects to build the connectivity between objects.
* Developed and configured various custom reports and report folders for numerous user profiles.
* Experience in creating **Workflow Rules, Email Alerts, Defined Related Tasks, Field Updates and Time-Triggered Tasks** to implement business logic.
* Used **SOQL and SOSL** for querying the objects.
* Created various Email Templates along with Mail Merge Templates and was involved in doing the mail merge for different standard and custom objects.
* Experience on Salesforce objects like Leads, Accounts, Contacts, Opportunities, Reports and Dashboards.
* Successfully configuring the Marketing Cloud to connect with digital marketing capabilities of the Salesforce Marketing Cloud with the data management, campaign management tools and segmentation in Salesforce.
* Performed manual sharing for accessing Records and Sharing Rules based on Role Hierarchies.
* Developed and deployed Approval Process and **Workflows** depending on the requirements.
* Created Profiles, Roles and implemented object level, field level and record level security.
* Involved in development of Salesforce.com work-flow business rules by using workflows, process builders and visual flows.
* Created **Page Layouts, Search Layouts** to organize fields, **custom links, related lists** and other components.
* Experience in creating different **Visualforce Pages** depending on requirement.
* Produced reports and saved them for future access to the users.

**Environment:** Force.com IDE, Apex Classes, Apex Triggers, VisualForce pages, Validation Rules, Formula Fields, Data Loader, Reports and Dashboards, Workflow & Approvals, Web Services.