Name: Nazish Syed

Address: Hyderabad, Telangana  
Mobile No: (+91) 880 600 4842

E-mail: NazeshSyed@gmail.com

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**Overall Experience:**

* A Salesforce Developer/Consultant/Admin with almost **4.5**years of Salesforce experience and overall **8 years** of experience in Development.
* **3+years E**xperience **Lightning aura component** development and experience with **Lightning Web component and Visualforce**
* **5x Salesforce and 1x Veeva,** 1x Copado, 1x Trailhead Ranger and 4xSuperBatch Specialist Certified Developer/Consultant in salesforce ecosystem
* Experience with Agile development methodologies and **Scrum Certified Developer**.
* End to end project implementation for **Sales cloud, Community cloud, Service cloud. Health Cloud and Conversation Cloud.**
* Experience in Integration of SFDC with **Docusign**, Zoominfo, ClientPoint, Callbox Hubspot, Ring Central, LinkedIn Sales Navigator, Marketo, **Conga Composer, LivePerson Conversation Cloud**, Gmail for Salesforce , **Salesforce Connect** and Mulesoft.

**TECHNICAL SKILLS:**

Proficient: Black

Intermediate: Indigo

Academic/Beginner/(So far did not get chance to work much): Green

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| **Customization** | Apex Classes, Apex Triggers, SOQL, SOSL, Lightning , Data Modelling, Custom Setting, Custom Meta Data, Process Builder, Workflow, Salesforce Flow, Unit Testing. Profile & Permission set, OWD, Sharing Rule, Batch & Schedular Apex |
| **User Interface** | Lightning Aura component, Visualforce, Lightning Web component, javascript, AJAX, CSS ,HTML, App Builder, Page Layout |
| **Integrations** | Apex Web Services, REST API ,SOAP, WSDL, ,Force.com, JWT, Data integrations, Mulesoft |
| **Deployment & Migration** | Sandbox Management, Data loader, Workbench, Salesforce DX, Manage & Un-manage Package, Change-set, Git, 2gp, Copado, ANT migration, |
| **Sales Cloud** | Lead, Account, Contact, Activity Management, Web to Lead, Lead & opportunity business Process, Email Template, configuring validation rules, automation, record types, page layouts, Reports and Dashoard, Third party integration like Zoominfo, Callbox Hubspot, LinkedIn Sales Navigator, Marketo, Gmail for Salesforce , Docusign for Digital signature, other Appexhchange packages. |
| **Service Cloud** | Case Management,case assignment, case escalation,Entitlements and Milestones, Custom Routing, Omni channel, Service cloud console(for classic & Lightning), Web to Case, Email to Case, Self support community, Knowledge Management, Integration with Live Person Conversation Cloud, Contact Center Management using Salesforce Connect, Einstein Bot |
| **Experience Cloud**: | Community cloud License type, Community User Setup, Sharing Set, Customer support community/Self Service portal, Partner Communities, Customization in community using Lightning Aura component |
| **Veeva**: | Veeva CRM, Veeva Vault, Mulesoft |

**LinkedIn**:

<https://www.linkedin.com/in/nazish-syed-5447b362/>

**Trailhead**:

<https://trailblazer.me/id/nsyed1>

**Education and Certification**

* Veeva Certified Associate White Belt
* Salesforce Certified Service Cloud
* Salesforce Certified App Builder
* Salesforce Certified Platform Developer II (501)
* Salesforce Certified Platform Developer (401)
* Salesforce Certified Administrator (201)
* 1x Trailhead Ranger
* 4x SuperBatch Specialist
* Certified Scrum Master (CSM)
* Certified Scrum Product Owner (CSPO)
* Certified Scrum Developer (CSD)
* InRiver Certified Developer
* Bachelor of Engineering (Computer Science) in 2013
* Diploma in Computer Science from Govt. Polytechnic Amravati 2009.
* S.S.C from Maharashtra Board in 2005.

**Work Experience:**

* NAVOMI, Inc. Hyderabad - May 2020 to Present date.
* Persistent Systems Pvt Ltd. Nagpur - November 2018 to May 2020.
* Perficient, Inc. Nagpur - June 2013 to November 2018.

**WORK History:**

**NAVOMI (In house Sales Cloud Implementation)**

**Environment**: Sales Cloud, Trigger, Visual Force, Process Builder, Batch & Schedule Apex, Report & Dashboard, Data loader, REST API Integration, Connected App, Package and Changeset

**Description**: A NAVOMI helps clients identify, architect, implement, and manage the digital transformation of their cloud infrastructure through innovative, differentiating, and economies of scale.

**Responsibilities:**

* Implemented End to End implementation as single handedly in all development cycle i.e. Requirement gathering, development, unit testing, handling UAT and go live and post live support.
* Previously Navomi Sales team used to work isolated environment with Spreadsheet for maintaining Lead Information, performing calls & meeting with prospects. No sales activities history was maintained and it was difficult to track performance for Agent for higher Manager and direction and outcome of Campaign.
* Working with directly Sales Manager for taking requirement and converting them into Sales Cloud implementation that works and meet the expectation of stakeholder and provide great impact in business process
* Inbound Lead management from Navomi Wordpress website using **Web to Lead**.
* Lead, Account, Contact and activity management.
* Data migration from different system using Data Loader and Import Wizard.
* Customization using Apex, Trigger, Lightning Aura component, Page Layout, validation rule.
* Handling deployment using Package and change-set
* Integration with **Zoominfo** with SFDC to provide market insight for Sales team and it can help them to run campaign, making call, email blast directly from Salesforce using **Zoominfo Engage** and log the activities against Lead & Contact in SFDC automatically
* Create **custom REST API** integration with **Callbox Hubspot** using Callbox REST API to import the Lead and activities to SFDC.
* Create **Reports and Dashboard** for Lead activities for tracking the performance of Agent and outcome of Campaign.
* Implement **Single Sign On** for Navomi Sales team for managing identity using **gSuite**
* Performing data import as part of bring data onboard from partner organization like Veeva and Mulesoft.
* Implementing **Gmail for Salesforce** integration that helps Reps to Log email and meeting in SFDC with Leads and contact on the go without Leaving Gmail.
* Implementing **ClientPoint** with SFDC for Paperless Proposal generation that helps Sales Team to generate the proposal and estimation with ease and close deal fast
* Perform smooth deployment and migration from Sandbox to production.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.

**Zycus**

**Environment**: Sales Cloud, Process Builder, Apex, Lightning Aura Component, Report, Data loader, REST API, Connect App, JWT Token, web service, Marketo, Manage Package

**Description**: Zycus is a leading global provider of A.I. powered Source-to-Pay suite of procurement performance solutions. Their comprehensive product portfolio includes applications for both the strategic and operational aspects of procurement- eProcurement, eInvoicing, Spend Analysis, eSourcing, Contract Management, Supplier Management and Financial Savings Management.

**Responsibilities:**

* Designing and implementation Force.com implementation of Sales Cloud
* Custom integrating with Marketo using custom Marketo REST API for Lead and Activities and import in SFDC into Lead and custom Activity objects instead of SFDC default Activity(Event & Task) object to provide enhanced visibility of Marketing activity tracking.
* Build the web service under the Marketo environment that will open get to access the data from SFDC
* Create **Batch & Scheduler Apex**  that can run nightly to sync data from Marketo to SFDC
* Configure Lead, custom activities details page, Custom List View, Creating Reports & Dashboard
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Managing deployment and migration to UAT and production org.
* Provide proactive support in UAT and production bugs to provide ease in golive process
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.

**Live Person**

**Environment**: Conversational Cloud, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader, Salesforce DX

**Description**: LivePerson is a publicly held, global technology company that develops conversational commerce and AI software. Headquartered in New York City, LivePerson is best known as the developer of the Conversational Cloud, a software platform that allows consumers to message with brands. In 2018, the company announced its AI offering, allowing customers to create AI-powered chatbots to answer consumer messages, alongside human customer service staff.

**Responsibilities:**

* Creating solution for building highly configurable Salesforce widget for LP conversational cloud. That help agents to map cases with customer account, contacts records directly from LivePerson.
* Customization using Apex, SOQL, Visualforce, Custom object, Custom setting, Page Layout etc
* Create Manage package that can be distribute to serve multiple clients
* Designing source management and package development strategies for serving widget to multiple Live Person Clients.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development

**Abbott Laboratories**

**Environment**: Health Cloud, Sales Cloud, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader

**Description**: Abbott Laboratories is an American multinational medical devices and health care company with headquarters in Abbott Park, Illinois, United States. The company was founded by Chicago physician Wallace Calvin Abbott in 1888 to formulate known drugs; today, it sells medical devices, diagnostics, branded generic medicines and nutritional products. It split off its research-based pharmaceuticals business into AbbVie in 2013.

**Responsibilities:**

* Designing and implementation Force.com implementation of **Sales Cloud**, Veeva CRM including various third parties integration like DocuSign etc.
* Designing and implementation of Sales process, Order Management with Digital Signature processing using **Docusign**.
* Managing development and deployment process for different module parallel to achieve consistency and required sensitive deadlines.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.

**IDFC First**

**Environment**: Sales Cloud, Service Cloud, Community Cloud, Trigger, Visual Force, Web Services, Workflow, Batch & Schedule Apex, Report, Data loader, REST API, Mulesoft

**Description**: Capital First Limited is a NBFC with multiple lines of business (LOB) for financial lending solutions. Each LOB uses different IT systems and business processes to run the overall business. Customer information is lying in different silos. The objective for introducing CRM is to provide a “single view” of the customer across the organization to all the stakeholders right from the first customer data entry into the system, movement of the customers case through various validation processes, to the loan disbursal and ensuing customer lifecycle - thus giving a “cradle to grave” information view of the customers association with Capital First. The additional business benefits of this CRM system will be to offer opportunities to “cross-sell” and “upsell” to the customer and maintain this customer “for life” through the customers life stage.

**Responsibilities:**

* Customizing and developing the applications as per requirements.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Creating objects, fields, users, profiles, roles, reports, dashboards, custom setting, sharing rules, validation rules, workflows, approval process, page layouts, apex trigger, apex classes, test class etc.
* Creating test classes and achieving more than 80% code coverage.
* Implementing data security/visibility using OWD, sharing rules, permission sets etc.
* Integrations with 3rd party system using different mechanisms like Web Services, SOAP, REST
* Creating BRD (Business Requirement document), writing use cases, Testing Scenarios estimation, Impact Analysis.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Used the sandbox for testing and migrated the code to the deployment instance after testing using Changeset
* Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development
* Implementation of Sales cloud, Service Cloud and Community Cloud

**Sunday Sky**

**Environment**: Sales Cloud, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader, Manage package, REST API, Connected App

**Description**: SundaySky is transforming CX engagement for Fortune 500 B2C brands, enabling them to deliver video-powered experiences at critical moments along customer journeys that engage, educate and inspire consumers. Sunday Sky offers unique platform where Videos are generated dynamically like Web page. They are pioneering robust data-driven technology and leveraging the expertise of our diverse team to push the market forward and transform the brand-customer relationship.

**Responsibilities:**

* SundaySky used to integrate with customer using spreadsheet via FTP system.
* Created the unified solution for Sunday Sky that will work for all of their customer for fetching data using AppExchange package
* Create manage package that having REST API implementation that provide data to Sunday Sky into Json format.
* Create REST API implementation that provide data to Sunday Sky into Json format.
* Creating custom UI in SFDC for Sunday Sky customer that helps then to configure which data(standard, custom object and their fields and relation) they want to export to Sunday Sky.
* Managing source code, migration and building Manage package from source code using S**alesforce Dx**
* Creating user Manual document that helps Sunday Sky document to install Manage package and setup user access for Sunday Sky so that they can provide data to Sunday Sky
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.

**Go Airlines**

**Role**: Team Lead

**Environment**: Sales Cloud, Service Cloud, Trigger, Visual Force, Web Services, Workflow, Schedule Apex, Report, Data loader, ETL, Microsoft SQL Server

**Description**:Designing CRM application to automate their Sales Business process using Salesforce platform. Empower the Sales team to access various client information and business reports remotely via SF1 mobile App. This mobile access would also allow them to access agent information, capturing new channels, view planned activities and schedule new activities. The remote access will allow sales executives to access agent contracts, financial targets and various business reports for better monitoring.

**Responsibilities:**

* Customizing and developing the applications as per requirements.
* Implementing best coding practice to avoid any regression in application and to maintain standard code quality.
* Creating objects, fields, users, profiles, roles, reports, dashboards, custom setting, sharing rules, validation rules, workflows, approval process, page layouts, apex trigger, apex classes, test class etc.
* Creating test classes and achieving more than 80% code coverage.
* Implementing data security/visibility using OWD, sharing rules, permission sets etc.
* Responsible for deployment to production/sandbox using change set.
* Integration with Radix system via SQL server.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects.
* Work directly with Business POC's and independently perform development, testing, implementation and documentation relates to the SalesForce.com development
* Implementation of Sales cloud and Service Cloud

**Davita Healthcare Partners, USA – Sales Cloud**

**Role: Senior Developer**

Key Skills: Salesforce, Aura, Apex, Trigger, LWC, HTML, CSS, Javascript, SFDX, VS code, Declarative Tools

Project Description:

Show campaigns on a JS Event Calendar library integrated with Aura. Custom functionalities including Event Survey for events taken using event registration through the Event calendar. Storing the survey responses via various channels like email links, in-person via lightning component UI. Maintaining millions of Contacts and Leads and sending them periodic emails for marketing related activities using Marketing Cloud. We have salesforce community implemented too which hosts self help knowledge articles and other contact information for company’s licensed physicians. We maintain multiple orgs and a new org is coming soon where we will migrate metadata.

* Roles & Responsibility:
* Worked on different Lightning components, LWC POCs, Apex classes and triggers, Batch classes.
* Actively involved in various configuration related activities like workflow, process Builder, validation rules, email templates, building the sharing model for the project.
* Responsible for various deployment activities through changesets and SFDX through visual studio code.

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| Personal Details: | |
| Full Name: | Nazish Zahid Syed |
| Email Address: | NazeshSyed@gmail.com |
| Mobile Number: | +91-8806004842 |
| Date of birth: | 25-April-1990 |
| Marital Status: | Married |
| Nationality: | Indian |
| Gender: | Male |