

Syed Muhammad R Zaidi

Professional Summary:

- Having **8 years** of IT experience in various stages of Software Development which includes 7 years of experience as **Salesforce CRM Developer, Administrator, Business Analyst** on Salesforce.com platform 2 Years of Salesforce lead developer Experience.
- Experience in implementing **technology-enabled business solutions**.
- Possess knowledge of CRM processes like **Sales, Marketing, Customer Service and Customer Support, Business processes** and recommended solutions to improve their processes using salesforce.com.
- Expertise in **health cloud** , partner portal and customer portal.
- Experience in **Administration, Configuration, Implementation** of Salesforce CRM and Salesforce SFA applications based on **Apex Language** and Force.com Platform.
- Experience in SFDC development using **Apex classes and Triggers, Visual Force, S-Controls, Force.com IDE, SOQL, SOSL**.
- Worked on **Eclipse IDE with Force.com Plug-in** for writing business logic in **Apex** programming language.
- Responsible for the overall health, compliance, and practice of the Salesforce.com Platform
- Apply knowledge to ensure deliverables from multiple development work threads follow robust release management disciplines and procedures
- Proficiency in SFDC Administrative tasks like **creating and customizing Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards, Tasks and Events**.
- **Heavy configuration within Marketing, Sales and Health Cloud responsibilities**
- Worked on configuration of specific **health cloud**-related functionality within a **Health Cloud** implementation.
- Experience in data migration using **Import wizard and Apex Data Loader**.
- 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 SFDC **Customized Reports, Dashboards and Processes** to continuously monitor data quality and integrity.
- Salesforce.com development experience in a multi-tiered release environment, including hands-on configuration and release management experience
- Experience in customizing Salesforce CRM for generating web-to-leads and web-to-cases.
- Proficiency in Object Oriented Languages like **C++, Java, JSP, Servlets** and other Java technologies.
- Experience in web technologies like **HTML, XML, CSS, JSP, and JavaScript**.
- Experience in databases such as **Oracle and MySQL**.
- Extensively worked on Salesforce.com **sandbox and production environment** including creating Sandboxes and refreshing it time to time. **Deployment** between Production and Sandboxes using Eclipse, Force.com **Migration Tool, and Change Set**.
- Proficiency in installing and developing Lightning, App **Exchange** applications.
- Hands on 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 permissions based on the organizational hierarchy.
- Collaborate with members of the project team and business owners to design, develop, unit test, and provide post-release support
- Excellent debugging and documentation skills to achieve the complex business functionality.
- Proficient in **cloud based business applications**, experience with **data management and reporting**, in combination with strong analytical skills.
- Have working experience in Design and Development of UI's Using **Visualforce**, and **HTML**.
- Good understanding of Software Development Life Cycle (**SDLC**) and **Agile** with expertise in Requirement gathering, Analysis, Designing, Development and Testing.
- Worked closely with Business Users to enabled business process using SFDC.

- Excellent communication and inter-personal skills; accustomed to working in both large and small team environments.

Education:

- Bachelors from University of Karachi, Pakistan.
- Masters from University of Karachi, Pakistan.

Technical Skills:

Salesforce Technologies	Salesforce CRM, Salesforce SFA, Apex Language, Apex Scheduler, Apex Classes/Controllers, Batch Apex, Apex Triggers, SOSL, SOQL, Visual force (pages, controllers & components), Lightning, S-Controls, Apex Web Services, Workflow & Approvals, Reports & Dashboards, Analytic Snapshots, Custom Objects, Change Sets, flosom
Salesforce Tools	Eclipse, Force.com Eclipse IDE Plug-in, Data Loader, Force.com platform (Sandbox, Production) and Sandbox loading & Testing, Force.com Migration Tool.
Lightning Experience Development	Salesforce Lightning Design System and Lightning Components, Aura Framework, JavaScript Controllers, Server-side Controllers.
Languages	Java, Apex
Web Technologies	SOAP, REST, CSS, JavaScript, HTML
Databases & Office Tools	Force.com DB MySQL, MS SQL Server, MySQL, MS Access, MS Office.
ETL/Integration Tools	App Exchange, ETL Data Extraction, Workbench, Mobile App Development, Salesforce SDK
Platforms	Windows NT/2000/XP/Vista/7, Windows Server 2000/2003/2008
Project Management	Agile/Scrum, SDLC, waterfall

Professional Experience:

Wells Fargo, San Francisco, CA

Apr 2018 Till Date

Salesforce Lead Developer/Administrator

Responsibilities:

- Developed, enhanced, and maintained existing Salesforce customized software solutions.
- Administered, maintained, and enhanced Salesforce implementation for 2500+ Salesforce licenses.
- Involved in defining solutions based on the requirements from various Business Functional units such as Sales, Services, Marketing, Partner
- Developed Custom objects, Custom fields, Tabs, Record types as per the requirements of the organization.
- Involved in areas such as Lead Management, Campaign Management, Content Management, Customer Service/Case Management, and Dashboard/Report development.
- Responsible for design and code review, and release management
- Developed APEX classes, Visualforce pages and APEX triggers to develop the custom functionality as per the requirement. Worked with Sales cloud, service cloud and marketing cloud.
- Automated business logics in the organization using validation rules, workflow rules and apex triggers.
- Created and configured Page layouts and search layouts to organize fields, custom links, related lists and other components in detail and edit pages of records.
- Developed integration processes using Salesforce.com’s Web Services (using callouts), API and third-party integration tools (Apex Data Loader, Pervasive, etc.)
- Involved in Data Migration and Integration using SSO and Webservices.
- Implemented Picklists, Dependent picklists, lookup relationship, master detail relationships, validation and formula fields to the custom objects.
- Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers for Events** to focus on Logic and Interactions in Lightning Applications.
- Wrote SOSL and SOQL queries with consideration to Governor Limits to export bulk data and data modifications.
- Evaluate, advise and implement best practices in the integration and exchange of data between Salesforce and other Acadia Healthcare systems

- Managed data transfer/mapping between Salesforce.com and other applications databases.
- Implemented Salesforce Development Cycle covering extensively in Sales Cloud, Service Cloud and Call Center.
- Worked with the Integration Team during data loads to improve the performance of data loads.
- Understood Logs, Alerts and troubleshooted any and all problems related to the Salesforce.com solution.
- Manage overall health of infrastructure and environments
- Enhanced the security by configuring profiles, organization wide defaults, sharing rules and roles.
- Designed and performed rollout from Salesforce classic to lightning, developed lightning components using aura framework, lightning app builder and lightning design system for styling.
- Developed Apex Controllers and Extensions along with Visualforce pages for better UI and functioning.
- Developed and deployed Apex Classes, Batch Apex and Scheduled Apex for various functional needs in the application.
- Works with Release Management to ensure modules are production-ready
- Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
- Led the end to end delivery of a Salesforce.com projects which involve planning, assessment, design, developing, integrating, testing and deploying a Salesforce.com for Service Cloud and Sales Cloud
- Supported off-shore staff of 6 members for incident fixes and enhancements
- Participated in reviews of new Salesforce features and capabilities introduced every quarter to see how we can take full advantage of the Salesforce.com Platform.
- Apply knowledge to ensure deliverables from multiple development work threads follow robust release management disciplines and procedures
- Created Simple Process flow diagrams to document the visio flows of the requirements and worked on the requirements.
- Created/setup Sandbox for testing and migrated code from development org to other sandbox and production orgs, and vice versa using change sets, Flosum (an App Exchange app)
- Written well-commented code and adhere to naming conventions and Submitted code for review, if required, and adhere to the standards established by team leads.
- Release Management/Deployment Management
- Analyzed all the production issues and prioritized the issues based on the severity/user impact and requested business approvals if a hot fix is required.
- Supported QA and UAT for enhancements and productions fixes
- Effectively communicated with other development team members and demonstrated the ability to deliver quality results in a timely fashion.
- **Environment:** Salesforce.com Platform, S-Controls, Salesforce.com Custom Objects, HTML, Java Script, Workflows, Reports, Force.com Eclipse Plug-in, Salesforce.com sandbox. MS SQLServer2000, MS Access, Query Analyzer, SOQL, Data Loader, Windows 2000 Server, Apex, Visual force, Apex Classes, Apex triggers, Visual force, Pages, Batch Apex, Schedule Apex, Approvals, Case Management, Automation.

USAA, Plano, TX

Feb 2017 – Apr 2018

Salesforce Admin/Developer/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
- Working on **health cloud** and **service cloud**.
- Developed custom Business logic **using Apex Classes, Visual force pages**. Used Visual force components like **Page Block, Command Buttons, Action support, Action Function**.
- Worked with **SOQL, SOSL** queries with Governor Limitations to store and download the data from Salesforce.com platform database.
- Worked on **Sales Cloud, Service Cloud, Marketing Cloud/ExactTarget, Health Cloud** Platforms, and also Sales and Marketing Application Development.
- Responsible for deployment using Force.com release management and knowledge of Force.com/Sandbox

environments

- Designed Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
- Organized Email Templates and Mail Merge Templates and was committed in doing the mail merge for various standard and custom objects.
- Worked on various salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Reports and Workspaces.
- Installed the Call Center Applications and allowed the end users to maintain a track history of customer's complaints.
- Implemented Configuration, Customization and Development with Salesforce.com on Sales Cloud and Service Cloud. Worked on Exact target/Marketing Cloud set up
- Generate Email Templates and have knowledge in bulk emailing users.
- Deliver continuing support in the areas of SFDC configuration, administration, reporting, data migration, solution design and project co-ordination.
- Deployed **Apex** using **Force.com IDE**, **Force.com Migration Tool** and **Web Services API**.
- Developed Custom responsive **VF** page with **bootstrap**, **CSS**, **JQuery Touch** and **JQuery mobile** for mobile devices.
- Used **Bootstrap**, **Accordion**, and Collapse in various Visualforce Pages.
- Written SQL queries to retrieve information from the database.
- Designed and deployed the custom **objects**, **custom tabs**, **entity relationship data model**, **validation rules**, **workflow rules**, **page layouts**, **visual force pages**, **Apex coding**, App Exchange Deployment to suit the needs of the applications using plugins like **JavaScript**, **JQuery**, **Bootstrap**.
- Technical Knowledge about Salesforce **lightning** schema builder, process **builder**, **app builder**, components and **lightning** connect.
- Worked on developing **Salesforce Lightning Apps**, Components, Controllers and Events.
- Experience in Salesforce lightning features like activities, **contextual Hovers**, **Opportunity board**, Customizable dash board.
- Customized existing Visualforce to align with Salesforce new **Lightning UI** experience.
- Created multiple **Lightning Components**, added **CSS** and Design Parameters that makes the Lightning component look and feel better.
- Created Impressive designs with custom styling to bring dynamic versions of the components when setting up in Lightning App builder.
- Specify timers that send **Ajax** update requests to **Force.com** according to a specified time interval.
- Used Tab permissions, Record Type permissions and Field Level Security to implement Component-based security.
- Worked on customization of **Visual force** to have lightening experience for desktop and mobile applications.
- Worked on **Service Cloud** and involved in configuring and integration of **CTI** for **Inbound** and **Outbound** calls.
- Worked on **Sales Cloud** and **Service Cloud** with functionalities like Opportunity Management and Case Management.
- Implemented Test classes to support Code Coverage for deployment to production and performed smoke tests before QE Validation.
- Written **SOQL** queries to fetch the data from **Workbench** and **Explorer**.
- Involved in Data Migration Activities to handle bulk loads using **APEX Data Loader**.
- Created test scenarios on **Sandbox** environment and migrated code to deployment upon successful testing.
- **Environment:** Salesforce.com platform, Sales Cloud, Service Cloud, Health Cloud, Apex Language, Visual Force (Pages, Component & Controllers), SOQL, SOSL and DML, CTI, Validation Rules, Workflow Rules, Approval Process, Process Builder, Custom Objects, Data Loader, Workbench, Sandbox, Eclipse IDE Plug-in.

- Multiple discussions on the requirements, issues and suggestions on solutions in relation to the SFDC environment for Proof of Concept demo and for customer endorsement.
- Subject matter expert in identifying, planning and implementing new Salesforce.com and Lightning Experience features and functions new screens, workflow, force.com objects, reports and Apex code to meet business requirements.
- Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
- Created External data sources using Lightning connect to connect to SAP end-point. Created Lightning Component Tabs and Visualforce Tabs.
 - Involved in Service Cloud, Sales Cloud Application Setup activities and customized the apps to match the functional needs of the organization.
- Created a user interface using Aura components, CSS, Bootstrap for a user to enter case details and submit in to Salesforce.
- Used SOQL & SOSL for data manipulation needs of the application using platform database objects and Developed UI containing angular/jQuery in Salesforce
- Performed the detailed analysis of functional and technical requirements, designed & deployed the custom objects, identified the lookup and master-detail relationships, and created the junction objects. Demonstrated ability to translate customer requirements into specification.
- Provided data access reports to Compliance and Security ensuring that data and roles are properly defined and transparent.
- Implemented Email-to-Case, Web-to-Case entry and manual case entry for entering customer's cases in Cases Tab and created page layouts, search layouts to organize fields, custom links, related lists, and other components on record pages.
- Involved in Service cloud and Sales cloud for Implementation/Customization.
- Managed and maintained Marketo marketing automation platform.
- Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
- Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
- Created custom object creations with multiple record types, page lay outs, custom buttons, validation rules and apex triggers.
- Deployed Customizations from Sandbox to production Environment by creating Change Sets and using the ANT Migration tool.
- Created custom reports and dashboards outlining key sales metrics for upper level management and provided daily administration and support to Marketing Cloud.
- Business Process and Sales Process creation for Direct & Channel Sales, as well as Marketing Workflow Integration (Marketo) (Exact target).
- Developed Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.
- Worked with Exact Target marketing automation suite for email, landing pages, camping web analytics, lead scoring, assert management, and trigger workflow.
- Worked with Multi-Currency, Product and Price book set-ups.
- Migrated data from Traditional Applications to Salesforce using APEX Data Loader and Informatica on Demand.
- Experience in working with Salesforce Marketing Cloud applications for APT automation testing for restful services using MCAT Framework.
- Used the sandbox for testing and migrated the code to the deployment instance after testing.
- Used Service Max App exchange field service for efficiently managing the customer contracts and configured relations between service max and SFDC.
- Used Force.com developer toolkit including Apex Classes, Apex Triggers and Visualforce pages to develop custom business logic.
- Used Service Max App exchange field service for efficiently managing the customer contracts.
- Built, measured and managed company marketing campaigns within Marketo, a marketing automation software.

- Developed Visualforce Pages and Components to include extra functionality and developed Apex Classes to provide functionality to the visual pages.
- Worked with various Salesforce.com standard objects like Users, Contacts, Reports, Dashboards
- Worked on complete life cycle of SFDC Implementation.
- Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.

Environment: Salesforce.com CRM platform, Force.com Sites, Apex, Visual force (Pages, Component & Controllers), Pages, Data Loader, Marketo, Exact Target, HTML, , Workflow & Approvals, REST, SOAP, Community cloud, Reports, Service Cloud, Sales Cloud, Custom Objects, Custom Tabs, XML, ETL Informatica, MYSQL, Email Services, Eclipse IDE Plug-in, Salesforce Mobile, web Services, Agile.

CSC, Tysons, VA

Feb 2014 – Aug 2015

Salesforce Developer

Responsibilities:

- Participated in gathering requirements and defining the Entity Relationship diagrams.
- Customized tabs and worked with various standard objects including **Accounts, Contacts, Leads, Campaigns** and **Cases**.
- Designed, Implemented and deployed the **Custom objects, Page layouts, Custom tabs, Components** to suit to the needs of the application.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on record detail and edit pages.
- Designed, developed and deployed **Apex Classes, Controller Classes, Extensions and Apex Triggers** for various functional needs in the application using the Eclipse IDE.
- Developed Visual Force Pages, **Visual Force Custom Controllers Components**, Advanced Search Functionality, Custom Objects, Analytic Snapshots, Tabs, Tags and Components.
- Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
- Created **Custom Objects** and defined **lookup** and **master-detail relationships** on the objects. Also created **junction objects** to establish connectivity among objects.
- Created mash up between sales force CRM and Gmail through Force.com AppExchange's Email integration engine.
- Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users.
- Used **Force.com web service API** for implementing **WSDL** in the application for access to data from external systems and web sites.
- Used the **sandbox** for **testing** and **migrated** the code to the deployment instance after testing.

Environment: Salesforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Workflow & Approvals, Reports, Custom Objects, WSDL, Custom Tabs, Email Services, Security Controls.

Macrosoft, Pakistan

Dec 2012 – Dec 2013

Salesforce Administrator

Description: CSSI (Computer solutions & software international) is a leading US based system integration and software development company for modern future ready business. The company specializes in multi-channel solutions that optimizes sales and solutions processes for cost and quality. CSSI uses a hybrid of agile and waterfall methodologies to give our customers highly functional technologies in an accelerated timeframe.

Responsibilities:

- Worked based on the Agile Process
- Responsible for Admin activities like customizing custom fields, Page Layouts, Record Types, Workflows.
- Creation of Page layout for custom object as well as standard objects for respected Profiles.
- Configure and Set up relationship between various objects using look up and master detail relationship
- Experienced in writing Apex classes, batch apex, scheduled apex, triggers and workflows.
- Creation of Visual Force page and Apex classes.
- Approval Process, Validation Rules, Report Types.
- Responsible for Loading data into salesforce.com using Apex Data Loader, Import Wizard

- Responsible for migrating data from one Sandbox environment to another Sandbox environment using Force.com IDE tool and Change Sets.
- Designed various web pages in Visual Force for capturing various customer enquiries and implemented logic for migrating cases to different queues based on the type of customer enquiry.
- Packaged and Deployed customizations from Sandbox to other environments using Force.com IDE.
- Used SOQL & SOSL with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
- Responsible for writing Test Scripts for various scenarios
- Worked on Apex Triggers and Apex Classes for custom logic.

Environment: SFDC, Apex, Data Loader, Force.com, Import Wizard, Eclipse IDE, Controllers, Visual Force Pages, XML, Triggers, API.

Kalsoft, Pakistan

May 2012 – Nov 2012

Business Analyst

Responsibilities:

- Gathered Business Requirements, created Business Requirement Documents (BRD), Functional Requirements Document (FRD), analyzed data/workflows and defined the scope.
- Used MS Word & Visio to document data flow of the AS IS process and TO BE process.
- Extensively used Agile Methodology in the process of the project management based on SDLC.
- Followed the UML based methods by using MS Visio to create Use Cases, Activity Diagrams, Sequence Diagrams, and Collaboration Diagrams.
- Processed analysis artifacts in order to begin software development.
- Created sample Wire frames to make system better understood by Business and technology teams.
- Assisted finance managers with the design, implementation and testing of the EBS system. Prepared business requirement documents and functional specifications to develop detail designs and custom system configuration.
- Provided production support on procure to pay modules and trained end users.
- Worked with business users on planning and executing data conversion activities like Item, PO, On-hand, Cost and Categories.
- Documented and analyzed businesses processes and develop detailed user requirements and functional specification documents.
- Provide inputs and part of the team for new solution.
- Test various business scenarios in the new system.
- Interact directly with end users, infrastructure teams, and project teams.
- Functional design of the Conversion / Integration programs.