Hassan Nahhal

Toronto, Canada (Relocating to Lebanon)   nahhal.hasan@gmail.com

Empathetic, target-oriented, **collaborative**, **analytical problem-solver** 16x Salesforce certified professional with 6+ years of experience in **architecting**, **designing**, **implementing** and **testing** solutions that help companies with their **digital transformation**.

HIGHLIGHTS & CERTIFICATIONS

- Salesforce Certified **Service Cloud Consultant** — Dec 2022
- Salesforce Certified **Sales Cloud Consultant** — Dec 2022
- **TOGAF 9 Foundation** — Nov 2022
- Salesforce Certified **Platform Developer II** — Nov 2022
- Salesforce Certified **B2B Solution Architect** — Jul 2022
- Salesforce Certified **Advanced Administrator** — Jun 2022
- Salesforce Certified **System Architect** — Apr 2022
- Salesforce Certified **Identity and Access Management Architect** — Apr 2022
- Salesforce Certified **Integration Architect** — Mar 2022
- Salesforce Certified **Development Lifecycle and Deployment Architect** — Dec 2021
- Salesforce Certified **JavaScript Developer I** — Sep 2021
- Salesforce Certified **Application Architect** — Apr 2021
- Salesforce Certified **Data Architect** — Apr 2021
- Salesforce Certified **Sharing and Visibility Architect** — Feb 2021
- Salesforce Certified **Platform App Builder** — Oct 2020
- Salesforce Certified **Platform Developer I** — Sep 2020
- Salesforce Certified **Administrator** — Jun 2020
- 1st **Place award** for Best NexJ Systems Hackathon Project — Dec 2019
- 1st **Place award** for Best Mobile Solutions Capstone Project — Aug 2016
- Graduated with **High Distinction** form Conestoga College — Aug 2016

SKILLS

- Apex
- Lightning Web Components
- Java
- JavaScript
- HTML and CSS
- SQL, SOQL and SOSL
- REST, SOAP and Metadata APIs
- Salesforce Administration and Customization
- Requirements gathering and analysis
- Governance, environment and release management
- Object Oriented Design and Analysis
- Database Design
- Design Patterns
- Testing and Test Automation
- Debugging
- Source Control (Git and Mercurial)
- SFDX
- Scrum and Scrum tools (Jira and Azure DevOps)
- Project Management
- Salesforce Integration and Authentication/Authorization Patterns

Aug 2022 – present
Jul 2021 – Jul 2022

SENIOR TECHNICAL CONSULTANT
TECHNICAL CONSULTANT
Salesforce, Toronto (Remote)

Senior Salesforce Developer (Jan 2023 – present)
Client: American multinational digital communications technology conglomerate corporation.

Salesforce Developer and Release Manager (Sep 2021 – Sep 2022)
Client: Canadian not-for-profit music licensing company.
Responsibilities and achievements:

- Developed several **custom Lightning Web Components that exchange data and files with MuleSoft APIs through Apex**, and exposed them to two Experience Cloud sites.
- **Supported the MuleSoft Architect** by providing a Google sheet that lists a breakdown of fields' labels and API names, and provided SOQL queries for data integration and loads.
- Built a scheduled business process using B**atch Apex and a custom runner** that handled creating and updating records related to 300k+ Accounts.
- **Interacted with the 3rd party vendor's professional services** team to build, collaborate and test inbound and outbound integrations with Experience and Service Cloud.
- **Collaborated** with the MuleSoft Architect to **optimize and resolve inbound and outbound integrations**.
- Set Experience Cloud's external users' access to records and files via profiles, permission sets, and sharing sets.
- Customized the Salesforce org to add new objects, fields, and processes based on stakeholder requirements.
- **Supported the client's Data Engineer with data loads** into Salesforce and ran two weeks of **training** sessions for the client's SME on Service Cloud.
- **Managed deployment to production** using SFDX extension for VS Code and maintained our releases and sandboxes.
- **Conducted discovery sessions** with the client's SME to understand requirements, then created Jira stories and epics to **manage scope and sprints.**
- Helped four additional developers onboard to the project in less than a week and guided them throughout the implementation.
- **Built a close rapport with the client's VPs** of Technology and Distribution.

Extracurricular Activities

- **Reviewed, contributed to, and maintained Salesforce's Professional Services global internal development standards and best practices.**
- **Contributed to 3 different Slack question and answer channels** used by consultants and architects.
- **Taught Salesforce administration and customization skills** to a cohort of students admitted to ArabiaForce Academy.

FULL STACK SALESFORCE DEVELOPER

Aug 2020 – Jun 2021

EcoVadis, Toronto (Remote)

- Designed, built and maintained a **survey-like** tool on top of **Sales Cloud**, used by Success Managers, that includes **5 levels of parent-child relationships** to store data**,** externally exposed it using **Apex Web Service** and a web-app, secured it using **JWT**, and visualized its results with interactive **Chart.js** graphs in a custom **Lightning Web component**.
- Increased users' productivity by **automating business processes** using **Lightning Process Builder, Flows, Apex Trigger** and **other automation tools.**
- **Improved data quality** by implementing **Validation Rules** and **Apex Triggers** and unit tested them with **at least 90% code coverage.**
- Helped **derive business decisions** by building Reports, Dashboards, Custom Report Types, and custom formulas.
- Mentored and supported team members by **providing guidance** and **detailed steps** on how to achieve the desired outcome.
- Identified gaps, areas for improvement and performance optimization with action items following **best practices.**
- **Lead technical and solution designs** and then discussed them with stakeholders and the enterprise architect to validate requirements and approaches.
- Initiated a weekly 15 minutes Lightning Talks to **share Salesforce knowledge**, best practices or interesting features we learned about, and created a Chatter group to publish releases and release notes.
- Guided **agile transformation** by introducing change management and processes, administered sprints, sprint planning, retrospectives, and stand-ups, and then **built CI/CD** between sandboxes and Production org using **Azure DevOps Repos, Pipelines and SFDX.**
- Administered the org by **importing and cleansing records** using Data Loader or Data Import Wizard, **identifying and giving the right** user/object/field **permissions**, creating new users and other administrative tasks.
- **Trained** internal users on how to use Sales Cloud standard and custom features, and external consultants on how to use **Azure DevOps** and **SFDX.**
- Researched, planned and offered to lead an **org spit project,** inclusive of **metadata and data migration, and a rollout strategy**.

APPLICATION DEVELOPER

Nov 2017 – Apr 2020

NexJ Systems, Toronto

- Implemented features and fixed bugs using Scheme and JavaScript for NexJ's Customer Process Management System (CPM) based on **Stakeholders**' **requirements.**
- Integrated CPM with both NexJ's Enterprise Customer Relationship Management (CRM) and CRM for Wealth Management.
- Wrote unit tests to **maintain quality** and **eliminate regressions.**
- Helped Professional Services customize CPM to **improve and enforce compliance** based on clients' requirements.
- Developed Progress Calculation with an **intuitive UI** to i**mprove User Experience** and **increase** Financial Advisors' **productivity**.
- Performed code reviews and **took initiative** to develop coding standards to maintain **code base quality** and **increase readability.**

- Administered our teams' **Scrum** and its processes.
- Documented features and bugs internally for each release to **increase knowledge transfer.**
- Integrated CPM with **Salesforce**'s Sales Cloud by building **REST** APIs using Node.js that pushes data to **Heroku**'s **PostgreSQL** database, then retrieved them in Sales Cloud using Salesforce Connect**.** (Hackathon)

| Mar 2017 – Aug 2017 | **FULL STACK DEVELOPER (CONTRACT)** |

Whut Inc, Toronto
- Fixed Whut's Content Management System (CMS) bugs.
- Integrated Whut's CMS with **Salesforce**'s Sales Cloud.
- Built a PDF viewer using Mozilla's **PDFJS** in **Angular2** and **Ionic2.**

| Jan 2016 – Apr 2016 | **APPLICATION DEVELOPER (CO-OP)** |

BlackBerry, Waterloo
- Analyzed, optimized and scheduled Oracle **PL/SQL** stored procedures.

EDUCATION

| May 2015 – Aug 2016 | **MOBILE SOLUTIONS DEVELOPMENT (OCGC WITH CO-OP)** |

Conestoga College, Kitchener, Canada
- **GPA**: 3.93/4
- **Capstone project:** Receipt Keeper, a mobile and **Web app** that uses **Tesseract OCR** to extract then persist and **sync** data from a receipt.

| Sep 2010 – Jun 2014 | **BSC IN COMPUTER SCIENCE** |

Beirut Arab University, Beirut, Lebanon
- **ABET** accredited
- **Senior project:** PocketShop, a **C2C** eCommerce app built for Android devices.

SOCIAL