



# Hassan Nahhal

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**Empathetic, target-oriented, collaborative, analytical problem-solver** 16x Salesforce and **TOGAF** certified professional with 7+ years of experience in **architecting, designing, implementing** and **governing** solutions that help companies with their **digital transformation**.

## HIGHLIGHTS & CERTIFICATIONS

• <b>TOGAF 9 Certified</b>	Feb 2023
• Salesforce Certified <b>Service Cloud Consultant</b>	Dec 2022
• Salesforce Certified <b>Sales Cloud Consultant</b>	Dec 2022
• <b>TOGAF 9 Foundation</b>	Nov 2022
• Salesforce Certified <b>Platform Developer II</b>	Nov 2022
• Salesforce Certified <b>B2B Solution Architect</b>	Jul 2022
• Salesforce Certified <b>Advanced Administrator</b>	Jun 2022
• Salesforce Certified <b>System Architect</b>	Apr 2022
• Salesforce Certified <b>Identity and Access Management Arch</b>	Apr 2022
• Salesforce Certified <b>Integration Architect</b>	Mar 2022
• Salesforce Certified <b>Dev Lifecycle and Deployment Arch</b>	Dev 2021
• Salesforce Certified <b>JavaScript Developer I</b>	Sep 2021
• Salesforce Certified <b>Application Architect</b>	Apr 2021
• Salesforce Certified <b>Data Architect</b>	Apr 2021
• Salesforce Certified <b>Sharing and Visibility Architect</b>	Feb 2021
• Salesforce Certified <b>Platform App Builder</b>	Oct 2020
• Salesforce Certified <b>Platform Developer I</b>	Sep 2020
• Salesforce Certified <b>Administrator</b>	Jun 2020
• <b>1<sup>st</sup> Place award</b> for Best NexJ Systems Hackathon Project	Dec 2019
• <b>1<sup>st</sup> Place award</b> for Best Mobile Solutions Capstone Project	Aug 2016
• Graduated with <b>High Distinction</b> from Conestoga College	Aug 2016

## SKILLS

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

Apr 2023 – Present

### SALESFORCE TECHNICAL ARCHITECT

CLOUD AMBIANCE, LEBANON

#### Project #3 - Salesforce Technical Architect (Dec 2023 – present)

Client: Multi-disciplinary architecture and engineering global consultancy

Accomplishments:

- **Assessed the current Salesforce org** to identify gaps, anti-patterns, performance, and scalability issues
- Designed processes **to increase adoption** and automate recurring tasks
- Supported team members with builds and releases

#### Project #2 - Salesforce Technical Architect (October 2023 – October 2024)

Client: UAE's largest diversified entertainment group (subcontractor to Horizontal Digital)

Accomplishments:

- **Led discovery sessions** and requirements gathering with key stakeholders to define project scope and deliverables.
- **Architected and implemented a scalable Salesforce org**, ensuring seamless integration with **more than six external systems with more than 30 touch-points through a middleware.**
- Conducted comprehensive data analysis and **developed reverse data structures for external systems** to ensure compatibility and data integrity.
- Led the **integration strategy** for multiple brands within the holding entity, optimizing data flow and communication between Salesforce and external platforms.
- **Analyzed and segmented one Salesforce org to align with the diverse needs of different brands** within a holding entity.
- Developed and implemented a robust data cloud strategy, **managing large volumes of data (2+ million unique Contacts) while ensuring compliance and performance.**
- Designed and executed a detailed **data migration strategy (10+ million records)**, facilitating the successful transition of data from legacy systems to the new Salesforce environment.
- Managed a team of technical leads and developers, fostering collaboration and driving project timelines to successful completion.
- **Held accountability for delivering comprehensive solutions encompassing Service, Marketing, and Data Cloud functionalities.**
- Established and maintained strong relationships with key stakeholders, ensuring alignment between project goals and business objectives.
- Documented, and got approval **through a rigorous external approval process**, a high-level solution and architectural artefacts following the **TOGAF** framework to ensure clarity and alignment with organizational goals.
- Handled communication, requirements, and alignment to ensure cooperation with 3<sup>rd</sup> party vendors to **ensure compatibility of solutions and fulfilment of end-to-end requirements.**

Aug 2022 – Apr 2023  
Jul 2021 – Jul 2022

### Project #1 - Salesforce Technical Architect (June 2023 – October 2023)

Client: Common Law Free Zone part of Ras Al Khaimah Government  
(subcontractor to Horizontal Digital)

Accomplishments:

- **Led discovery sessions and requirements gathering** with key stakeholders to define project scope and deliverables.
- Built a close relationship with the **CTO** and we **developed the vision and mission** of the company, which created a **detailed and scheduled roadmap**
- Translated the business requirements into ERDs and detailed technical specifications to be built on **Sales and Experience Clouds**

### Extracurricular Activities

- **Provided functional and technical** guidance to the development of Salesforce applications to **support business strategies**
- **Recommended design considerations** for usability and administration and provided extended solutions with **advanced Salesforce features** and AppExchange applications.
- **Performed configuration analysis**, code analysis, requirements analysis, **software review** and **system risk analysis**
- **Executed** project work plans and **POC**, revised as appropriate to meet changing needs and **presenting** the **different options** to **stakeholders**

## SENIOR TECHNICAL CONSULTANT TECHNICAL CONSULTANT

SALESFORCE, TORONTO

### Project #2 - Senior Salesforce Developer (Jan 2023 – Apr 2023)

Client: American multinational digital communications technology conglomerate.

Accomplishments:

- Improved performance **by migrating Aura components to LWCs**.
- **Designed and implemented centralized Apex Triggers** patterns (across unified Objects) to reduce overall DML.
- Reviewed work items with external stakeholders to ensure all requirements have been fulfilled and quality meets the standards.

### Project #1 - Salesforce Developer and Release Manager (Sep 2021 – Sep 2022)

Client: Canadian not-for-profit music licensing company.

Accomplishments:

- 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 **Batch Apex and a custom runner** that handled creating and updating records related to 300k+ Accounts.

Aug 2020 – Jun 2021

- **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**.
- 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.
- **Rearchitected** a feature related to taxes and mandates to align with revised requirements, and to facilitate easier integration with external systems.
- **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

### ECOVADIS, TORONTO (REMOTE)

- **Architected**, 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**.
- **Led technical and solution designs** and then discussed them with stakeholders and the enterprise architect to validate requirements and approaches.

Nov 2017 – Apr 2020

- 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.

## APPLICATION DEVELOPER

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 **improve User Experience** and **increase** Financial Advisors' **productivity**.
- Performed code reviews and **took the initiative** to develop coding standards to maintain **code base quality** and **increase readability**.
- Administered our teams' **Scrum** and its processes.
- Integrated CPM with **Salesforce's** Sales Cloud by building **REST** APIs using Node.js that push 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

- Built a PDF viewer using Mozilla's **PDFJS** in **Angular2** and **Ionic2**.
- Integrated Whut's CMS with **Salesforce's** Sales Cloud (Classic).

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, ONTARIO, 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 LINKS

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