



Hassan Nahhal

Toronto, Canada

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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
• 1 st Place award for Best NexJ Systems Hackathon Project	Dec 2019
• 1 st Place award for Best Mobile Solutions Capstone Project	Aug 2016
• Graduated with High Distinction 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	• Project Management
• Governance, environment and release management	• Salesforce Integration and Authentication/Authorization Patterns

EMPLOYMENT

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 **Batch 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.

Aug 2020 – Jun 2021

FULL STACK SALESFORCE DEVELOPER

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**.

Nov 2017 – Apr 2020

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 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

