

Md Abid Raza

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Summary

Experienced Salesforce Developer with strong expertise in Apex, Apex Triggers, SOQL, and Lightning Web Components. Proficient in utilizing Salesforce declarative features such as Page Layout Customization, Record Types, Permission Sets, Profiles, Workflows, Reports and Dashboards, Flow Builder, Email Templates, and Custom Fields and Objects. Skilled in front-end technologies including JavaScript, HTML, and CSS. Demonstrated experience working with various Salesforce Clouds including Experience Cloud, Financial Service Cloud, B2B Commerce Cloud, Data Cloud, Sales Cloud, and Einstein Analytics. Adept at delivering high-quality solutions to enhance business processes and drive organizational success.

Skill Highlights

- Apex
- Apex Triggers
- SOQL
- Lightning Web Components (LWC)
- Experience Cloud

- Financial Service Cloud
- B2B Commerce Cloud
- Data Cloud
- Sales Cloud
- Einstein Analytics Studio

Experience

Cloud Analogy *Salesforce Developer*
April 2022 – April 2024

- Developed and maintained Salesforce applications using Apex, Apex Triggers, SOQL, and Lightning Web Components.
- Utilized Salesforce declarative features to customize Page Layouts, Record Types, Permission Sets, Profiles, Workflows, Reports and Dashboards, Flow Builder, Email Templates, and Custom Fields and Objects.

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- Applied front-end technologies such as JavaScript, HTML, and CSS to enhance user interfaces and experiences.
- Gained hands-on experience with various Salesforce Clouds including Experience Cloud, Financial Service Cloud, B2B Commerce Cloud, Data Cloud, Sales Cloud, and Einstein Analytics, contributing to diverse and complex projects.
- Collaborated with cross-functional teams to analyze business requirements and translate them into effective Salesforce solutions.
- Delivered high-quality code and solutions, ensuring alignment with best practices and organizational standards.

Education

Course / Degree	School / University	Grade / Score	Year
B.Tech	Dr. A.P.J Abdul Kalam Technical University	7.3	2022
12th	Indian School of Learning, Jharia	7	2017
10th	Indian School of Learning, Jharia	7	2015

Certifications

- **Salesforce Certified Platform Developer I**
- **Salesforce Certified Platform Developer II**
- **Salesforce Certified Associate**

Project 1

Project: WEALTH MANAGEMENT AND ASSETS PROTECTION

Project Description:

I worked on a client project in Financial Service Cloud, integrating the Salesforce org with Calendly for appointment scheduling. Key responsibilities and accomplishments include:

- **Integration with Calendly:**

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- Developed a system to automatically create a person account in Salesforce whenever a client schedules a meeting via Calendly.
- Created an event in the calendar with all details provided by the Calendly application.

• **Wealth Manager Workflow:**

- Enabled wealth managers to accept appointments and fill out the 'Wealth Management and Assets Protection' form during live meetings.
- Utilized Financial Service Cloud features such as Sales Cloud and Service Cloud functionalities, Client Financial Profile, Action Plans, Document Tracking and Approvals, and industry-specific business processes for relationship management.
- Provided visibility into client activities, appointments, reports, and financial details.

• **Einstein Analytics:**

- Created a dashboard to display financial records in graphical form.

• **Zoom Phone Integration:**

- Integrated Zoom phone with Salesforce, allowing managers to call clients directly from Salesforce using Click-to-Dial functionality.
- Enabled call recording, voicemail saving, and call log checking via the Activity component.

• **Automation and Customization:**

- Automated user creation processes from an external website, including assigning profiles, permission sets, creating contacts for wealth managers, sharing records, assigning dashboards, and page layouts.

I developed this project from the beginning, ensuring seamless integration and robust functionality to enhance wealth management processes.

Project 2

Project: CUSTOM DESIGN GENERATOR

Project Description:

I worked on a client project in B2B Commerce (Lightning Experience) with the following key responsibilities and accomplishments:

• **Dynamic Product Customization:**

- Developed a system enabling users to customize products by selecting options such as outline color, text color, and background color.
- Utilized SVG to generate dynamic images based on user selections.

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- **Pricing and Sizing:**

- Implemented a pricing mechanism that adjusts based on the product size.
- Enabled users to increase or decrease the product size through a size selection option.

- **E-commerce Functionality:**

- Added functionality for users to add customized products to the cart.
- Set up a seamless checkout process for completing purchases.

- **Social Media Integration:**

- Enabled users to share customized products on social media platforms such as Facebook, Twitter, and LinkedIn.

This project involved end-to-end development to provide a highly interactive and customizable shopping experience for users, integrating advanced image generation and e-commerce functionalities.

Project 3

Project: B2B COMMERCE LWR SITE

Project Description:

I worked on a client project in B2B Commerce Lightning Web Runtime (LWR) with the following responsibilities and accomplishments:

- **B2B Commerce Site Setup:**

- Set up a B2B Commerce LWR site within the Salesforce org.
- Added and managed the client's products on the org.

- **Custom Component Development:**

- Created a custom component to display a carousel of images categorized by product type.
- Implemented functionality to display product images according to their respective categories.

This project involved setting up a robust B2B Commerce LWR site and developing a custom image carousel component to enhance product display and user experience.

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Project 4

Project: SLACK INTEGRATION WITH SALESFORCE

Project Description:

I worked on a client project integrating Slack with Salesforce, focusing on real-time notifications and interactive functionalities. Key responsibilities and accomplishments include:

- **Real-Time Notifications:**

- Configured notifications in Slack for events such as record creation, updates, phase changes, and other significant activities in Salesforce.
- Set up alerts to notify Slack members about these events.

- **Opportunity Management:**

- Enabled Slack members to view opportunity details, including name, stage, and date, directly within Slack.
- Developed functionality to allow members to change the opportunity stage from Slack, automatically updating the stage in the Salesforce org.

- **Related Slack Messages Component:**

- Implemented a 'Related Slack Messages' component on the Salesforce record page.
- Allowed members to send important messages from Slack to Salesforce by clicking the 'Add to Salesforce' button and specifying the related record.

- **Record Alerts and Sharing:**

- Provided the ability to set record alerts and share records from Salesforce to Slack by clicking the 'Send to Slack' button.

This project involved end-to-end integration of Slack with Salesforce to facilitate seamless communication and efficient management of records between the two platforms.