

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Platform Developer I
- Salesforce Certified Data Architect
- Salesforce Certified Data Cloud Consultant
- Salesforce Certified Application Architect
- Salesforce Certified Experience Cloud Consultant
- Salesforce Certified AI Specialist
- Salesforce Certified Agentforce Specialist
- Salesforce Certified Sharing and Visibility Architect

Professional Summary

- Over 13+ years of experience as a Salesforce Architect, specializing in development, configuration, and customization across Sales Cloud, Service Cloud, Marketing Cloud, Experience Cloud, Health Cloud and Financial Service Cloud.
 - Experience with Apex programming, including writing Apex Classes, Triggers, Batch Apex, Queueable Apex, and Scheduled Apex for scalable and efficient backend solutions.
 - Proficient custom Apex Triggers to handle intricate business logic and enforce validation rules, ensuring seamless automation and data integrity.
 - Expertise in developing Visualforce Pages to create dynamic, interactive user interfaces with custom controllers and extensions tailored to business requirements.
 - Proficient in building modern user interfaces using Lightning Aura Components and Lightning Web Components (LWC) for enhanced performance and maintainability.
 - Expertise in configuring and customizing Salesforce Clouds (Sales, Service, Marketing, and Community) to align with business needs and enhance operational workflows.
 - Experience in creating and customizing Lightning Pages, App Builder, and leveraging Lightning Components for consistent and visually appealing UI/UX.
 - Proficient in using Salesforce Lightning Design System (SLDS) to ensure consistency with Salesforce design standards in custom Lightning components.
 - Experience in debugging and optimizing Apex code, SOQL, and SOSL queries to adhere to governor limits and improve overall performance.
 - Experience in integrating Salesforce with external systems via Apex Callouts, REST, and SOAP APIs, ensuring secure and seamless data communication.
 - Proficient in implementing scalable Batch Apex solutions and asynchronous processes to handle large data volumes and complex logic effectively.
 - Experience with cross-functional teams to translate business requirements into technical solutions using Apex, Visualforce, and Lightning Frameworks.
 - Experience in Configuration of Einstein AI for predictive insights, complementing Data Cloud's AI-driven data analysis and trend identification.
 - Expertise in automating business processes using Process Builder, Workflows, and Flows, reducing manual effort and increasing efficiency.
 - Hands-on experience with Platform Events and Custom Metadata Types to implement event-driven workflows and enhance configurability in solutions.
 - Skilled in deploying Salesforce applications across environments using tools like Salesforce DX, Visual Studio Code, Gearset, Jenkins, Change Sets, and Workbench.
 - Proficient in version control using Git (GitHub and GitLab) to maintain codebase integrity and streamline collaborative development.
 - Skilled in third-party tools like Conga, DocuSign, and other AppExchange products to extend Salesforce functionalities and streamline workflows.
 - Experience in designing and implementing dynamic SOQL and SOSL queries to enable custom reporting and data filtering requirements for end-users.
 - Experience in designing end-to-end Salesforce solutions with a focus on optimizing business processes and enhancing customer experience.
 - Expertise in Salesforce Lightning (Lightning Experience, LWC, Aura Components) for custom application development.
 - Expertise in Vlocity, OmniScripts, Integration Procedures, and DataRaptor for seamless data extraction, transformation, and automation.
 - Skilled in creating custom applications using Visualforce, Apex Triggers, and Lightning components to meet complex business needs.
 - Expertise in scalable Salesforce CRM solutions, optimizing performance and ensuring seamless user experience across multi-cloud environments.
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Work Experience

Lead Salesforce Developer/Architect

CVS Health, Woonsocket, RI

May 2022 – Present

Responsibilities:

- Led the design and implementation of patient profiles in Health Cloud, providing a comprehensive view that included demographics, care plans, and communication history.
- Led Salesforce architecture design and implemented scalable solutions to streamline operations in Sales, Service, and Health Cloud.
- Led and customized Care Teams in Health Cloud to define roles and responsibilities of healthcare providers and support staff for improved collaboration.
- Led and automated care plans in Health Cloud for chronic disease management and post-discharge workflows, ensuring seamless patient care.
- Led scalable data architectures in Health Cloud, using Salesforce Connect, SOQL, and SQL for efficient integration with external databases.
- Troubleshoot Apex-heavy codebase by analyzing complex dependencies, debugging nested triggers, and refactoring inefficient code.
- Designed and implemented custom Apex services for external systems to consume, ensuring scalability and reusability.
- Implemented Salesforce Shield in Health Cloud to secure sensitive patient data, using Platform Encryption and Event Monitoring to meet HIPAA compliance standards.
- Designed and implemented scalable data architectures, integrating Salesforce with external databases using Salesforce Connect, SOQL and SQL.
- Designed SOSL-based search functionalities to enable efficient, text-based queries across multiple objects, enhancing the platform's search capabilities.
- Developed Apex Classes, Triggers, and asynchronous Apex (Batch Apex, Queueable Apex) to handle complex data processes and ensure scalable backend operations.
- Created custom Visualforce Pages with dynamic content, incorporating Apex controllers and extensions to provide interactive, client-specific solutions.
- Configured Lightning Knowledge to streamline article management and improve content accessibility for customer support teams in the Service Cloud
- Developed and managed custom APIs for secure, real-time data exchange, a core feature of Data Cloud's event-driven architecture.
- Implemented CI/CD pipelines for Salesforce Health Cloud deployments using GitLab CI, improving release cycle speed for patient engagement features.
- Utilized Salesforce APIs, web services, and integration patterns to enable seamless data exchange with external platforms, including real-time data synchronization.
- Integrated SFDC with third-party systems (ERP, Azure Databricks, financial systems) using REST/SOAP APIs and middleware (Mulesoft, Informatica).
- Designed complex flows and approval processes to automate business operations, improving accuracy and reducing processing times.
- Designed and implemented comprehensive patient profiles in Health Cloud, aligning with Data Cloud's ability to unify and segment patient data.
- Developed custom OmniScripts and Integration Procedures using Salesforce Omnistudio to ensure seamless data flow between Salesforce and external systems.
- Integrated Salesforce with external EHR systems using REST APIs and HL7 standards, ensuring real-time data synchronization like Data Cloud.
- Implemented multi-level cascading approval rules using Flows and Apex, ensuring compliance with organizational policies.
- Worked on large-scale data migrations, writing custom Apex scripts and utilizing data tools like Apex Data Loader to ensure accurate and consistent data transfers.
- Integrated third-party applications with Salesforce using RESTful web services, enhancing platform capabilities and user experience.
- Configured Omni-Channel Routing and Service Cloud Voice for optimized case handling and real-time customer support integration.
- Integrated static code analysis into the CI/CD workflow for Salesforce health apps, ensuring HIPAA-compliant code quality.
- Provided training to junior developers and admins on Salesforce best practices, LWC development, and DevOps tools, fostering a culture of innovation and technical excellence.
- Designed and implemented custom solutions using Salesforce Omnistudio for complex data processing and real-time content generation across multiple channels.
- Delivered enterprise-wide integrations with systems like ERP, marketing automation, and data warehouses using Mulesoft, REST APIs, and SOAP APIs.
- Integrated Salesforce with third-party financial and healthcare systems (including ERP, Sage, EHRs) via REST/SOAP APIs, MuleSoft, and OAuth-based authentication.
- Designed API-first solutions, developing custom RESTful APIs to facilitate seamless data exchange with external applications.
- Built real-time data synchronization between Salesforce and enterprise data platforms (Azure Databricks, AWS) to ensure a single source of truth.
- Enhanced patient engagement with automated care plans and Health Assessments, mirroring Data Cloud's journey orchestration capabilities.
- Defined integration patterns, ensuring robust and secure data exchange between Salesforce and external systems.

- Developed and managed custom APIs to facilitate secure data exchange between Salesforce and third-party applications such as custom web portals and mobile apps, ensuring a seamless user experience.
- Customized and maintained Salesforce Communities to provide tailored self-service portals for customers and partners, improving engagement and collaboration.
- Developed custom Lightning Web Components (LWCs) integrated with external APIs, enabling real-time updates and enhancing the user experience with external data visibility.
- Created advanced data partitioning strategies to optimize storage usage, ensuring alignment with Salesforce governor limits while handling high-volume data operations.
- Optimized Health Cloud workflows with complex Flows and approval processes, automating care coordination and reducing administrative overhead.
- Utilized Salesforce Omnistudio to streamline the creation of dynamic forms and reusable components for efficient data collection and validation.
- Implemented Salesforce Shield for HIPAA compliance, ensuring encrypted, secure data handling like Data Cloud's governance features.
- Integrated Salesforce Omnistudio into existing Salesforce workflows to enhance customer journey management and automate personalized interactions.
- Automated Salesforce backup and recovery processes, leveraging third-party tools to ensure data protection and reduce recovery times during system outages.
- Utilized Health Cloud to enhance customer journey management, automating personalized interactions and improving patient outcomes through integrated workflows and dynamic forms.
- Designed and implemented custom solutions using Vlocity Studio, leveraging its industry-specific capabilities to streamline complex business processes and improve operational efficiency.
- Implemented Data Cloud's identity resolution capabilities to unify disparate patient and customer records, ensuring a single, comprehensive profile across multiple data sources.
- Optimized Salesforce Omnistudio solutions for performance, ensuring smooth execution of complex data transformations and
- Developed custom Vlocity OmniScripts and Integration Procedures, enabling dynamic and personalized customer interactions while reducing development time and effort.
- Implemented Einstein Bots, Einstein Article Recommendations, and Next Best Action to enhance customer and patient engagement.
- Designed complex Flows and approval processes to automate case management, patient journeys, and financial operations.
- Configured Omni-Channel Routing and Service Cloud Voice, improving case handling efficiency and response times.
- Designed and implemented custom solutions using Salesforce Omnistudio for complex data processing and real-time content generation across multiple channels.
- Configured and managed Salesforce Einstein AI features for predictive insights, lead scoring, and automation, enhancing intelligence-driven business operations.
- Ensured adherence to industry-specific regulations like HIPAA and GDPR by implementing secure eSignature processes with Adobe Sign.

Lead Salesforce Developer/Architect

Tech Mahindra, Plano, TX

Dec 2019 – Apr 2022

Responsibilities:

- Led requirements gathering sessions and translated business needs into Salesforce technical solutions, focusing on Sales Cloud implementations.
- Led and collaborated with cross-functional teams for requirement gathering, design, development, testing, and deployment of Salesforce Service Cloud solutions.
- Led and implemented MuleSoft-based API integrations to enable seamless data exchange between Salesforce and external systems.
- Developed ASF-based (API Specification Framework) integrations for structured, scalable API interactions across enterprise platforms.
- Built RESTful and SOAP web services to integrate Salesforce Sales Cloud with Siebel CRM, ERP systems, and third-party applications.
- Led Siebel CRM to Salesforce migration, mapping Siebel business components, workflows, and customer data to Salesforce objects.
- Designed and deployed Lightning Web Components (LWC) and Aura Components to deliver modular, high-performing, and interactive user interfaces.
- Utilized Salesforce APIs and web services (SOAP/REST) to integrate Salesforce with external systems, enabling seamless data communication.
- Automated business processes using Salesforce Flows and Process Builder, reducing manual tasks and improving accuracy.
- Configured Omni-Channel Routing to optimize case assignments, improving agent productivity and customer satisfaction.
- Developed Approval Processes, Escalation Rules, and triggers for automated business workflows, ensuring compliance with organizational standards.
- Implemented Marketing Cloud Advertising Studio to synchronize CRM data with digital ad platforms, improving ad targeting and campaign ROI.
- Designed personalized customer experiences by leveraging Marketing Cloud Interaction Studio for real-time decisioning.
- Configured Marketing Cloud Einstein for AI-powered recommendations, email send-time optimization, and content personalization.
- Conducted UAT sessions, troubleshooting SOQL and SOSL-based queries and Apex code to resolve issues before deployment.
- Implemented custom metadata and custom settings to manage dynamic business rules and configurations, reducing hardcoded logic and enhancing maintainability.

- Optimized Salesforce performance by refactoring Apex triggers and batch jobs, ensuring compliance with governor limits and improving overall system efficiency.
- Implemented Knowledge Articles with advanced categorization and recommendations for faster issue resolution, enhancing self-service capabilities.
- Designed and optimized order management workflows to streamline order-to-cash processes, ensuring accurate and timely order fulfillment.
- Implemented Sales Cloud CPQ (Configure, Price, Quote) solutions to standardize product configurations, pricing approvals, and quote generation.
- Built Field Service Lightning (FSL) Optimization Rules to auto-assign the most qualified technicians based on skills, location, and availability.
- Implemented Marketing Cloud Advertising Studio to synchronize CRM data with digital ad platforms, improving ad targeting and campaign ROI.
- Designed personalized customer experiences by Marketing Cloud Interaction Studio for real-time decisioning.
- Configured Marketing Cloud Einstein for AI-powered recommendations, email send-time optimization, and content personalization.
- Designed and deployed custom Mobile Flows for Field Service technicians, allowing seamless data entry, guided service steps, and offline support via Salesforce Field Service Mobile App
- Configured Experience Cloud SSO authentication and external identity provider integrations for enhanced security.
- Configured advanced sales dashboards and metrics to provide sales teams with real-time visibility into performance, opportunities, and pipeline health, enabling proactive sales management.
- Developed Apex REST APIs to integrate external applications with Experience Cloud for seamless data flow.
- Implemented custom lead management workflows to streamline lead nurturing, scoring, and conversion, ensuring efficient handoff between marketing and sales teams.
- Optimized forecasting models within Sales Cloud using historical data, allowing accurate revenue projections and driving strategic sales planning.
- Configured and optimized Marketing Cloud to drive personalized customer engagement across multiple channels.
- Implemented Journey Builder workflows in Marketing Cloud for automated, personalized customer interactions based on real-time engagement data.
- Designed and documented Salesforce and Marketing Cloud architectures using UML Class Diagrams, Component Diagrams, and Deployment Diagrams, ensuring scalable and maintainable solutions.
- Built custom LWC components within Experience Cloud to optimize user experience and streamline interactions.
- Automated data migration and synchronization between Salesforce and legacy systems using tools like Data Loader, Workbench, and custom Apex scripts, ensuring seamless data accuracy and completeness.
- Integrated Salesforce Marketing Cloud (SFMC) with social media platforms to streamline content distribution and improve audience engagement across multiple channels.
- Integrated Adobe Sign with Salesforce to enable secure, compliant, and automated eSignature workflows for contracts, agreements, and forms.
- Configured triggers and custom buttons for one-click document sending and tracking via Adobe Sign directly within Salesforce records.
- Optimized Experience Cloud performance through caching strategies and Lightning Experience enhancements.
- Implemented multi-cloud solutions by integrating Sales Cloud, Service Cloud, and Marketing Cloud to create a unified customer experience across all touchpoints.
- Integrated Salesforce Einstein Analytics with CRM data to build insightful dashboards and predictive models, enabling data-driven decision-making and proactive customer engagement strategies.
- Integrated Vlocity with third-party systems using Integration Procedures and REST APIs to ensure real-time data synchronization.

Sr. Salesforce Developer

Deutsche Bank, New York, NY

Oct 2017 - Nov 2019

Responsibilities:

- Led configuration of client and household profiles to provide a view of financial relationships, assets, liabilities, and interactions.
- Led implementation of Relationship Groups and Financial Accounts to manage client portfolios.
- Designed and streamlined client onboarding processes, including KYC/AML compliance and automated document submission workflows.
- Supported wealth management tools for tracking financial goals and recommending investment strategies.
- Designed robust role-based access controls and implemented Shield Platform Encryption to protect sensitive financial data.
- Developed Lightning Flows and Process Builders to automate lead routing, opportunity tracking, and financial product enrolment.
- Integrated FSC with ERP, Azure Databricks, and third-party accounting platforms using REST/SOAP APIs.
- Automated loan application approvals, mortgage tracking, and insurance claims processes.
- Developed custom applications using Apex, Lightning Web Components (LWC), and Aura, focusing on reusable and modular designs.
- Built custom Apex Triggers to automate complex business rules and workflows, ensuring seamless data management and error-free processing.
- Created Visualforce Pages with embedded Apex logic to meet unique client requirements for interactive and intuitive interfaces.
- Developed reusable and modular Lightning Web Components (LWC) to streamline development efforts, improve maintainability, and enhance the scalability of applications.
- Implemented complex parent-child component communication using custom events to ensure seamless data sharing across LWCs.

- Implemented Revenue Cloud (CPQ & Billing) to streamline the quote-to-cash process, optimizing product bundling, discounting, and approval workflows.
- Automated contract lifecycle management by integrating Salesforce Revenue Cloud Billing with CPQ, ensuring accurate invoicing and revenue recognition.
- Migrated legacy Salesforce Classic functionality to Lightning Experience, ensuring enhanced user interface capabilities and improved performance while maintaining existing business processes.
- Created LWC-based custom data tables and forms with advanced functionalities, including inline editing, sorting, and filtering, tailored to meet specific business requirements.
- Developed FSC-based custom revenue forecasting dashboards for financial reporting and CPQ sales performance tracking.
- Integrated Salesforce CPQ with Bloomberg and third-party pricing engines, enabling real-time financial data synchronization.
- Developed ETL pipelines for SFDC FSC, enabling data extraction, transformation, and loading for analytics and compliance reporting.
- Implemented real-time and batch data synchronization between SFDC CPQ and external systems.
- Integrated Salesforce with third-party systems using REST and SOAP APIs, as well as middleware platforms like Mulesoft, enabling seamless data exchange and business process automation.
- Delivered CI/CD pipeline templates for Salesforce integrations to reduce setup time and ensure consistent deployment across wealth management divisions.
- Managed CRM migrations from legacy systems to Salesforce, ensuring data integrity and minimal downtime.
- Delivered training sessions for end-users and stakeholders, ensuring smooth adoption of Salesforce solutions and Lightning Experience functionalities.
- Migrated legacy Visualforce pages to FSC Lightning Experience to modernize UI for financial advisors and client managers.
- Integrated Salesforce CPQ with ERP, Azure Databricks, and other enterprise applications using REST/SOAP APIs.
- Integrated Revenue Cloud with ERP and accounting systems to ensure seamless revenue tracking, financial forecasting, and audit compliance.
- Implemented FSC Shield Platform Encryption and role-based access controls to protect sensitive financial data.
- Integrated Salesforce CPQ with external billing systems to ensure seamless quote-to-cash processes.
- Integrated Salesforce with third-party financial systems via REST and SOAP APIs to streamline data exchange between SFDC and accounting platforms.
- Optimized Salesforce Service Cloud implementations by managing Governor Limits and SOQL/DML operations for efficient Apex execution. and amendment processes, ensuring seamless contract modifications and pricing adjustments for financial products.
- Developed and maintained custom APIs for integrating Salesforce with custom-built applications, ensuring seamless data exchange and process automation.
- Configured CPQ security model with role-based access, permission sets, and approval hierarchies.
- Developed FSC-based wealth management tools to track financial goals and provide investment strategy recommendations.

Sr. Salesforce Developer

Uta Beauty, Bolingbrook, IL

Sept 2015 – August 2017

Responsibilities:

- Set up Marketing Cloud to manage email campaigns, journey automation, and audience segmentation.
- Designed personalized customer journeys using Journey Builder to enhance engagement and conversion rates.
- Integrated Salesforce with third-party systems using SOAP and REST APIs, ensuring seamless data exchange and interoperability.
- Configured Sales Cloud Lead Management processes, automating lead assignment, scoring, and conversion to improve sales efficiency.
- Implemented automated case management and escalation workflows using Flow Builder and Process Builder to enhance customer service efficiency.
- Implemented batch Apex solutions to manage large datasets and ensure smooth processing of complex operations.
- Configured Marketing Cloud Mobile Studio for SMS and push notifications, improving customer outreach and engagement.
- Integrated Salesforce with external analytics platforms, such as Tableau and Power BI, to provide real-time insights and comprehensive reporting capabilities.
- Designed and deployed real-time dashboards and reports in Salesforce Service Cloud and Marketing Cloud to track agent productivity, response times, and customer satisfaction metrics.
- Developed custom reporting solutions using Salesforce Reports & Dashboards and Tableau CRM to monitor KPIs.
- Configured advanced customer segmentation in Salesforce Marketing Cloud, leveraging data extensions and SQL queries to create targeted campaigns and improve engagement rates.
- Configured multi-channel sales engagement in Sales Cloud, including email automation, call tracking, and follow-up reminders.

Salesforce Developer

Subzero, Madison, WI

Feb 2012 - Aug 2015

Responsibilities:

- Worked closely with developers to design and implement Apex Classes, Triggers, and Batch Apex to meet complex business needs.
- Conducted UAT sessions to validate SOQL-based queries, Apex code, and automated workflows for accuracy and effectiveness.
- Monitored dashboards and reports to provide actionable insights and improve decision-making processes.
- Configured advanced forecasting capabilities in Sales Cloud, enabling sales managers to track performance metrics, predict revenue, and set realistic targets based on historical data trends.

- Configured Salesforce Marketing Cloud (SFMC) for automated email journeys and triggered campaigns, ensuring timely and targeted messaging to customers. Developed custom Visualforce pages using HTML, CSS, and JavaScript, improving UI/UX for sales and customer service teams.
- Utilized Salesforce Marketing Cloud (SFMC) to manage multichannel campaigns, including social media, web, and mobile platforms, for a seamless customer experience.
- Developed SOAP API-based middleware architecture for synchronous data retrieval from third-party applications into Salesforce custom objects.
- Designed disaster recovery plan integrating backup and rollback into Salesforce CI/CD pipelines using SFDX and Jenkins.
- Integrated Salesforce Service Cloud with third-party ticketing systems to enhance case management and provide efficient support to end-users.

EDUCATION

Bachelor's from University of Peshawar in 2003