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**Ashraf**

* 8+ years of combined professional IT experience in**Implementation and Development of Salesforce CRM** (Force.com Platform) and Java/J2EE Applications.
* 5+years of experience in many functional areas of Salesforce CRM such as**Customization, Security Access, Workflow Approvals, Data Validation, Data Utilities, Analytics, Sales, Marketing cloud, Customer Service and Support Administration.**
* Experience in developing complex business rules using **Apex triggers, VF pages, Apex controllers and batch classes**.
* Experienced in **Agile development environment** and methodologies including **Scrum**.
* 3+ years of experience in working with various modules like**Community cloud, service cloud and sales cloud.**
* Experience in standard Salesforce configuration that include **workflow rules, page layouts, Record Types, Approval Processes, Assignment rules, Validation rules, bulk triggers, etc**.
* Extensive experience in **designing of custom objects, custom fields, Picklists,Page layouts, Workflow Alerts & Actions, Validation Rules, Approval Processes, custom Tabs, custom reports, Report folders, Report extractions to various formats, design of Visualforce Pages, Record Types and Dashboards** according to application requirements.
* Experience in **Creating User Roles, Role Hierarchies, Profiles, Permission sets and Sharing settings** to ensure that the protected data is available only to the authorized users.
* Good knowledge on **sharing rules and user access** privileges.
* Good knowledge in writing **Test classes before deploying into production**.
* Hands-on experience in various testing methodologies like **Unit Testing, End to End Testing**.
* Experience in working with **Eclipse IDE with Force.com Plug-in** environment for writing Business logic in Apex Programming Language.
* Developed detailed process documentation and deployment process.
* Good working knowledge in querying Salesforce database using **SOQL & SOSL queries** using Force.com Explorer.
* Used various data tools such as**Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete etc.**
* Experience working on **SOAP API and REST API**.
* Installed **Salesforce Apps,configured and maintained user security permissions** in-compliance with organizational needs.
* Skilled in implementing the new **Salesforce Lightning experience**& Salesforce1 App Development
* Maintained SVN repositories for DevOps environment: automation code and configuration
* Experience with **Data migration and updates through the tool App Exchange Data loader** in Salesforce.
* Highly skilled in gathering business requirements.
* Proficient in learning modern technologies and quickly adapting to unique environment.
* Excellent communication skills.

**Salesforce Certifications:**Salesforce Certified Administrator (201)& Salesforce Certified Platform Developer I

**Technical skills:**

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| Force.com | Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visual Force Pages / Components, S Controls, Apex Web Services, Apex Data LoaderWorkflow & Approvals, Dashboards, Reports, Analytic Snapshots, Case Management Automation, Custom Objects, Lightning, Mobile App Development. |
| Salesforce Tools | ForceIDE Plug-in, Force.com Explorer, Data Loader, Excel Connector, Force.com Platform (Sandbox, and Production). |
| Web | SOAP, REST, HTML5, CSS3, AJAX, JavaScript, JSON, SVG, XML, SOAP, JSP, AngularJS, Jenkins |
| Programming Languages | APEX, JAVA, C#, C++ |
| Databases | MySQL, Oracle, SQL Server, MS Access |
| Custom Integration | Outbound Messages, Field updates, Reports, Custom Objects and Tabs, Email Services, Role Hierarchy. |

**Education:**

Bachelor of Technology in Information Technology from JNTU - 2008

**Professional Summary:**

**Client: Medtronic Inc., Mounds view, MNFebruary 2015–Till Date**

**Role:** Salesforce Developer/Admin

Medtronic is a standalone medical technology development company which develops and manufactures devices and therapies to treat more than 30 chronic deceases.

**Responsibilities**:

* Interacted with various business user groups to perform detailed analysis of business and technical requirements and to design solutions using various standard objects in Salesforce.
* Performed field-mapping of Legacy CRM systems and Salesforce.com
* Developed **APEX triggers, classes and Visual Force pages**.
* Created as well as Customized Various **Dashboards and Reports** with Salesforce CRM.
* Integrated all the Web Services in Salesforce to **extract and display data from external systems**.
* Performed **data migration into salesforce application** using apex data loader through CSV files.
* Created **custom controllers** implementing complex code for retrieval from Salesforce to VisualForce pages.
* Used **Ant Scripts and DevOps** to automate various tasks.
* Used **Agile methodology** to achieve high performance.
* Utilized various third party **AppExchange tools** for Reporting and Data handling.
* Developed **workflow rules and triggers using Apex** for updating Users based on Location records.
* Extensively involved in designing templates for Test Plans and Cases
* Used **XML serialization** for interacting with the database
* Worked with **AMPScript** and the **ExactTarget API**.
* Analyzed various scenarios for **switching between classic and Lightning Experience**.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Involved in querying salesforce tables using **SOQL & SOSL queries using Force.com Explorer**.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com (SFDC).
* Utilized the **Lightning process builder** to create and visualize several automated business processes.
* Performed data driven quality engineering with white box test automation and system level testing.
* Configured datareplication from Salesforce to **Heroku Postgres** to use polling at a specified interval
* Defined automated regression testing process, including both UI tests and Salesforce component integration tests.
* Experience working in **service cloud, supporting cases, developed workflows and triggers for automated case resolutions**.
* Implemented **security and sharing rules at object, field, and record level** for different users at different levels of organization. Also **created various profiles and configured the permissions based on the organizational hierarchy.**
* **Created Workflows, Approval processes and developed validation rules.**

**Environment**:Force.com IDE, Apex Classes, Java, Apex Triggers, Visual Force pages, Validation Rules, Formula Fields, Data Loader, Reports and Dashboards, Lightning components,Marketing Cloud, ExactTarget, Service Cloud, Workflow & Approvals, Heroku, Web Services. AppExchange , Workflow & Approvals, Reports, Custom Objects, Salesforce1 App Development.

**Client: UBS, Weehawken, NJ. January 2014 – February 2015**

**Role:** Salesforce Developer/Admin

**UBS is a financial services provider which provides several services like wealth management, investment banking and asset management. It is also the world’s largest manager of private wealth assets.**

**Responsibilities:**

* Closely **worked with Business Team and SalesForce.com consultants** while implementing the solutions for the needs of organization.
* Involved **in Salesforce.com Application Setup activities and customized the apps** to match the functional needs of the organization.
* Customized the **Dashboards to the track usage for productivity and performance** of business centers and their sales teams.
* **Created and deployed Several Reports** using salesforce.com platform.
* Implemented **Apex Classes & Triggers** and linked them to manage the workflows implemented in the system.
* Copied new & updated records in Salesforce to an external data source with a **Heroku** app and Salesforce Workflow
* **Setup and customized call center**with the help of service cloud platform.
* Setup **Jenkins** for continuous Force.com migration
* Performed various **automation tasks** with the use of **DevOps & Ant Scripts**.
* Wrote **custom monitoring and integrated monitoring** methods into deployment processes to develop self-healing solutions.
* Created automation and deployment templates **for relational and NoSQL databases**
* Implemented **S-Controls to manage sales plan call sheets** within Salesforce, capturingdata and call activity.
* Worked with various roles and configured the permissions based on the organizational hierarchy requirements.
* Evaluated **Data entry and import processes** to ensure that proper Data quality standards exist for the Salesforce.com application.
* Ran queries in SQL server on multiple databases for various migration projects to get the required data.
* Responsible for deployments to Production environment using **Ant tool, change sets and Force.com migration tool**
* Maintained **SVN repositories for DevOps environment**: automation code and configuration
* Experience in troubleshooting REST, SOAP and other schema errors from external WSDL files.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Developed Software solutions using **GoLang**
* Experience working in **service cloud, supporting cases, developed workflows and triggers for automated case resolutions.**
* Developed VisualForce Apps using **AngularJS Framework and ForceTK libraries.**

**Environment**:Saleforce.com, Service Cloud, Apex Language, DevOps, Triggers, Visual Force (Pages, Component & Controllers), AngularJS, Data loader, Force.com API, Ant Scripts, Jenkins, Automation tools, Workflow & Approvals, Reports, Custom Objects, Marketing Cloud, Heroku,Batch Apex Interface, Custom Tabs, HTML, Java Script,GoLang, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**Client: ARCP/Cole Capital, Phoenix, AZ. September 2013 – January 2014**

**Role:** Salesforce Developer

Cole Capital mainly creates innovative real estate products that serve individual investors and financial professionals.

**Responsibilities:**

* Involved in Salesforce.com Application **Setup activities and customized apps** to match functional needs.
* Interacted with various business team members to gather and documented requirements.
* Involved in **migrating data from Oracle to Salesforce.com**.
* Designed and developed the web-based UI using **JavaScript, HTML and DHTML.**
* Exposedweb services using **Salesforce.com Webservices API** to provide data for third party clients.
* Worked on customizing standard salesforce.com standard objects like **Accounts, Contacts and Opportunities.**
* Configured **Jenkins to achieve Continuous Integration**
* Developed dynamic salesforce.com Visualforce pages using **Java script and Ajax toolkit**.
* Established deployment strategy for implementing Salesforce.com changes.
* Created **Visualforce email templates** and also automated Email Process to send installation instructions to new and existing customers.
* Used Force.com developer toolkit including **Apex Classes, Apex Controllers and Apex Triggers to develop custom business logic.**
* Developed several custom reports to better assist managers and also report folders to provide report accessibility to appropriate personnel.
* Worked intensely on **custom objects, triggers and workflows**.
* Designed and build custom applications using Force.com and Visualforce.com.
* Used Apex Explorer for viewing [salesforce.com](http://salesforce.com/) data.

**Environment**: Saleforce.com CRM, JavaScript, Apex, Visualforce, Force.com IDE, SOQL, Email Services Triggers, HTML, CSS, Apex Data Loader,JAVA,Jenkins, Eclipse IDE.

**Client: Barrick Gold, Salt Lake City, UT. May 2012 - August 2013**

**Role:** Salesforce Developer/Administrator

This project’s objective was to provide business capabilities for several client communication as wells as servicing technology projects. To analyze the business needs for efficient and cost-effective client reporting solutions. To collaborate with various key stakeholders on the design, testing, implementation and support of such systems in-accordance with company methodology.

## Responsibilities:

* Performed the roles of Salesforce.com Admin and salesforce.com developer in the organization.
* Interacted with the different team members and gathered the requirements and also documented the requirements.
* Performed detailed analysis of business and technical requirements and created solutions by customizing various standard objects of Salesforce.com (SFDC) and other Platform based technologies like **VisualForce, Force.com API, and Web Services**.
* Implemented**Dependent Pick lists, lookups, Master detail relationships, validation and formula fields to the custom objects.**
* Implemented **Agile development process** for diverse requirements.
* Created **various Profiles, Roles, and Page Layouts** and configured several permissions based on the Organization hierarchy requirements.
* Implemented **SharePoint integration using third party integration service**s.
* Designed and deployed **Custom tabs, validation rules, Approval Processes and Auto-Response for automating business logic.**
* Developed various **Apex classes, Controller classes and Apex Triggers** for various functional needs in the application.
* Worked on Data Cleansing for cleaning duplicate records in the database and also for helping Customer Care team by prepopulating Accurate Address data while working on Leads and opportunities.
* Involved in writing test cases in order to cover the code coverage as well to migrate the development components into different environments
* Enabled **Chatter for the Organization** and to effectively communicate with the users in the Organization.
* Developed business documents for **Salesforce.com Custom objects**.
* Implemented Salesforce.com web services client using Salesforce web services **API, Java, XML and partner WSDL.**
* Developed several **Custom Reports & Dashboards** to better assist managers and also report folder to provide report accessibility to appropriate personnel.

**Environment:**Saleforce.com, Service cloud, Force.com platform, Apex Classes, Chatter, Visual Force Pages, Custom Objects, Custom Tabs, Email Services, SharePoint, AppExchange, Workflow & Approvals, Reports, Security Controls, Eclipse IDE, WSDL, Windows.

**Client: Vormetric Inc., San Jose, CA. January 2011 - May 2012**

**Role:** Salesforce Administrator/Developer

Vormetric is a private data-security firm that provides to provide protection through products and services to prevent sensitive data thefts. They offer both hardware and software solutions.

* Worked closely with various prospects/clients to identify technical requirements and infrastructure for **CRM based enterprise solutions**.
* Customized **page layouts for Opportunity, Contacts, and Accounts** depending upon user roles, and groups
* Created **Profiles and Roles** based on **Organization role hierarchy**.
* Implemented **Record and Field Level security** and configured their sharing settings.
* Created the **workflows for automated lead routing, lead escalation and email alerts**.
* Defined Lookup and master-detail relationships on the objects and created junction object to establish connectivity among objects
* Extensively worked on development activities using Apex code in-terms of triggers, classes and batch classes.
* Continuous integration using **Jenkins**
* Wrote Test Cases to check code-coverage in **Apex Classes and Apex triggers**.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.
* Created several validation rules to ensure high-quality data is being entered into the CRM.
* Worked with Dynamic Apex to access **sObjects** and Field describe information and to execute dynamic **SOQL, SOSL and DML queries**
* Maintained the data to be clean and accurate by adding **custom validation rules, formulae, reports and dashboards.**
* Provided ongoing salesforce.com **maintenance and administration services** including periodic data-cleansing, custom objects and workflows.
* Worked as a key-player in SFDC release management including Sandbox management and change-set tracking.

**Environment**: Salesforce.com, Apex Language, VisualForce (Pages, Components & Controllers), Workflow & Approvals, Custom Objects, JavaScript, Jenkins, Dojo, JSP, AJAX, Sandbox data loading, Eclipse IDE Plug-in

**Client: HealthStream Inc., TN. November 2009-December 2010**

**Role:** Salesforce Administrator

HealthStream provides healthcare compliance solutions to help acute, post-acute and other healthcare organizations to comply with regulations. It is a leading provider of learning solutions and research for the industry.

**Responsibilities:**

* Interacted with various business user groups for gathering the requirements for Salesforce.com CRM implementation.
* Implemented a comprehensive **setup and customization of apps for Salesforce platform** to match the organizational needs.
* Developed **Ant Scripts** to automate various tasks.
* Created Custom objects, custom fields, Picklist, role based page layouts, Workflow Alerts and Actions, and Approval Workflow, Validation Rules, Approval Processes, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visualforce Pages, Snapshots, Dashboards, and Email generation according to application requirements.
* Implemented the requirements using Force.com platform as well as **Force-IDE plugin in Eclipse.**
* Worked with several Salesforce.com objects like **Accounts, Campaigns, Contacts, Leads, Dashboards and Reports.**
* Developed **Apex Classes, Controller Classes and Apex Triggers** for various functional needs in the application.
* Developed various **Custom Objects, Tabs, Components and VisualForce Pages**.
* Followed Agile methodology for the execution of day-to-day work related activities.
* Developed and customized various **Custom Reports and Report Folders** for different user profiles based on the needs in the organization.
* Used various **AppExchange tools** for efficient data handling.
* Configured several**Analytic Snapshots to dump data on regular intervals** for lead generation and sales performance statistics.
* Maintained **user roles, security, profiles, and workflow rules** wherever necessary.
* Interacted with the Salesforce.com premium tech support team on a regular basis.

**Environment:**Saleforce.com, Apex Language, Visualforce Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, AppExchange tools, Sandbox data loading, Ant Scripts, Eclipse IDE Plug-in, HTML, JavaScript,Email Services, Windows XP.

**Web Synergies,India. May 2008- October 2009**

**Role:** Java Developer

This project was initiated by the quality department as an internal requirement to track the reporting of developers and to collect data which is then to be used to analyze and optimize the performance.

**Responsibilities:**

* Worked in various stages of the project development life cycle. Primarily **design, implementation, testing, deployment and enhancement of the application.**
* Developed **a service layer (Restful Web services)** using **Spring** for different service tasks including e-mail, attachment service, and transfer of data across different applications.
* Designed and developed cross-browser compatible web pages using **HTML, JSP & used JavaScript for Client-side validation.**
* Developed data model and stored procedures.
* Used **JDBC** for communicating with the database.
* Responsible for **maintenance and production support** of the application documented design and various functional aspects of the application.

**Environment:** Java, JSP, JavaScript, Java Beans, MVC, JMS, EJB, Web logic, Oracle, HTML, Windows XP.