Shifa Sheikh

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- 13+ years of experience in Sales, Campaign, ,Account management, Deal management,
- Experience in building Enterprise applications using Salesforce configurations, **Apex, LWC,** Aura, Visualforce Pages, **Marketing Cloud** – **journey Builder, Web Studio, Audience Builder,Content builder,Email Studio,SSJS**
- Worked on Agile Methodology in development
- Experience in designing and implementing salesforce object model and master data model to drive business functionality

Skills

- SalesForce.com(Configuration, Customization), Force.com(Apex, Visual Force)
- LWC, Aura, Apex, journey Builder, Web Studio, Audience Builder, Content builder, Email Studio, Automation Studio
- Process Builder, Lightning Flow Builder
- Sales Cloud and Marketing cloud connection
- Object synchronization from Sales Cloud to Marketing cloud
- Dynamic content using Ampscript, Automation Script using SSJS
- Reports & Dashboards.
- Deployments using Change sets, Workbench, ANT, Devops
- Marketing Cloud, Sales Cloud.
- HTML, Javascript, CSS, SLDS, SSJS

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- SFMC – Email Specialist

Current Company – Deloitte(Dec-2019 to Present)
Previous Companies –
- Capgemini(Mar-2011 to Sep-2015)
- Broadridge Financial Services(Oct-2015 to Dec-2019)

PROFESSIONAL EXPERIENCE:

Salesforce Technical Lead: Confidential, Germany
Responsibilities:
- Managed a large project : Salesforce Enterprise Edition and Marketing Cloud Enterprise.
- Took over project after initial Salesforce build and user training by a member firm. Debugged problems left by other member firm and made enhancements to provide stability and improve UX.
- Functioned as Technical Lead for large marketing initiative using Sales Cloud and Marketing Cloud.
- Developed and implemented declarative automation solutions, architected Apex-based solutions.
- Provided Marketing Cloud training and mentoring to client's in-house Marketing technologist.
- Provided business analysis, architecting, and configuration.
- Created automation solutions using workflow rules, Process Builder, Visual Workflow, Apex and VisualForce.
- Delivered stand up and online admin and end-user training.
- Mentored and directed client in-house admins.
- Provided coaching to fellow consultants on advanced Process Builder and Visual Workflow automation.
- Provided guidance and training to in-house admin.
- Implemented Marketing Cloud and provided training to marketing staff.
- Built Confidential 's Enterprise org, managed and mentoring junior Salesforce staff, implemented Marketing Cloud.

Salesforce Marketing Cloud Developer: Confidential, US
Responsibilities:

- Involved in Requirement analysis, Architectural design of system, Time estimations and project management activities
- Worked on Sales Cloud and Marketing cloud Connection and Object Synchronization
- Designed and Implemented Event Registration Process in Marketing cloud
- Implemented Web and Mobile optimized Cloud pages
- Worked on Automation Studio, Web Studio to manage user profiles using Profile centre
- Implemented Scheduled Automations with SSJS Scripts to identify and correct the subscribers' data.
- Trained the users to use the Event Registration forms
- Actively performed as a Single Point of Contact for this project.

Salesforce Sales Cloud Admin and Developer: Confidential, US
Responsibilities:
- Determined business requirements, implemented Salesforce Enterprise org and trained employees.
- Maintained Salesforce org as Admin and provided developer services as required using the declarative functionality with some Apex customization.
- Worked on creating Lightning Aura Components and LWC to build new functionalities.
- Worked on redesigning Sharing rules and Role hierarchy
- Configured Approval Process, Flows, Workflow, Process builder, created email templates.
- Involved in Defect Analysis and defect fixing.
- Interaction with business customers to understand requirements and provide necessary clarifications.
- Client interaction regarding status updates.