**Azmir Ali Sheik Dawood (Salesforce Lead)**

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**SALESFORCE ACHIEVEMENTS**

**CERTIFIED IN SALESFORCE**

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| Icon  Description automatically generated with medium confidence | JAVASCRIPT DEVELOPER I  **[Issued: Dec 04, 2022]**  **Credential ID: 2763742** |
| A blue sign with white text  Description automatically generated with low confidence | SALES CLOUD CONSULTANT  **[Issued: Aug 16, 2021]**  **Credential ID: 22406059** |
|  | SALESFORCE CERTIFIED ADMINISTRATOR  **[Issued: Aug 04, 2020]**  **Credential ID: 21404963** |

**TRAILHEAD**

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| Expeditioner | Badges – **61**  Points – **55,875**  Trails - **5**  **Trailblazer:** [**www.salesforce.com/trailblazer/azmir-ali**](http://www.salesforce.com/trailblazer/azmir-ali) |

**SALESFORCE EVENTS**

# Participated in **“Congratulations, You’ve Gone Live! Now What?”** community event organized by Salesforce Nonprofit User Group, Washington, D.C., United States

# Participated in **“10 ChatGPT Strategies for Salesforce Success”?”** community event organized by Salesforce Nonprofit User Group, Washington, D.C., United States

**PROFESSIONAL SUMMARY**

* Having **10+ years** of overall experience in **Information Technology**
* **8+ years** of experience in the **Salesforce.com CRM** that includes **Development, Data Migration and Administration**
* 2+ years of experience as **Billing Analyst** in telecom domain with knowledge on Solaris, SQL, Shell Script
* Designed, Develop, and maintained Salesforce on Field Service Lightning applications, standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rules
* Having Experience in FLOWS, AURA, LWC, Apex, Triggers, Visual Force, DataLoader, MuleSoft, Apex Scheduler, Batch Apex
* Built Communities with using Lightning Web Components
* Modified Lightning console apps to enable users to use 8\*8 on their lightning page.
* Hands on experience in writing queries using SOQL, Apex Classes and Triggers.
* Working on Creating / Customizing sites on Experience cloud using VF pages/ Apex Classes/LWC.
* Expertise in Sales, Service Cloud, Community Cloud, Financial Services Cloud and Marketing Cloud
* Developed Lightning Components to replace the deprecated S-Controls
* Implementation of Validation Rules, Workflows, Process Builder, Approval Process, Assignment Rules, Escalation Rules, Auto-Response Rules, Sharing Rules. Rest API.
* Experience in Integrating App Exchange Applications with Sales Force, DocuSign, Conga Configuration, Mass E-Mail Management, Application management using Force.com Plug-in & Eclipse IDE in Sandbox and Production Environments, Working with different aspects of Web Services (XML, WSDL, SOAP, REST).
* Worked on complete life cycle of SFDC Implementation.
* Experience in performing data migration from Legacy Systems using Data Loader.
* Experience working with Salesforce.com sandbox, Service Max field service and production environments.
* Created visual force pages and controllers. Working Knowledge on /CPQ and Communication cloud.
* Worked on salesforce REST API Get/Post Methods Integration tool
* Proficient in using meta-data migration tools like dataloader.io and Salesforce DataLoader and Workbench
* Experience in working with Eclipse IDE with Force.com Plug-in environment for writing Business logic in Apex Programming Language.
* Having Experience in SFDC Data Management, Security Model, Report Generation, Deployment, Communication Templates, Security Controls.
* Experience in Agile, collaborative environment, collaborating with other analysts, and database administrators of all backgrounds.
* Experience in solving problems, debugging, troubleshooting, designing and implementing solutions to complex technical issues
* Experience in good communication with internal and external clients to understand business needs and provide technical solutions.
* Apply experience performing scripting in a UNIX and LINUX environment, including Shell or Perl, to execute complex queries, and utilizing testing, quality, and change management methodologies
* Proactively suggest ways of improving system stability, availability, performance, and reliability
* Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement gathering, testing, deployment and maintenance of standalone Object-Oriented enterprise applications.
* Telecom Billing Specialist with in-depth domain knowledge and hands on experience in Salesforce and Amdocs Kenan (Arbor) Billing System.
* Strong Database (RDBMS) development experience in writing queries, functions, stored procedures, triggers, and views in Oracle, SQL, PL/SQL and MS Access.
* Excellent work ethics, self-motivated, quick learner and team oriented. Continually provided value added services to the clients through thoughtful experience and excellent communication skills.
* Played a crucial role between Development Team and Operations team by conducting detail design discussions

**EDUCATION:**

* **Master of Computer Applications (MCA)**, ANNA University, Tiruchirappalli 2012
* **B.Sc., COMPUTER SCIENCE,** Bharathidasan University, Tiruchirappalli 2009

**TECHNICAL SKILLS:**

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| --- | --- |
| **Salesforce Technologies** | Salesforce CRM, LWC, Aura Components, FSL, CPQ, SOAP & REST Integrations, Data Migrations, MuleSoft, Salesforce SFA, Apex Triggers, SOQL, SAQL, Visual Force Pages/Components, Web Services, Workflow & Approvals, Dashboards, Custom Objects, Email Templates, Email Alerts, Validation Rules, Static Resources, Reports & Dashboards, Batch Apex, Sharing Rules, Group, Roles & Profiles, Lightning Components, Lightning Process Builder, User Management, Case Management, Data Management, Opportunity Management, Campaign Management, Change Set and Continuous Production Deployment |
| **Salesforce Clouds** | Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Analytics Cloud, Non-profit cloud, Experience Cloud |
| **Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Data Loader, Workbench, Own backup, DocuSign, Conga, Jenkins, Workspace, JIIRA, Confluence Page, Excel Connector, Platform (Sandbox, and Production), VS Code, GitHub, HPSM, Salesforce Inspector |
| **Databases** | MySQL 5.1, Oracle 8i/ 9i/ 10g/ 11g, Kenan Arbor |
| **Web Service** | WSDL, SOAP, REST API |
| **Languages** | Apex, C, C++, Java, Java Script, UML, HTML, XML |
| **Testing Tools** | Katalon, Sandbox UAT, Bug Tracing QTP, QC, Load runner |

**WORK EXPERIENCE:**

**XPERI, San Jose CA - [Employer: Applied Thought Auditors & Consultants Inc]**

**Role: Senior Salesforce Consultant**

**Duration: Sep 2023 – Till Date**

**Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via our brands: DTS, HD Radio, IMAX Enhanced, Invensas, TiVo. Xperi Corporation and TiVo Corporation are now combined under Xperi Holding Corporation. Hence, we took the responsibility to merge the Xperi Corporation and TiVo Corporation Salesforce CRM systems which includes both Data and Meta-Data.**

**Responsibilities:**

* Develop business requirements and deal with all the CRM needs of the client using LWC, Apex, Aura Components
* Support the analysis of existing data feeds and current data systems, data conversion and integration solutions required to support business processes.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
* Worked on workflow-flow migration so well verged with lightning flow concepts and customizations.
* Used Sandbox migrated the code and deploying inbound and outbound change sets instance after testing.
* Collaborated with GitHub to access and share data from database.
* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Implemented the salesforce.com applications using Agile Scrum Methodology.
* Created Custom dashboards displaying data used in research through which process is observed and verified.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.
* Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS
* Worked on Sales cloud on providing detailed info gives you to open cases (issues) and relate them to accounts, contacts
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Implemented Salesforce Service Cloud & Opportunity Management (Case Management, Entitlement Management, Product & Price Book, High Volume Customer Portal, Partner Portal, Visual Force Sites) for business support and technical support for its channel customers.
* Implemented Data Modeling in sales cloud and service cloud.
* Worked on sales cloud and service cloud with various salesforce.com objects like accounts, contacts, leads, campaigns, reports, and dashboards
* Responsible for Managing 88 business units globally as Administrator/Developer and providing day to day support for Confidential developers.
* REST API Integrations to different internal systems for seamless data flow to Confidential
* Created outbound API triggered SMS leveraging Sales Cloud data to send dynamic SMS
* Designed Salesforce service cloud console to enhance productivity with dashboard like interface.
* Planned community rollout framework as four steps - cyclic process (Establish, Manage, Engage and measure)
* Assisting internal teams in setting up and conducting A/B and multi-variant testing based on criteria such as segmentation, offer, offer presentation and creative.
* Measure and report performance of all digital marketing campaigns, and assess against goals
* Build out Marketing Confidential in Journey Builder and Email & SMS campaigns
* Working on HTML, CSS, Amp Script to update HTML based emails and landing pages.
* Worked on the Salesforce.com application to identify existing data model design and implementation.
* Modified apex classes to fix SonarQube issues to maintain code quality and maintain coding standards across different implementation.
* Modified Validation rules and Formula fields that are potential defects on the existing platform.
* Worked on Data model design and provide various solutions to the technical tasks and document on confluence.
* Provide solution on data feed policy to Data ware house to utilize Platform events and change data capture strategy.
* Worked on Apex Data Loader for DML operations such as insert, update, and delete on the salesforce objects.
* Worked on complete SDLC activity from developing to production deployment.
* Utilized GitHub, Jenkins and visual code studio tool for the code deployment from one environment to higher environment.
* Created stories and tasks using Jira and schedule weekly meetings with business to demo sprint deliverables.
* Executed several SOQL and SOSL queries by using Developer Console.
* Worked closely with Azure DevOps teams on the deployment issues and branching strategy.
* Created user profiles, permission sets and page layouts based on the users for case management.
* Introduced new salesforce out of box features on the new implementation.
* Maintenance of installed Managed Packages in Lightning using Apex. Experienced in using Data Migration tool called Data Loader

**Environment:** Saleforce.com platform, LWC, Aura Component, Apex Language, Omni Channel, Visual force Pages, Data Loader, Workbench, Own Backup, Java Script, Workflow & Approvals, Reports, Lightning design system (LDS), Custom Objects, Sandbox data loading, JIIRA, Jenkins, DataSource, Aura Framework, HPSM.

**The Walt Disney, INDIA – [Employer: HCL Technologies]**

**Role: Salesforce Technical Lead**

**Duration: Jan 2020 – Sep 2023**

**Managed Support and Development projects of Salesforce. Managing end-to-end root cause analysis and driving operational changes, drawing upon professional concepts, and recognizing job-related problems; understanding the standard mission of the professional group and vision. Architecting technical solutions required to address customer requirements, assessing customers’ needs and recommending solutions that optimized value for both the customer and the firm.**

**Responsibilities:**

* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Understanding the clients’ priorities and escalation management
* Having good knowledge of development with LWC, Apex.
* Worked on Workflow-Flow migration so well verged with lightning flow concepts and customizations.
* Lead the testing and implementation of package development efforts, as well as coding, configuration, regular maintenance, installation, testing, and debugging, additionally managing timelines and manufacturing technical documentation
* Working extensively in Field Service Lightning (FSL).
* Having good knowledge on Custom Objects, Custom Triggers, Custom fields, Validation rules, page layouts, Record types, Relationships, data migrations, Workflow rules, debug logs
* Having knowledge on Reports and Dashboards
* Management of Requirement Analysis, Design Document, Build, and Unit Testing
* Creation and maintenance of Sandboxes
* Lead the team/project that migrated the apps from Classic to Lightning-Starting from discovery phase, UAT, Roll out, Optimization of the apps.
* Migrated consistently to Lightning from Classic in order for the sales reps to find Just-In-Time information about customers and prospects and close the deals faster.
* Performed detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE.
* Worked on building complex processes with significant development time savings with Omni cloud.
* Worked extensively on Omni Studio Data Raptors, and Integration Procedures.
* Efficiently inspected raw JSON data with an embedded procedure debugger by Omni studio.
* configured and developed Service Cloud and participated in stakeholder meetings to analyze requirements and set expectations to provide the necessary features.
* Created Financial Services Cloud users, profiles, and permission sets
* Used Lightning App Builder for Financial Services Cloud.
* Demonstrated insights into customer portfolios with Relationship Management
* Used Salesforce financial cloud for Displaying a 360-degree view of the customer with Life Events
* Created strategies for engagement with Action Plans and Working with Leads and Opportunities to provide the desirable outcomes.
* Worked extensively with Supporting client onboarding with Document Tracking & Approvals and also showing key insights with Reports.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Leveraged APEX Controller to make a call for external requests to retrieve data from various API’s and displayed them on to the component.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Minimized code in JavaScript Controllers by adding reusable functions in Helper Component.
* Updated the APEX Controller and Helper functions regularly making the Component Context Aware as per business requirement.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features.
* Tested apps by appending multiple components to a Lightning Application thereby deployed Applications from Sandbox to Production.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Experienced using Force.com IDE for creating, modifying, testing, and deploying Force.com Applications.
* Used SOQL and SOSL statements within Governor Limits for data manipulation needs of the application using platform database objects.
* Worked in the development and maintenance of Service Cloud/Marketing Cloud interfaces; this may require some basic programming in Ampscript

**Environment:** Apex Language, Visualforce, Lightning, LWC, Triggers, Trigger Handler, Flows, HTML, Java Script, SAQL, JSON, Saleforce.com platform, Reports and Dashboards, Data Loader, Data Prep tool, Data Manager, Sandbox data loading, Eclipse IDE Plug-in, JIIRA, Jenkins, DataSource, GitHub, Agile.

**Iron Mountain Inc - Bangalore, INDIA [Employer: HCL Technologies]**

**Role: Salesforce Lead**

**Duration: Feb 2017 – Jan 2020**

**Iron Mountain Inc is a global leader in storage and information management services and is planning to mobilize their Sales by rolling out sales cloud on Salesforce. As part of Excite Release Track 1.1, Proximus enables CS integration to achieve program objectives. Excite is a business Transformation program which aims at transforming the entire IT landscape within Iron Mountain Inc.**

**Responsibilities:**

* Coordinated business process review meetings with multiple teams to establish standard workflow processes.
* Experience on Salesforce modules objects like Campaigns Management, Leads and Opportunities
* Designed, Implemented and developed the Custom Objects, Page Layouts, Custom Tabs, and Components to suit to the needs of the application.
* Worked Omni studio integrations by Ips that can be called from an OmniScript, Apex method, or API.
* Provide a structured way to develop and evolve Service Cloud implementations comprised of core services, such as Case and Contact Management.
* Worked with business analyst to develop project implementation and develop plans including user interfaces.
* Design, implementation, administration and troubleshooting Apttus CPQ system, managing security profiles and providing technical support for Sales users.
* Used Community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Worked closely on Salesforce Commerce Support, Development and SFCC Configurations.
* Prepared and Reviewed Technical Designs for SFCC.
* With omni studio worked on several time saving tools that helped in reducing the time of development.
* Used Omni Studio to easily work with time-saving shortcut.
* Worked on Omni studios to simplifies complex development processes.
* Used Omni studio integration for more opportunities to reuse components
* Provide input to Product Marketing on client needs and industry trends for product enhancements and manage escalations and process improvement between Marketing Cloud and partners.
* Worked with the Business group for requirement gathering throughout the planning and implementation. Coordinate with business analysts for the issues requiring business analyst help.
* We have provided solutions and support for Single sign on SSO, ensuring compliance with international security standards like SAML 2.0.
* Hands on experience working with **Salesforce Commerce Cloud (SFCC)** formerly Demandware including Business Manager, pipelines, controllers, scripts, ISML, XML feeds.
* Designed and delivered the data integration & migration solution. Working on B2B and B2C store using WebSphere Commerce.
* Designed and developed Salesforce Sales Cloud solutions and technologies.
* Worked closely with delivery leads, business analysts, solution architects and product owners to architect technology solutions to meet business needs.
* Worked on Validating all application technical design specs for solution built on Salesforce Sales Cloud and Force dot com
* Created application and technical design documents which leverage Salesforce best practices; author technical design specification
* Exposure to callouts from salesforce to call external process on Heroku.
* Hands on experience on Salesforce Lightning and LWC for Customizing Reports and Dashboards for business use.
* SAML to grant user access to training, cases, communities and opportunities.
* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.
* Managing the end-to-end technical delivery for multiple Salesforce, Veeva, and Siebel and custom applications
* Provide sales and marketing data analysis and reporting including metrics and results for the marketing campaigns ROI.
* Integrate campaign members to Confidential and used them in Confidential.
* Create Triggered sends for continuous flow and provided sample REST API payloads.
* Developed custom Business logic using Apex Classes, Visual force pages and Lightning web components. Used Visual force components like Page Block, Command Buttons, Action support, Action Function.
* Created Consumer and Partner portals using communities and configuring it for enhanced business perspectives and worked with trigger and Trigger handler frameworks.
* Created various Profiles, Roles, and Page Layouts and configured the Permissions based on the Organization hierarchy requirements. Hands on experience on using languages like HTML, DHTML, HTML5 in attaching page content like data, images and videos.
* Developed the UI component architecture and API for application integration framework using Angular.JS.
* Implemented Wave analytics and designed Wave dashboards, lenses and datasets.
* Experience in Veeva integration on Salesforce/Force.com Platform.
* Worked on various Sales force/Veeva integrations with Oracle and other third-party systems to support Order Management module.
* Involved in Service cloud and Sales cloud for Implementation/Customization.
* Coordinated with QA team to fix the defects and maintain and customize Sales Cloud and Service Cloud applications.
* Created user Roles and Profiles, Security Controls and Sharing Settings, Permission Sets.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Defined Lookup and Master-Detail relationships on the standard and custom objects.
* Created Roll-up Summary fields to aggregate data from child records on the parent.
* Deliver support in the areas of SFDC Confidential configuration, administration, reporting, data migration, solution design and project coordination.
* Design workflow rules and specify related tasks, time triggered tasks, email alerts, filed updates to enable business logic.
* Work with Confidential Connect, Data Stream, query writing, data extensions and AMP Script.
* Develop different Email templates for implementation of dynamic email marketing program using AMP Script, HTML and CSS
* Used Field-level Security to ensure that protected data is only shared with authorized persons.
* Implemented SFDC web-to-lead functionality into the corporate site to make lead management simple and efficient.
* Used Salesforce.one for managing navigation and built custom Visualforce components with J Query Mobile and AngularJS.
* Created Visualforce Pages to provide UI to the custom objects and involve in activity of Docusign, Aura framework, Salesforce DX, MuleSoft, Checkmarx, CI/CD and Jenkins.
* Developed and maintained SFDC analytical reports and dashboards for management review and planning for accurate forecasting purposes.
* Created Custom Reports and Dashboards to track Opportunity pipeline/stages for Management visibility with the help of Salesforce Wave analytics.
* Installation and support of App Exchange applications like exact target and Market.
* Created Lightning app for company's retail product page to display items from inventory.
* Fixed issues with custom Lightning Event Management app on styles & controllers for in-built apps.
* Proficiency in data migration and integration using data loader and hands on experience in using ETL tools for handling large data volumes.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, J-query, Tool tip & Auto Complete widget, SOAP, REST, BULK and METADATA API.
* Used SOQL and SOSL for data manipulation needs of the application using platform database objects
* Created Visualforce pages to provide customer status to sales team and executive team based on different geographical location filters.

**Environment:** Apex & Trigger, Visualforce, Lightning, LWC, HTML, Java Script, SAQL, JSON, Saleforce.com platform, Reports and Dashboards, Data Loader, Data Prep tool, Data Manager, Sandbox data loading, Eclipse IDE Plug-in, JIIRA, Jenkins, DataSource, GitHub, Agile.

**Proximus, Belgium - [Employer: Infosys Limited]**

**Role: Billing Analyst**

**Duration: Feb 2014 – Jan 2017**

**Implementing Huawei Online Charging System (OCS) in Proximus Telecom Company (Belgium’s Largest Telecom Service Provider). Implementation of this project enables Proximus customers to monitor accurately and in near real time the usage of the communication bundles (data, SMS, Voice) within Proximus.**

**Responsibilities:**

* Validation and verification of invoice generated between old and new billing
* An incremental approach followed for the migration process to ensure bills are processed accurately and delivered on time by reviewing customer invoices, performing bill cycle audit procedures, and trending analysis.
* Preparing the billing reports by collecting, analyzing, and summarizing data and trends for Financial Audit team.
* Responsible for ensuring accurate and complete migration of data from legacy application to OCS platform.
* Supporting parallel runs between legacy and new platform to ensure no leakage of revenue and accurate invoicing.
* Work on Production Defects and Support QAT for the same
* Used JDBC to connect and perform operations on database
* Responsible for fixing the production issues and supported the application after pushing to the production
* Designed and created various tables required for the project in MySQL database.
* Used Log4j to capture the log that includes runtime exceptions and debug information.

**Environment:** Unix, Oracle, MySQL, Shell Script, PowerBI, Arbor Kenan, Excel, HPSM