

# UMAR ABDUL AZIZ

## Senior Salesforce Developer

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## SUMMARY

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Experienced Senior Salesforce Developer with over 5 years of proven success designing, developing, and maintaining complex Salesforce solutions. Expertise in analyzing business requirements, translating them into Salesforce solutions, and optimizing platform capabilities. Skilled in custom object design, workflow development, and data management to ensure integrity and quality. Deep understanding of Salesforce security, compliance, user management, and system upgrades. Proven track record in team leadership, providing guidance and mentorship to drive effective Salesforce administration and business outcomes.

## WORK EXPERIENCE

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### Tkxel

Senior Salesforce Developer

May 2021 - Present

**Solution Design and Implementation:** Designed and implemented scalable Salesforce solutions to automate complex business processes for Anderson Business Advisors, a leading law firm in the USA.

**Custom Development:** Developed custom Salesforce applications using Apex, Visualforce, Lightning Web Components (LWC), and other Salesforce tools to enhance user experience and meet client specific requirements.

**System Integration:** Integrated Salesforce with external systems using REST/SOAP APIs and middleware platforms to ensure seamless data flow and improved operational efficiency.

**Workflow Automation:** Automated key business workflows, including lead management, client onboarding, and document generation, leveraging Flows, Process Builder, and custom triggers.

**Data Management:** Led data migration and management efforts, ensuring data accuracy, security, and compliance with organizational standards and policies.

**Performance Optimization:** Conducted regular system performance analysis and optimization to improve application speed and reliability.

**Stakeholder Collaboration:** Worked closely with U.S.-based stakeholders, including product managers and business analysts, to gather requirements, provide updates, and ensure alignment with business goals.

**Team Leadership:** Mentored junior developers and contributed to code reviews, ensuring adherence to best practices and high code quality.

**Compliance and Documentation:** Prepared detailed technical documentation and ensured compliance with Salesforce and industry standards throughout development.

### SMART-IS

Programmer Analyst (Salesforce Administrator)

July 2019 - May 2021

**System Administration:** Managed and maintained the Salesforce environment, including user provisioning, profile management, and access control, ensuring adherence to security and compliance standards.

**Configuration and Customization:** Configured Salesforce objects, fields, workflows, validation rules, and page layouts to meet dynamic business requirements and optimize system functionality.

**Data Management:** Performed data import, export, and cleansing activities using Data Loader and Excel, ensuring data accuracy and consistency across Salesforce.

**Workflow Automation:** Automated business processes by designing and implementing Flows, Process Builder, and workflow rules to streamline lead management, client onboarding, and task allocation.

**Reporting and Dashboards:** Developed and managed custom reports and dashboards to provide actionable insights, enabling stakeholders to make data-driven decisions.

**Integration Support:** Assisted in integrating Salesforce with third-party applications using REST APIs, ensuring seamless data synchronization and improved operational workflows.

**User Training and Support:** Delivered end user training sessions and provided ongoing support to ensure optimal utilization of Salesforce features and capabilities.

**System Performance Optimization:** Monitored system performance, identified issues, and implemented solutions to enhance efficiency and reliability.

**Documentation and Compliance:** Created and maintained detailed documentation, including system configurations, workflows, and user manuals, ensuring alignment with Salesforce best practices.

## CERTIFICATIONS

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Salesforce Sales Cloud Consultant  
AI Specialist  
Salesforce Platform App Builder  
AI Associate

Platform Developer 1  
Salesforce Advanced Administrator  
Salesforce Administrator  
Salesforce Associate

## KEY ACHIEVEMENTS

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**Increased Efficiency:** Automated business processes using Salesforce, reducing manual work by 30% and saving 15 hours per week for the team.

**Project Delivery:** Led a Salesforce implementation project that was completed 2 weeks ahead of schedule, resulting in faster deployment and increased client satisfaction.

**Improved Sales Performance:** Developed and implemented a custom Salesforce solution that improved lead conversion rates by 25%.

**Cost Reduction:** Optimized Salesforce workflows, resulting in a 20% reduction in operational costs.

**Customer Retention:** Introduced new Salesforce features that increased customer retention by 15% over a 6-month period.

## SKILLS

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### Technical Skills

- **Salesforce Platform Expertise:** Advanced knowledge of Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud, and AppExchange solutions.
- **Apex Development:** Proficiency in Apex triggers, classes, batch processing, and asynchronous programming.
- **Lightning Framework:** Expertise in Lightning Web Components (LWC), Aura Components, and Lightning App Builder.
- **Integration:** Skilled in integrating Salesforce with external systems using REST/SOAP APIs, Platform Events, and middleware tools like MuleSoft.
- **Declarative Tools:** Proficiency in Flows, Process Builder, Validation Rules, and Workflow Rules for automation.
- **Data Management:** Advanced knowledge of SOQL, SOSL, and tools like Data Loader and Salesforce Inspector.
- **Custom Development:** Experience with Visualforce, custom metadata, and custom objects.
- **Einstein Analytics:** Familiarity with Einstein AI, Analytics Studio, and predictive analytics capabilities.
- **Version Control & Deployment:** Proficiency in Git, Salesforce DX, and CI/CD tools like Gearset, Copado, or Jenkins.
- **Security:** Expertise in role hierarchies, profiles, permission sets, and field-level security.

### Consulting and Analytical Skills

- **Requirement Gathering:** Ability to translate business needs into technical requirements.
- **Solution Design:** Expertise in designing scalable, user-centric Salesforce solutions.
- **Business Process Optimization:** Skill in streamlining workflows and automating processes to improve efficiency.
- **Problem-Solving:** Advanced analytical and debugging skills to resolve complex issues.
- **Stakeholder Management:** Proven ability to collaborate with cross-functional teams and manage client expectations.

## Soft Skills

- **Communication:** Excellent verbal and written communication skills for presenting solutions and training users.
- **Leadership:** Ability to mentor junior team members and lead projects.
- **Adaptability:** Skilled at managing change in dynamic environments.
- **Time Management:** Expertise in prioritizing tasks and meeting deadlines under pressure.

## PROJECTS

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- **Custom Sales Process Automation**  
Designed and implemented automated workflows and approval processes using Flows and Process Builder, reducing lead-to-opportunity conversion time by 30%.
- **Lightning Component Development**  
Built dynamic Lightning Web Components (LWCs) for a client-facing portal, enhancing user experience and enabling real-time data visualization.
- **System Integration with Third-Party Platforms**  
Integrated Salesforce with external applications using REST/SOAP APIs, ensuring seamless data synchronization and a 25% increase in process efficiency.
- **Custom Object and Schema Design**  
Developed custom objects, fields, and relationships to support unique business requirements, improving data organization and reporting accuracy.
- **Data Migration and Cleansing**  
Executed data migration activities using Data Loader, ensuring 100% data integrity and eliminating redundant records during a major system upgrade.
- **Role Hierarchy and Security Setup**  
Configured user roles, profiles, and sharing settings to align with organizational security policies, enhancing data access control.
- **Custom Reporting and Dashboards**  
Created actionable dashboards and reports tailored to stakeholder needs, improving decision-making with real-time analytics.
- **Case Management Automation**  
Implemented automation for support case routing and SLA tracking, reducing case resolution time by 20% and improving customer satisfaction.
- **Einstein Analytics Implementation**  
Designed and deployed Einstein Analytics dashboards for predictive insights, enabling proactive decision-making for business growth.
- **Community Cloud Implementation**  
Developed and customized a Salesforce Community for client interaction, improving customer engagement and self-service capabilities.

## EDUCATION

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### The University of Lahore

Bachelors of Science in Software Engineering

2014 - 2019

I hold a **Bachelor of Science in Software Engineering**, with expertise in software development, system design, and database management. My studies equipped me with strong problem-solving and technical skills for creating scalable and efficient software solutions.

## LANGUAGE

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English Fluent

Urdu Native