

Irfan Ali

Senior Salesforce Engineer (8 x certified)

Karachi, Pakistan

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Born 29/01/1998

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I'm a Pakistani citizen. I have Anabin certificate (issued by German Govt) and German language skills up to A2 (ongoing learning) and I can provide my own visa/work permit for Germany within 5-7 weeks. My notice period is 30 days.

TECHNICAL SKILLS

Salesforce (5 years of project experience) | Apex (5) | Lightning Components (5) | Lightning Web Components (5) | Apex Triggers (5) | Visualforce (4) | Batch Classes (5) | Schedule Classes (5) | Service Cloud (5) | Sales Cloud (5) | Marketing Cloud (4) | Experience Cloud (4) | Field Service Lightning (4) | Health Cloud (2) | Pardot (2) | Salesforce Administration (5) | Salesforce Configuration (5) | Lightning Flows (5) | SFDX (5) | WorkBench (5) | Data Loader (5) | JavaScript (4) | HTML (4) | CSS (4) | JSON (4) | XML (4) | REST API (5) | SOAP API (5) | Streaming API (5) | Bulk API (5) | AppExchange (2) | Data Migration (5) | Data Cleaning (5) | Integration (4) | JIRA (5) | Trello (2) | Process Builder (5) | Workflow (5) | Approval Process (5) | VS Code (5) | Deployment (5) | Agile Methods/Scrum (5) | DevOps Center (2) | Copado (2) | Change Sets (5) | Asynchronous Apex (5)

WORK EXPERIENCE

01/2024 – today

Senior Developer / Senior Salesforce Developer

Xloop Digital Services LLC, Karachi, Pakistan

Client Project: International Cricket Council (ICC) – ICC built on Salesforce to automate booking and reservation system. As a Lead developer I'm working in an agile team of 5 Salesforce engineers implementing the project's architecture from scratch using APEX, Lightning Components and LWC. Integrated Gomeddo (Booker25) system with Salesforce. I designed and created community sites for partner users. Created Lightning Web Components for displaying booking schedules and reservation details. Developed custom solutions and features within Salesforce to meet the specific requirements of the ICC cricket project. Customized and optimized standard Salesforce pages by integrating Lightning Web Components, enabling seamless navigation and data visualization for end-users. Implemented Apex triggers, classes, and Visualforce pages to automate processes and enhance system functionality.

Implemented data migration strategies to transfer existing data into the Salesforce system, ensuring accuracy and integrity. Customized Salesforce objects, fields, and page layouts to align with the unique business processes of ICC's cricket events and bookings. Provided ongoing support, troubleshooting, and addressed user queries to maintain a smooth operation of the CRM platform. Collaborated with cross-functional teams, including business analysts and stakeholders, to gather requirements and translate them into scalable Salesforce solutions.

Tech used: Sales Cloud | Experience Cloud | Apex Classes | Lightning Web Components | Batch Classes | Apex Triggers | Lightning Flows | REST APIs | SOAP APIs | Visual Studio | Salesforce Configurations | Salesforce Security Health Check | Validation Rule | Gomeddo Integration | Visual Force Pages | Apex Test Classes.

12/2021 – 12/2023

Senior Developer / Senior Salesforce Platform Engineer

10 Pearls Pvt Ltd, Karachi, Pakistan

Client Project: Summit Health - US Summit medical group use Salesforce Marketing Cloud and Pardot to automate campaigns and communication with Patients and Service Providers. As a Senior Salesforce Marketing Cloud developer I'm working in an agile team of 5 Salesforce engineers (15 team members work on the project altogether), implementing the Marketing Cloud

and Pardot. Configured marketing cloud connector between Salesforce sales cloud org and Marketing cloud enterprise 2.0 instance. Scope and drive the creation of digital solutions, email campaigns, email reporting, and data integration. Used Journey Builder in running more than 50+ different campaigns along with Automation Studio and Contact Builder. Designed personalized email and content using AMPScript, HTML and CSS in Content Builder. Used AMPScript in developing dynamic Email/Push marketing. Setup Social Studio workspaces and trained social media managers on how to use the platforms. Used Analyze dashboards in Marketing Cloud Social Studio to monitor social accounts, competitors and other social data. Used Social Studio Automate along with Social Studio to reduce the manual handline of social media content. Worked on language translation. Integrated Salesforce Marketing Cloud with third party database system to fetch the data using REST APIs.

Tech used: Marketing Cloud | Sales Cloud | Pardot | Email Studio | Social Studio | Mobile Studio | Interaction Studio | Journey Builder | Marketing Cloud Connector | Apex Classes | Lightning Flows | REST APIs | Apex Test Classes.

Client Project: Home School Legal Defense Association - US homeschooling app built on Salesforce to automate online education programs in the US. As a Senior developer I'm working in an agile team of 5 Salesforce engineers (15 team members work on the project altogether), implementing the project's architecture from scratch using APEX, Lightning Components and LWC. Connected Facebook and Salesforce with REST web services. I designed and created community sites for 5k+ partner users. Created Lightning Web Components for Sign Up, Login, Profile, Membership and Payment pages. Created more than 50 LWC components for whole application and connected each component through event handling. Customized and optimized standard Salesforce pages by integrating Lightning Web Components, enabling seamless navigation and data visualization for end-users. Enhanced system performance by refactoring existing Visualforce pages and Aura components into Lightning Web Components, reducing page load times by 50%. Integrated LWC with external APIs, enabling real-time data synchronization between Salesforce and external systems, ensuring accurate and up-to-date information for users.

Improved speed and performance of the app by optimizing code from the initial average range of <8 sec. to 3-5 sec. Integrated it with payment gateway systems using REST APIs. Integrated with external databased using SOAP web service. Also integrated Google and Apple wallet with Salesforce. Deployed the project via Copado CICD.

Tech used: Sales Cloud | Experience Cloud | Apex Classes | Aura Components | Lightning Web Components | Batch Classes | Apex Triggers | Lightning Flows | REST APIs | SOAP APIs | Visual Studio | Salesforce Configurations | Salesforce Security Health Check | Validation Rule | Payment Gateway Integration | Visual Force Pages | Apex Test Classes.

12/2020 – 12/2021

Senior Developer / Salesforce Developer

Cloud Primero B.V Pvt Ltd, Karachi, Pakistan

Client Project: Modern Mill Inc. - US construction material company with the need to automate their sales/marketing processes. My job was to introduce them to Salesforce as they were new to it, and provide the architectural design, technical solutions and best practice configurations /customizations. Implemented the sales cloud instance from scratch and considered governor limits in the agile delivery model. Worked on app development with APEX Classes, SOQL, Triggers, Lightning components and LWC. In this project, we embarked on a comprehensive Salesforce Marketing Cloud implementation to revolutionize our digital marketing and customer engagement strategies. Our primary objectives were to enhance personalized communications, automate marketing workflows, and optimize customer journeys for

maximum impact. Developed and executed marketing automation strategies, including email campaigns, customer journeys, and personalized content. We successfully configured Marketing Cloud to seamlessly integrate with our Salesforce CRM, enabling data-driven segmentation, dynamic content delivery, and detailed campaign tracking.

Tech used: Sales Cloud | Marketing Cloud | Apex Class | Aura Component | Lightning Web Components | Apex Triggers | Test Classes | Lightning Flows | Custom Objects | Sharing Rules | SOQL | Data Loader | Web-to-Lead | Email-to-Lead | Lead Assignment Rule | Custom Lead Conversion Process | REST APIs | Process Builder | Work Flows | Zapier.

Client Project: The Oncology Institute - US-American chemo service provider managing patient data. I was in charge of automating patient schedules implementing Health Cloud, Sales Cloud and Service Cloud in a single organization. Installed Health Cloud package and configured electronic health records. Created an appointment flow for external users. Configured Sales and Service Cloud instances and took charge of omnichannel. Integrated Facebook messenger with Salesforce. Provided corresponding permissions to users from 16 countries. Delivered feature specific demos to various country managers and attracted requests for proposals (RFTs) from 4 countries. Created connected apps for authentication and tested various APIs using tools like Postman and Workbench. Worked on Salesforce DX with scratch orgs approach. Was hands-on in Service cloud implementations, web-to-case, email-to-case. Integrated Jot forms and Zoho Forms with Salesforce.

Tech used: Health Cloud | Sales Cloud | Service Cloud | Omni Channel | WorkBench | Data Loader | Lightning Web Components | Aura Components | Lightning Pages

| App Builder | Integration | Lightning Flows | Process Builder | Approval Process | Validation Rules | Record Types.

01/2018 – 12/2020

Administrator & Developer / Salesforce Administrator

BiznusSoft Inc, Karachi, Pakistan

Client Project: BriefCam Ltd. - US-based Canon camera provider. As a Salesforce Developer, I implemented Service Cloud. Configured Email-to-Case and Web-to-Case for generating cases from an email and Website. Omnichannel had been configured to automate the case assignment process based on Round Robin rule. Implemented embedded service chat feature to provide online support to customers. Configured live agent service rep routing to response the query of customer. Integrated WhatsApp for SMS automation with Salesforce. Integrated HubSpot with Salesforce to improve the performance by combining sales and marketing team. Implemented Service Cloud Communities, fostering a vibrant online customer community where users could share knowledge and find answers to common queries, reducing the strain on customer support resources by 20%. Regularly conducted system audits and implemented best practices to maintain data cleanliness and system performance, ensuring optimal functionality of Salesforce Service Cloud.

Provided support to 35K+ users from all over the world. Resolved maintenance issues/user stories. Created users, profiles, permission sets, roles, groups, and shared rules to maintain security in the app. Worked on Apex classes, Triggers, workflow rules. Deployed the components using change sets and DevOps center to higher environments. Created validation rules, reports and worked on test classes to help the team achieve the desired code coverage for production deployment.

Tech used: Sales Cloud | Salesforce Lightning | Salesforce Lightning Web Components | Custom Objects | Validation rules | Reports | Flow | Visualforce pages | Apex | Triggers | Formula fields | Email templates | Change sets | Report types.

Client Project: Bonafide - a US home kitchen service automating their business using FLS. Utilized Field Service Lightning (FSL) to create and manage work orders, ensuring accurate assignment of tasks to technicians

based on skills, location, and workload, leading to a 25% improvement in on-time service delivery. Developed customized FSL mobile apps for technicians, providing access to critical customer information, work order details, and knowledge base resources offline, ensuring technicians are equipped with necessary information even in areas with limited connectivity. Implemented Salesforce Field Service to optimize field operations, resulting in a 30% increase in technician productivity and a 20% reduction in service response time.

Created a custom technician assignment screen using Visual force page, created custom PDF invoices and designed inventory management system and did integration with Quickbooks.

Tech used: Field Service Lightning | Apex Classes | Apex Triggers | Visual force Pages | Process Builder | Workflow Rules | Permission Sets | Sharing Setting | Salesforce Configuration | Report Types | Dashboards.

EDUCATION

01/2016 – 10/2019

Software Engineering / Bachelor in Engineering (B.E)

Mehran University Of Engineering and Technology, Jamshoro, Pakistan.

CERTIFICATIONS

Salesforce Certified Administrator | Salesforce Certified Platform Developer 1 | Salesforce Certified Platform Developer 2 | Salesforce Certified Sales Cloud Consultant | Salesforce Certified Service Cloud Consultant | Salesforce Certified Experience Cloud Consultant | Salesforce Certified Platform App Builder | Salesforce Certified Associate | Highest rank on **Trailhead**.

LANGUAGE SKILLS

English (C1) | German (A2) ongoing learning | Urdu (Mother Tongue) | Hindi (B1).

HOBBIES

Performing Yoga | Playing cricket | Volunteering at social welfare events.