

# IRFAN ALI

## SENIOR SALESFORCE ENGINEER (10X CERTIFIED)

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Address: Dubai, UAE.

### PROFESSIONAL SUMMARY

Senior Salesforce Engineer with 5+ years of experience and 8 Salesforce certifications. Specializes in Apex, Lightning Components, LWC, and API integrations. Proven track record in agile project delivery, optimizing Salesforce platforms, and leading international teams. Fluent in English, with ongoing German language studies and readiness to relocate to Germany.

### EXPERIENCE

#### Omnific Solutions LLC, Dubai, UAE

##### Senior Developer / Senior Salesforce Developer

01/2024 – Present

##### International Cricket Council (ICC) Project:

- Lead developer in an agile team of 5 Salesforce engineers, implementing the project's architecture from scratch.
- Integrated Gomeddo (Booker25) system with Salesforce.
- Designed and created community sites for partner users.
- Developed Lightning Web Components (LWC) for displaying booking schedules and reservation details.
- Customized and optimized standard Salesforce pages by integrating LWCs for seamless navigation and data visualization.
- Implemented Apex triggers, classes, and Visualforce pages to automate processes and enhance functionality.
- Executed data migration strategies ensuring accuracy and integrity within Salesforce.
- Customized Salesforce objects, fields, and page layouts to align with ICC's business processes.
- Provided ongoing support, troubleshooting, and addressed user queries to maintain smooth CRM operation.
- Collaborated with cross-functional teams to gather requirements and translate them into scalable Salesforce solutions.

#### 10 Pearls Pvt Ltd, Karachi, Pakistan

##### Senior Developer / Senior Salesforce Platform Engineer

12/2021 – 12/2023

##### Summit Health Project:

- Senior Salesforce Marketing Cloud developer in an agile team of 5 Salesforce engineers, contributing to a larger team of 15 members.
- Implemented Marketing Cloud and Pardot to automate campaigns and communication with patients and service providers.
- Configured the marketing cloud connector between Salesforce Sales Cloud and Marketing Cloud Enterprise 2.0 instance.
- Scoped and drove the creation of digital solutions, including email campaigns, email reporting, and data integration.
- Managed over 50 campaigns using Journey Builder, Automation Studio, and Contact Builder.
- Designed personalized email and content using AMP Script, HTML, and CSS in Content Builder.
- Developed dynamic email/push marketing using AMP Script.
- Set up Social Studio workspaces and trained social media managers on platform use.
- Used Analyze dashboards in Marketing Cloud Social Studio to monitor social accounts, competitors, and social data.
- Automated social media content management using Social Studio Automate.
- Integrated Salesforce Marketing Cloud with third-party databases using REST APIs.

### Home School Legal Defense Association Project:

- Senior developer in an agile team of 5 Salesforce engineers, part of a 15-member project team.
- Implemented the project's architecture from scratch using Apex, Lightning Components, and LWC.
- Connected Facebook and Salesforce through REST web services.
- Designed and created community sites for 5,000+ partner users.
- Developed over 50 Lightning Web Components (LWC) for various application pages, such as Sign Up, Login, Profile, Membership, and Payment.
- Customized and optimized standard Salesforce pages, integrating LWCs for enhanced navigation and data visualization.
- Refactored existing Visualforce pages and Aura components into LWCs, reducing page load times by 50%.
- Integrated LWCs with external APIs for real-time data synchronization between Salesforce and external systems.
- Improved app speed by optimizing code, reducing response time from <8 seconds to 3-5 seconds.
- Integrated payment gateway systems and external databases using REST and SOAP web services.
- Integrated Google and Apple Wallet with Salesforce.
- Deployed the project via Copado CICD.

### Cloud Primero B.V Pvt Ltd, Karachi, Pakistan

#### Senior Developer / Salesforce Developer

12/2020 – 12/2021

#### Modern Mill Inc. Project:

- Introduced Salesforce to Modern Mill Inc., a US construction material company, and provided architectural design, technical solutions, and best practice configurations.
- Implemented Sales Cloud instance from scratch, adhering to governor limits within an agile delivery model.
- Developed app features using APEX Classes, SOQL, Triggers, Lightning Components, and LWCs.
- Led the Salesforce Marketing Cloud implementation to enhance personalized communications, automate marketing workflows, and optimize customer journeys.
- Configured Marketing Cloud to integrate seamlessly with Salesforce CRM, enabling data-driven segmentation, dynamic content delivery, and detailed campaign tracking.
- Led the automation of patient schedules by implementing Health Cloud, Sales Cloud, and Service Cloud in a single organization.
- Installed and configured the Health Cloud package, including electronic health records.
- Created appointment flows for external users and configured Sales and Service Cloud instances.
- Managed omnichannel implementation and integrated Facebook Messenger with Salesforce.
- Provided permissions to users from 16 countries and delivered feature-specific demos, attracting RFPs from 4 countries.
- Created connected apps for authentication and tested various APIs using tools like Postman and Workbench.
- Implemented Service Cloud features, including web-to-case and email-to-case, and integrated Jot Forms and Zoho Forms with Salesforce.

### BiznusSoft Inc, Karachi, Pakistan

#### Administrator & Developer / Salesforce Administrator

01/2018 – 12/2020

#### BriefCam Ltd. Project:

- Implemented Service Cloud and configured Email-to-Case and Web-to-Case for automated case generation.
- Configured Omni-channel for automated case assignment using the Round Robin rule.
- Implemented embedded service chat for online customer support and configured live agent routing.
- Integrated WhatsApp for SMS automation with Salesforce.
- Integrated HubSpot with Salesforce to improve sales and marketing team performance.
- Implemented Service Cloud Communities, reducing customer support strain by 20%.
- Conducted regular system audits and implemented best practices for data cleanliness and system performance.
- Provided support to over 35,000 users globally, resolving maintenance issues and user stories.

### Bonafide Project:

- Utilized Field Service Lightning (FSL) to create and manage work orders, improving on-time service delivery by 25%.
- Developed customized FSL mobile apps for technicians, ensuring access to critical information offline.
- Implemented Salesforce Field Service, increasing technician productivity by 30% and reducing service response time by 20%.
- Created custom technician assignment screens using Visualforce, custom PDF invoices, and designed an inventory management system integrated with QuickBooks.

## EDUCATION AND TRAINING

**Mehran University of Engineering and Technology, Jamshoro, Pakistan 01/2016 – 10/2019**

Software Engineering / Bachelor in Engineering (B.E)

## 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

## SKILLS

- **Salesforce Development:** Apex Classes, Lightning Web Components (LWC), Visualforce Pages, Aura Components, Apex Triggers, SOQL
- **Integration:** REST APIs, SOAP APIs, Gomeddo Integration, Payment Gateway Integration, Marketing Cloud Connector, Facebook Integration, WhatsApp SMS Automation, HubSpot Integration, QuickBooks Integration, Jot Forms, Zoho Forms, Zapier Integration
- **Project Management:** Agile methodologies, Team leadership, Copado CICD Deployment, Governor Limits Compliance, System Audits, Best Practices Implementation, Maintenance Issue Resolution, Change Set Deployment, DevOps Center, Technical Solutions Design
- **Customization:** Salesforce Configurations, Custom Objects, Validation Rules, Salesforce Security Health Check, Community Sites, Workflow Rules, Process Builder, Page Layouts, Record Types, Custom Lead Conversion Process, Reports, Dashboards, Formula Fields
- **Marketing Automation:** Marketing Cloud, Pardot, Journey Builder, Email Studio, Social Studio, Mobile Studio, Interaction Studio, AMP Script, Email Campaigns, Customer Journeys, Dynamic Content Delivery, Marketing Automation Strategies
- **Data Management:** Data Migration, Data Integrity, Salesforce Object Customization, Data Loader, Web-to-Lead, Email-to-Lead, Lead Assignment Rules, Salesforce DX, Scratch Orgs
- **Client Interaction:** Requirement Gathering, Cross-functional Collaboration, Social Media Training, User Permissions Management, Feature Demos, Request for Proposals (RFPs), Multi- Country Collaboration, Global User Support, Knowledge Sharing, User Story Resolution, Feature Deployment
- **Salesforce Implementation:** Health Cloud, Sales Cloud, Service Cloud, Omnichannel, Process Builder, Workflows, Field Service Lightning (FSL), Custom Mobile App Development, Work Order Management, Technician Assignment, Service Cloud Communities
- **Performance Optimization:** Code optimization, Page load time reduction, Data synchronization
- **Technical Tools:** Visual Studio, Batch Classes, Lightning Flows, Apex Test Classes, Postman, Workbench, App Builder, Approval Processes
- **Security Management:** User Profiles, Permission Sets, Roles, Groups, Sharing Rules

## LANGUAGES

- English (C1)
- German (B2) currently enrolled in B2, actively learning