MOHAMMAD SAAD

PERSONAL DETAILS

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SUMMARY OF QUALIFICATIONS:

Salesforce-certified Developer & Administrator with over 5 years of experience, delivering end-to-end solutions across Sales Cloud, Service Cloud, Experience/Community Cloud, Financial Services Cloud, Health Cloud, and Marketing Cloud. Expert in Apex, Visualforce, Lightning Web Components (Aura & LWC), Flows, Process Builder, OmniStudio, and secure-coding best practices. Proven hands-on success with REST/SOAP/Bulk API integrations, Salesforce Shield (encryption & event monitoring), and DevOps pipelines built on Git, Jenkins, Bitbucket, Copado, Azure DevOps, SFDX with 90%+ unit-test coverage and static-code analysis (SonarQube). Experienced in automating complex business processes, and producing advanced reports, dashboards, and Tableau CRM analytics that boost visibility and decision-making. Thrive in Agile/Scrum teams, mentor junior developers, learn new tools rapidly, and consistently deliver scalable, compliant, high-performance Salesforce applications under tight deadlines.

SKILLS:

Technical Skills:

Salesforce: Apex, Visualforce, Lightning Web Components (LWC), Aura, Process Builder, Flows, Reports & Dashboards, SOQL, SOSL, Batch, Scheduler, Integration, Data loaders, Triggers, Test Class, Security models, Reports, Dashboards etc.
Salesforce Clouds: Sales Cloud, Service Cloud, Health Cloud, Financial Services Cloud, Marketing Cloud
Integration Tools: REST/SOAP APIs, MuleSoft, Postman, Workbench, Data Loader
Development Tools: VS Code, Git, Jenkins, JIRA, Bitbucket, Copado, Azure Devops
Languages: Apex, JavaScript, HTML, CSS, SQL, JSON , Python, C++
Testing & Debugging: Salesforce Inspector, Chrome Developer Tools, Selenium (basic for Salesforce UI testing)
Methodologies: Agile, Scrum
Data Analytics Tools: Tableau CRM (Einstein Analytics), Power BI (basic for Salesforce data visualization) , Microsoft 365, Google Suite

Interpersonal Skills:

- Organized & Dependable candidate successful at managing multiple priorities with a positive attitude.
- Willingness to take on added responsibilities to meet team goals.
- Trained newly joined developers in Salesforce.

WORK EXPERIENCE:

- **Salesforce Developer (Deloitte)**   *Sept 2020 – Aug 2023(Permanent – full time), Jan 2024 – July 2025 (Contract – part time/freelancing)*
  Certifications: Salesforce Certified Administrator, Platform Developer I

Projects:

1. **Pfizer Polaris (SFDC Developer, Sales, Service, Health Cloud)**
   - Contributed to Deloitte's ConvergeHEALTH Connect platform implementation for patient services and therapy management.
   - Managed Profiles, Roles, Permission Sets and Assignments, Sharing Rules, and User Setup, improving security as per HIPAA (Health Insurance Portability and Accountability Act) compliance.
   - Developed Apex triggers, Formulas, Validation rules, Classes, Flows and Test classes, optimizing processes and improving response time by 10% for critical workflows.

- Executed deployments using Copado and supported release cycle management.
- Collaborated within Agile teams, utilizing Jira for task tracking and sprint planning, ensuring timely delivery of project milestones and adherence to Agile best practices.
- Collaborated with the marketing team to integrate Marketing Cloud Journeys with Health Cloud data, enabling targeted communication campaigns and enhancing patient engagement through email automation.
- **Advanced Reporting & Analytics:**
- Built and maintained 70+ reports and dashboards, improving operational visibility by 25% through data-driven insights
- Leveraged advanced reporting features including custom report types, row-level formulas for patient calculations, summary formula fields for aggregates, cross-block formulas for multi-object analysis, bucket fields for patient segmentation, and joined reports for unified therapy management and patient care analysis
- Built dynamic dashboards with filtered components, real-time metric tracking, and role-specific visibility settings for patient engagement, therapy adherence, and program effectiveness
- Implemented report and dashboard folder structure with security settings, and managed report subscriptions for automated delivery to stakeholders

2. Marriott (SFDC Developer, Sales, Community and Service Cloud)

- Developed and deployed custom Lightning Web Components (LWC) to display real-time account and contact details, enabling users to quickly view related records, recent activities, and open cases directly from the account page layout—enhancing agent productivity and reducing navigation time.
- Configured and customized Sales Cloud features such as Opportunity Stages and Lead Assignment Rules by updating picklist values, defining criteria-based rules, and setting up team member notifications, resulting in smoother sales transitions and reduced lead leakage.
- Created and deployed Email Templates for various lead and opportunity stages to standardize communication and improve follow-up consistency.
- Configured Community Cloud portals to enhance customer self-service options, improving overall user experience
- Supported configuration and testing of Salesforce CPQ features, including quote templates, pricing rules, and product bundles, as part of broader Sales Cloud implementations.
- Designed and developed custom applications on Salesforce using Apex, Visualforce, and Lightning Web Components (LWC).
- Integrated Salesforce with third-party systems (e.g., payment gateways, DocuSign) using REST/SOAP APIs to enable seamless data exchange.
- Developed and optimized workflows, approval processes, and advanced triggers to automate key business processes.
- Configured and customized Service Cloud to improve case management and customer support efficiency, including knowledge articles and omni-channel routing.
- Collaborated with business analysts to gather and analyze requirements for Salesforce enhancements, ensuring alignment with industry standards.
- Performed system maintenance, including debugging, testing, and Salesforce version upgrades.
- Developed test classes to maintain 90%+ code coverage, ensuring deployment success.

    Key Achievements:
- Improved sales pipeline visibility by 30% by designing custom reports and dashboards
- Automated repetitive tasks using Salesforce Flows, saving 40+ hours per month for the sales team.

3. Eversana (SFDC Developer, Sales, Health Cloud)

Contributed to an integrated patient services hub, focusing on improving patient and partner experiences.

- Developed custom components using Aura components to meet client requirements, enhancing user satisfaction.
- Facilitated document generation using Salesforce Omnistudio, which streamlined administrative workflows, reducing the manual workload for users.
- Integrated Salesforce org with Melissa Address Validation service using REST API calls, enhancing address accuracy and reducing manual data entry errors by automating validation at the point of entry.
- Led data migration initiatives using Data Loader and Workbench, ensuring data accuracy and seamless Salesforce org transitions.
- Gained practical experience in Azure DevOps for deployment tasks including creating pull requests, executing deployments, resolving deployment errors, ensuring seamless transitions with zero downtime, and reducing post deployment incidents
- Collaborated with DevOps teams by following established deployment documentation and processes, including adherence to pre-deployment and post-deployment procedures.
- User account setup, including roles, profiles, and permissions, to ensure appropriate access levels.
- Designed and implemented basic customizations, such as custom objects, fields, and page layouts, to meet client requirements.
- Creation of reports, dashboards, and list views for end-users to track key business metrics.

- Conducted routine system maintenance, including monitoring system logs and troubleshooting login or access issues.
- Provided first-level support to users by addressing common issues and guiding them through basic Salesforce functionality.
- Documented processes and created training materials for end-user onboarding and education.

Key Achievements:
- Successfully managed data migration project involving the transfer of 5K+ records with minimal errors.
- Streamlined lead tracking for a small sales team by customizing Sales Cloud features, improving productivity.

4. Lincoln Financial (SFDC Developer, Finance Cloud)
- Developing and customizing Financial Services Cloud to enhance client lifecycle management and streamline advisor workflows.
- Configured Financial Accounts, Action Plans, and Rollups; collaborated with business analysts to tailor Lightning Pages for relationship managers using customized components and dashboards for high-net-worth client insights.
- Created Record Types and Page Layouts tailored for different financial products such as brokerage and retirement accounts, ensuring relevant data visibility for service reps and advisors
- Creating Lightning Web Components (LWC) to provide dynamic and interactive user interfaces tailored for insurance and financial advisors.
- Collaborating with cross-functional teams to implement Marketing Cloud integrations for personalized customer engagement campaigns.
- Utilizing Salesforce Shield for data compliance, field encryption, and event monitoring.
- Implementing CI/CD processes using Git, Jenkins, and Bitbucket to improve development and deployment efficiency.
- Conducting UAT and production deployments with change sets and automated tools.
- Conducted sandbox testing and UAT for onboarding flow automation using Action Plans and custom metadata; gathered feedback to improve client intake experience.
- Providing production support and resolving complex technical issues within agreed SLAs.

Key Achievements:
- Delivered a fully customized Financial Services Cloud solution for managing insurance and investment products, improving advisor efficiency by 25%.
- Successfully integrated Marketing Cloud for personalized campaigns, resulting in a 15% increase in customer engagement.

5. Assistant Manager – Tim Hortons (1665 hunt club road)   *Jan 2024 – Present | Ottawa, ON*

- Promoted rapidly from Team Member to Assistant Manager within months due to strong leadership, reliability, and fast learning
- Supervise daily operations, manage 10+ employees, and ensure compliance with food safety and service standards
- Handle peak-period pressure with composure, making quick decisions and adjusting staff allocations as needed
- Maintain scheduling and labor planning; track store performance metrics and implement improvements
- Train new hires and create guides to standardize store procedures and increase operational consistency
- Recognized by upper management for adaptability, initiative, and excellent attendance record

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EDUCATION:

- **Master of Engineering (ME) Electrical & Computer Engineering (Software Specialization)**   Sept 2023 – Jan 2025
  Carleton University - Ottawa, Canada.
- **Bachelor of Engineering (BE) in Electronics & Communication Engineering**   Aug 2016 – Sept 2020
  Chaitanya Bharathi Institute of Technology (Osmania University) – Hyderabad, India

PROFESSINAL STRENGTHS

Rapid learner • Thrives under pressure & tight deadlines • Clear communicator & presenter • Strong documentation • Sound judgment • Excellent attendance & performance record