Arshad Rasheed

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Summary

Highly skilled CRM professional with expertise spanning the full lifecycle of CRM applications, from design and development to deployment. Proven track record in business modeling, requirements analysis, configuration, integration, testing, migration, administration, and deployment. Self-motivated with strong analytical capabilities, adept at devising innovative strategies to drive customer and stakeholder satisfaction. Diligent in creating and adhering to standards through meticulous documentation. Goal-oriented team player with exceptional interpersonal and communication skills, both verbal and written.

Education / Certifications

- **Bachelor's degree in Computer Science** from Sir Syed University of Engineering & Technology (Year: 2006)
- **Salesforce.com Certified Platform App Builder/ Platform Developer I / AI Associate /Administrator / Advanced Administrator / Sales Cloud Consultant / Service Cloud Consultant / Force.com Developer / Data Architect / Application Architect** (Verification link). **Agile Foundation from LinkedIn Learning**
- **Trailhead Super badges: Flow Administration Super badge Unit, Data Integration Specialist, Apex Specialist (https://www.salesforce.com/trailblazer/arshadras)**

Skill Set

Project Management / Business Analysis	Agile Methodologies, Resource Allocation, Quality Assurance, Issue Tracking and Resolution, Risk Management, Stakeholder Communication, User Trainings, Project Planning and Scheduling, Requirement Gathering, Scope Preparation, Screen flow diagrams, user scenarios, test plan, Change Management, UAT, Solution Design/Architect, Technical Documentation.
CRM	Salesforce.com, Oracle Siebel, Oracle CRM On-Demand
Languages	Apex, C#, VB.NET, VB 6, SQL, SOQL
Tools & Platforms	Eclipse, MS Visual Studio, MS SQL Server, Dell Boomi, Drawloop, Conga composer
Salesforce.com	Configuration, Customization, Apex, Visual force, Triggers, Flows, Workflows, Lightning Web Components, Einstein Analytics (Tableau CRM), Approval Processes, Communities, Process Builder, Single Sign On, migration tools (Change set, Eciltpse), Data Loader, Salesforce Integrations with external systems, Release Updates, Health Checks, Data management, Salesforce Accelerator.

Experience

Salesforce Consultant - JumpModel – ON, Canada   Duration: June 2023 till date

- Provided Salesforce support to a variety of clients at JumpModel, helping them make the best use of Salesforce features to grow their businesses and improve satisfaction.
- Performed Salesforce administration tasks, such as managing user accounts, setting up security and access controls, creating or updating fields, layouts, reports, dashboards, and implementing automations using flows and apex.
- Reviewed upcoming Salesforce updates regularly to identify potential issues early and implement fixes quickly.
- Worked closely with stakeholders and business users to understand their needs and recommend customized Salesforce solutions that improved efficiency and met business goals.
- Led the migration of data from MS Dynamics to Salesforce, including standard and custom objects, while ensuring the data remained accurate and complete.

Salesforce Technical Lead - Dubai South – Dubai, UAE   Duration: July 2015 till July 2022

- Fostered strong relationships with business users, technical teams, and external contractors to facilitate collaboration and enhance project outcomes.
- Oversaw vendors, in-house development teams, and project management to ensure timely delivery of high-quality projects.
- Implemented Salesforce Service Cloud and Opportunity Management, including Case Management, Entitlement Management, Product & Price Book, High-Volume Customer Portal, Partner Portal, and Visualforce Sites, to support business and technical needs for channel customers.

- Conducted technology research, evaluations, and provided timely recommendations to the management team for the adoption of the most suitable technology/system.
- Conducted code reviews and promoted best practices among team members to maintain high standards of development.
- Provided mentoring and guidance to junior developers within the team.
- Facilitated business analysis sessions with stakeholders to propose tailored Salesforce solutions aligning with organizational objectives.

Senior System Analyst - Dubai Properties Group - Dubai, UAE   Duration: Apr 2014 - Jun 2015

- Complete/oversee the custom development and quality assurance efforts for all new enhancements and change requests
- Conducted business analysis sessions with business users to propose salesforce.com solution
- Provide Production support and troubleshooting; including working with business users and customers in resolving any issues that they may encounter.
- Used conga templates to generate booking forms, sales and purchase agreements, statement of account and receipts from salesforce.com
➢ Manage development designs across multiple business units to meet customer required timelines.

Principal Consultant - NSI Technology Pty Ltd - Dubai, UAE   Duration: Feb 2012 - Mar 2014

- Conducted business analysis sessions with client to propose salesforce.com solution
- Produce technical specifications based on requirements.
- Salesforce configuration and customization which includes standard and custom object, workflows, communities, triggers, case management, pricebook, sales cloud, service cloud, marketing cloud.
- Integration related activities to connect salesforce in real time with other client systems
- Integrating salesforce with Cipher Cloud gateway to show encrypted Client data.
- Data Migration from legacy systems to salesforce
- Created various reports and dashboards as per clients need
- Interact with project managers and business analysts to ensure accurate and comprehensive understanding of the requirements.

Technical Consultant - IBM Global Business Services - Islamabad, Pakistan   Duration: Aug 2011 - Jan 2012

- Contributed to the implementation of Siebel CRM for PTCL (Pakistan Telecommunication).
- Implemented integration between Siebel CRM and IPCC using Siebel EAI.
- Configured and customized various components including Applets, Views, Screens, Business Components, and Business Objects using Joins, Links, MVGs, MVLs, Positions, and User management.
- Collaborated with Oracle Technical Support to resolve outstanding issues.
- Offered post-production support to ensure smooth operations.

CRM Consultant - Tectonics (Formerly Sakonent) - Karachi, Pakistan   Duration: Feb 2008 – Aug 2011

- Integration between salesforce and External systems using BOOMI Atom sphere
- Worked with BOOMI technical support to resolve outstanding integration issues
- Completed numerous data migration initiative from legacy applications to Salesforce.com.
- Developed a .Net application based on web-services to load recurring data from a remote FTP location
- Customization of data model to fit in required business logics and triggers and validations rule to maintain data quality
- Implemented the Declarative Configuration Alternatives using Data Validations, User Properties, Workflows and Run time Events. Customized the application using Siebel eScript as alternative to configuration extending the functionality.