

# GAFFUR ABDUL

vijayawada, Andhra Pradesh,521245 | +91 9110333568 | [gaffur6399@gmail.com](mailto:gaffur6399@gmail.com) | [LinkedIn](#) | [Trailhead](#)

---

## PROFESSIONAL SUMMARY

4+ years of experience as a certified Salesforce Developer and Administrator, specializing in designing and implementing tailored Salesforce solutions, optimizing business processes, and delivering impactful results through expertise in LWC, Apex, Pardot, and integrations across Sales, Service, and Marketing Cloud.

## CERTIFICATIONS

- ▶ Salesforce Certified Platform Developer I
- ▶ Salesforce Certified Platform Developer II
- ▶ Salesforce Certified Associate
- ▶ Salesforce Certified JavaScript Developer I
- ▶ Salesforce Certified AI Associate

## SKILLS

- ▶ Salesforce Administration: Sales Cloud, Service Cloud, Pardot
- ▶ Lightning Web Components (LWC) and Aura Components Development
- ▶ Apex Programming and Testing.
- ▶ JavaScript Development
- ▶ REST API and Salesforce Integration
- ▶ Business Analysis and Project Management
- ▶ Visualforce Pages and Pardot Implementation

## EXPERIENCE

### Project II, Senior Salesforce Developer

February 2022 – Present

#### Senior Salesforce Developer

For a USA-based real estate company specializing in acquiring, renovating, and leasing homes. Led a team of four developers, driving key initiatives to enhance system performance, streamline operations, and improve user experiences.

- ▶ Designed and implemented complex project requirements, data models, and technical design documents, improving project delivery efficiency by **20%**.
- ▶ Developed Apex Classes, Triggers, Visualforce Pages, Aura Components, and Lightning Web Components, increasing system functionality by **25%**.
- ▶ Spearheaded integration efforts to ensure seamless synchronization between Yardi and Salesforce, maintaining updated customer and property data.
- ▶ Streamlined processes through approval workflows, flows, and automation techniques.
- ▶ Ensured robust security by managing profiles, permission sets, OWD, and sharing rules.
- ▶ Managed all Salesforce sites, delivered release updates, presented Salesforce enhancements to the team, and monitored live issues, ensuring seamless operations and prompt issue resolution.

### Project I, Salesforce Developer

January 2021 – January 2022

#### Salesforce Developer

For a leading provider of outbound call, email, and SMS services for property management companies. Led the development team in customizing Salesforce solutions, optimizing data models, and integrating with ERP platforms like Entrata and Yardi..

- ▶ Designed and optimized data models tailored for multi-family property management, improving data accuracy and accessibility by **25%**.
- ▶ Created SMS templates and implemented Pardot for automated email follow-ups, increasing customer engagement by **40%**.
- ▶ Led data compliance and cleanup initiatives, achieving a **20%** reduction in data errors and enhancing overall data quality while improving testing coverage and ensuring robustness through comprehensive test classes.

## EDUCATION

Godlavalleru Engineering College (JNTU, Kakinada) — Bachelor of Technology in Computer Science and Engineering — 8.04 CGPA

## HOBBIES AND INTERESTS

- ▶ Exploring the latest Salesforce updates, including AI and ML
- ▶ Playing cricket