MUZAMMIL AZAM

Salesforce Developer & Administrator

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⚲ Portfolio Website ⚲ Trailhead Profile ⚲ Lahore, Pakistan

SUMMARY

Experienced Salesforce Developer and Administrator with over six years of expertise in Salesforce solutions. Proficient in Apex, Lightning Web Components (LWC), and real-time integrations, with a solid background in React and blockchain technologies. Proven track record of delivering complex projects and driving automation to enhance business processes. Dedicated to building CRM solutions that improve user experience and drive business success.

EDUCATION

07/2016 - 06/2020

● **Bachelor's in Computer Science**
  FAST NUCES, Lahore

EXPERIENCE

11/2025 - Present

● **Senior Salesforce Developer**
  Viafone Technologies
  - Automated customer journeys using Apex, Flow Builder, and LWC, reducing manual agent effort.
  - Integrated Salesforce with AWS APIs (Lambda, API Gateway, S3), processing real-time data across 100+ requests per month.
  - Optimized Service Cloud case routing and Omni-Channel workflows, improving first-response time by 30%.
  - Supported CI/CD releases using Git-based workflows and DevOps best practices.

05/2025 - 11/2025

● **Senior Salesforce Developer**
  Alphabridge Consulting
  - Led a team of 5 developers, overseeing architecture, sprint execution and enterprise deployments.
  - Delivered end-to-end Salesforce implementations across Sales, Service, and Experience Cloud for 5+ international clients.
  - Integrated Salesforce with external systems using REST and SOAP APIs, accelerating cross-platform data exchange by 30%.
  - Improved CI/CD pipelines using Gearset and Copado, achieving a 50% reduction in deployment time.
  - Executed large-scale data migrations using Data Loader and validation frameworks, achieving 99.9% data accuracy.

07/2022 - 05/2025

● **HubSpot Developer**
  Rolustech
  - Built and customized HubSpot CMS modules and workflows to support marketing and sales automation.
  - Integrated HubSpot APIs with 5+ third-party services, enabling centralized reporting.
  - Improved lead nurturing by developing dynamic email sequences and custom tracking mechanisms.

07/2022 - 05/2025

● **Software Engineer (Salesforce Developer & Administrator)**
  Rolustech
  - Architected, developed, and deployed scalable Salesforce CRM solutions aligned with client business requirements.
  - Built reusable and personalized Lightning component packages to extend Salesforce functionality across operations.
  - Developed Partner Portal Experience Cloud sites, consolidating multi-object data and improving data usability.
  - Built custom Visualforce pages with PDF rendering and dynamic Apex controllers to enhance reporting.
  - Implemented Flows, Process Builder, and validation rules to enforce business logic and maintain data consistency.

04/2020 - 03/2022

● **React & Blockchain Developer**
  Hashio
  - Developed and deployed smart-contract-based applications integrated with backend services, improving average application load time.
  - Reduced UI-related defects by 25% through streamlined frontend architecture and testing.
  - Wrote and validated blockchain smart contracts (Solidity) to ensure correct functionality.

CERTIFICATIONS

Salesforce Certified Platform Developer
Core development skills & best practices

Salesforce Certified Agentforce Specialist
Advanced agent & automation solutions

Salesforce Certified Administrator
Configuration and customization expertise

Salesforce Certified Foundations
Fundamental Salesforce knowledge

Salesforce Certified Sharing and Visibility Architect
Advanced security and data access design

Salesforce Certified Data Cloud Consultant
Data integration and analytics expertise

Salesforce Certified AI Associate
AI use-cases & implementations

SKILLS

Salesforce: Apex Programming, SOQL, SOSL, Lightning Web Components (LWC), Visualforce, Flows, Process Builder, Validation Rules

Cloud & Integrations: REST & SOAP APIs, AWS, Service Cloud, Omni-Channel, Experience Cloud

Data & DevOps: Reports & Dashboards, Data Loader, CI/CD (Gearset, Copado), Sandbox Management, Git

Web & Other: JavaScript, React, HTML, CSS, Blockchain, Smart Contracts, JSON

Integrations & Tools: WP Forms, PandaDoc, Gravity Forms, Stripe, Google Calendar, Mailchimp, Click & Pledge, DocuSign, WooCommerce, QuickBooks, Outreach Platform

PROJECTS

AWS-Salesforce Integration Package
AWS-Salesforce Integration Package (Managed Package)
- Managed package integrating Salesforce with AWS services, featuring Amazon Connect for call handling and logging.
- Maintained the package with an upgradable path.

Dynamic Currency Conversion API
Dynamic Currency Conversion API
- Real-time exchange rates across 100+ currencies with resilient JSON processing and caching.
- Implemented Platform Cache and exponential backoff with governor limit-friendly callouts.

Salesforce Partner Portal
Salesforce Partner Portal (Experience Cloud)
- Community portal consolidating key objects with custom LWC UIs.
- Record-level security via sharing sets and permission sets with branded templates.

Multi-Platform Charity Automation
Multi-Platform Charity Automation
- Automated donation workflows integrating multiple platforms with Salesforce.
- End-to-end donor lifecycle with debugging and soft credits.

Einstein Bot for (1st+) Support
Einstein Bot for Tier-1 Support (Omni-Channel)
- Einstein Bots and Omni-Channel routing to deflect routine calls.
- 40% deflection for FAQs and password resets with live agent fallback.

Data Cloud Customer 360
Data Cloud Customer 360 (Segmentation / Activation)
- Connected marketing services to build golden records and activate segments.
- Identity resolution with insights activation to Marketing Cloud Journeys.

HubSpot-Salesforce Sync
HubSpot-Salesforce Sync
- Bi-directional sync for leads, contacts, and deals with conflict resolution.
- Duplicate rules and lead scoring handoff.

Sales KPI LWC Dashboard
Sales KPI LWC Dashboard
- Dashboards displaying opportunity velocity, win rates, and pipeline coverage in real time.
- Client-side caching and SOQL import optimizations.