Hina F

Senior Salesforce Developer, 5+ years experience
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A highly skilled Senior Salesforce Developer with over 5 years of experience specializing in Sales Cloud, Service Cloud, Omnistudio, LWC, Apex, API integrations, and automation tools. Strong expertise in building scalable Salesforce solutions, integrating third-party systems (including Twilio and Amazon Connect), and delivering end-to-end implementations across banking, healthcare, and retail industries. Certified in PD1, Salesforce Administrator, and AI Associate, with a proven track record in designing robust architectures, optimizing processes, and creating impactful dashboards, flows, and Lightning components.

INDUSTRIES: Banking, Health care, Non Profit, Manufacturing

TECHNICAL SKILLS

• sales cloud	4 years & 10 months
• service cloud	4 years & 10 months
• Apex	4 years & 2 months
• LWC	4 years
• API Integration	4 years & 10 months

PROJECT DETAILS

• Opportunity Lifecycle — October-2022 - November-2023

Project Description: Built a collaboration platform for Practitioners and Partner Principal Managing Directors (PPMDs) to streamline sales and delivery processes. The solution enhanced the sales culture by providing purchasing insights, managing opportunity lifecycles, and enabling innovative idea presentations to help clients achieve their goals

Responsibilities: implemented opportunity lifecycle management with Lightning and Apex, configured validation rules, permissions, and custom UI components to ensure process compliance. Additionally, I developed Visualforce features, wrote test classes for 80% code coverage, and managed data operations using SOQL/SOSL and Data Loader

Technologies: Salesforce Lightning (LWC, Visualforce, CSS), Apex, SOQL/SOSL, Data Loader, Validation Rules, Permission Sets

Industry: Banking

• Sales cloud implementation — November-2020 - November-2021

Project Description: Implemented Salesforce Sales Cloud and a multi-language customer portal for a leading Manhattan-based bank to enhance customer experience and operational efficiency. The solution streamlined lead and opportunity management, integrated external systems for seamless data flow, and enabled effective customer support across 12 languages

Responsibilities: Responsible for configuring lead and opportunity management processes, customizing the multi-language customer portal, and integrating Salesforce with external systems. Additionally, I set up reports and dashboards to track KPIs, optimize sales performance, and support business growth

Technologies: Salesforce Sales Cloud, Salesforce Experience Cloud (Customer Self-Service Portal), Multi-language Support, External System Integrations (InfoLease), Reports and Dashboards

Industry: Banking

• Service Cloud Voice January-2024 - December-2024

Project Description: Implemented Service Cloud Voice integrated with Amazon Connect for a California-based health clinic to provide customized IVR services for their dual-service contact numbers. The solution enabled call routing, recording, transcripts, and detailed reporting to improve patient communication and operational efficiency

Responsibilities: Responsible for setting up and configuring Service Cloud Voice with Amazon Connect, including SAML authentication for secure AWS-Salesforce integration. Additionally, I developed custom Lambda functions for IVR, configured call routing in Omnichannel, and implemented call recordings, transcripts, and reporting for better client communication

Technologies: Salesforce Service Cloud Voice, Amazon Connect, AWS (IAM, Lambda Functions), SAML Authentication, Salesforce Omnichannel,Reports & Dashboards

Industry: Health care

• Twilio Integration February-2025 - August-2025

Project Description: Developed and implemented an integration between Salesforce and Twilio for a non-profit organization to enable seamless two-way communication. The solution allowed automated SMS and email notifications to donors for donations and personalized Thank You messages, improving donor engagement and communication efficiency

Responsibilities: The developer was responsible for developing the Salesforce-Twilio integration using Apex, APIs, and custom settings to enable seamless two-way communication. Additionally, I automated donor engagement by implementing personalized SMS and email notifications and generating Thank You messages for donations

Technologies: Salesforce Apex Triggers, Apex Helper Classes, Quick Actions, Custom Settings, Twilio (Communication Platform)External APIs (REST Integration)

Industry: Non Profit

• Shoes Manufacturer and Retailer January-2022 - August-2022

Project Description: Implemented Salesforce Service Cloud with a customized Service App to help agents efficiently manage service-related activities. The solution streamlined case handling, automated processes, and provided reporting and dashboards for better visibility into customer support operations.

Responsibilities: Responsible for gathering requirements, designing, and developing the Service Cloud application using declarative tools, Apex, and Lightning. Additionally, I built flows, set up case routing, created reports/dashboards, managed deployments, and handled bug fixes to ensure smooth operations.

Technologies: Salesforce Service Cloud, Apex, Lightning Components, Flows, Process Builder, Declarative Tools, Reports and Dashboards

Industry: Manufacturing

EMPLOYMENT HISTORY

• Senior Salesforce Developer November-2020 - September-2025

Description: ChatGPT said: Experienced Senior Salesforce Developer skilled in implementing Sales & Service Cloud, Apex, LWC, Flows, and API integrations. Led end-to-end CRM solutions across healthcare, banking, retail, and non-profit sectors. Expert in automations, data management, and third-party integrations like Twilio and Amazon Connect.

EDUCATION

• Bachelors degree in Civil Engineering from APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY 2018 - 2022

LANGUAGES

• English - native

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