



AZEEM AFTAB

(7x Salesforce Certified, 3x Trailhead Rangers, OCA, SAP HANA)

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PROFILE SUMMARY

Highly accomplished IT professional with 12 years of experience in the industry, boasting a strong background in Salesforce, with a focus on Data Analytics and Cloud Development. With over 4 years of hands-on experience in Data Engineering and Salesforce, I possess a deep understanding of the platform's capabilities and have developed a unique ability to drive business growth through innovative solutions.

SKILL

Data Engineering:	Python, Spark, Palantir
Analytic tool (BI tool):	Power BI, Tableau , Looker
Language(s):	Python, SQL, PL/SQL, PHP, JavaScript
Database(s):	SQL Server , Mysql ,Nosql
Salesforce:	Salesforce Marketing Cloud, Integration, Salesforce Sales Cloud (Admin/Development), AMPScript
Other Tools:	FileZilla, Git

EMPLOYMENT HISTORY

Organization: Unifier Innovation Pvt Ltd / Kinvin Global Services Pvt Ltd.

Jun-2022 to present

Role: Founder and Tech Lead

- Developed GST Billing application named “UNIBILLAPP”
- Provides training to various level like 510 Army base workshop Colonels, Deewan Institute, IIMT College and other multiple MNC Professionals.
- Having development, designing, and mobile app development work with multiple national and international clients.

Organization: Cloud 360 Degree

Jun-2021 to Jun 2022

Role: Technical Lead

Responsibilities:

Handling the team and supporting team for their daily work of clients. Mentor junior team members in Marketing Cloud technology, Integration Technologies, and Salesforce best practices. Oversee code reviews. Support pre-sales activities inclusive of participating in sales calls and proposal development.

- Developed and fine-tuned PySpark code and machine learning models accelerating data processing and improving accuracy.
- Created and managed indexes while closely monitoring execution plans to optimize query performance and enhance system efficiency.
- Extracted data from multiple sources and ingested it into the Organization's centralized DataLake, utilizing REST APIs and Python
- Optimized legacy Hive queries and PL/SQL queries, improving query performance and reducing execution time.
- Ingested data from Salesforce marketing cloud to Palantir using JDBC Data Connections and rest APIs
- Working with SCD-Type 2 data to maintain history.

Role: Consultant**Project: Agriclimate**

Our innovative offering provides a comprehensive solution to mitigate the risks associated with adverse weather conditions during the growing season. This exclusive solution helps growers offset their risks and ensures their financial stability and peace of mind.

Key Features and Responsibilities:

- **Dynamic Content and Personalization:** Developed SSJS and AMP scripts to create dynamic content and implemented personalization strings, ensuring that communications with growers are tailored to their specific needs and preferences.
- **Automation and Journey Builder:** Designed, implemented, and updated complex automations, journey builder flows, and audience builder segments to streamline the communication process and ensure timely notifications.
- **Contact Builder and Data Management:** Utilized contact builder to create and manage grower profiles and developed data views to extract relevant information and optimize communication strategies.
- **Landing Page Development:** Created engaging landing pages to facilitate easy access to information and promote a seamless user experience.
- **Email and Tracking Reports:** Designed and developed email templates, implemented tracking reports, and analyzed metrics to optimize email performance, including opens, clicks, and bounce rates.
- **SQL Development and Data Engineering:** Wrote and debugged complex SQL statements to extract and manipulate data and utilized data views to optimize data retrieval and analysis.
- **FTP Setup and Data Extraction:** Set up FTP accounts, located FTP files, and performed extract activities to move files from the database to the FTP server, ensuring seamless data transfer and storage.

Role: SBA (Senior Business Analyst)**Project Name: Seminar Submission Management**

Project: Aetna Inc. is an American managed health care company that sells traditional and consumer-directed health care insurance and related services, such as medical, pharmaceutical, dental, behavioral health, long-term care, and disability plans. These plans are primarily offered through employer-paid (fully or partly) insurance and benefit programs, as well as through Medicare. Since November 28, 2018, the company has been a subsidiary of CVS Health.

Responsibilities:

- Set up the FTP accounts, locate the ftp files, and perform extract activity moving files to the FTP from database.
- Development, Implement and update Automations, Journey Builder, Audience builder, Contact Builder.
- Development of landing pages, Data Extension and List.
- Creation and Assignment business user's roles and permission.
- Creation Sender and Delivery profiles, Reply Mail Management as per need.
- Development and designing Email, SMS, push messages and Tracking reports.
- Writing and debugging SQL statements, use of Data views. Optimize metrics like opens, clicks and bounce rates.
- Development of AMP script for Dynamic content and implementation of personalization string.

Role: Software Engineer**Project Name: Godrej Marketing Campaign**

Description: Godrej Properties Limited is a real estate company with its head office in Mumbai, India. A subsidiary of Godrej Industries Ltd, the company was established in 1990 under the leadership of Adi Godrej. The company is currently developing projects that are estimated to cover more than 89.7 million square feet. All the promotional campaigns and emails are managed by Marketing Cloud.

Responsibilities:

- Maintaining subscriber database in data extensions and lists
- Analysis of email send tracking information
- Designing emails and content blocks
- Customer guidance in Salesforce Marketing Cloud platform:
- Helped in designing Data & Filtered Data Extensions along with Data Extracts in Salesforce Marketing Cloud.
- Have Knowledge of Automation Studio, able to create import activities, email activities in Marketing Cloud.
- Have knowledge of Journey Builder.
- Wrote SQL Queries for querying a Database for import/export activities, along with Mobile Push knowledge.
- Designed and scheduled and the Initiated email and A/B Testing.
- Development of Apex Classes
- Development of Apex Trigger
- Managing Security in Salesforce (User, Role, Permission set , Public Group , Sharing Rule)
- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
- Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.
- Data migration from external systems to sales force using Data Loader.
- Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Forecast, Cases, Reports and Dashboards.

Organization : BIMT College Meerut

Designation : Asst. Professor

Duration : 1st-Jul-2009 to 28th -Oct-2016

- I started as Lecturer in BCA and then promoted to BCA Co-ordinator within 6 month by my effort.
- After 2 Year College started MCA and I become the Assistant Professor
- After 1 Year tenure I become Associate Professor in MCA department.

CERTIFICATIONS

- Oracle Certified Associate PL/SQL Developer.
- SAP HANA 2015 Certified
- Salesforce Certified Marketing Cloud Consultant
- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified App Builder
- Salesforce Certified Platform Developer I
- Salesforce Certified Administrator
- Salesforce Certified CRM Analytics and Einstein Discovery Consultant

AWARD & RECOGNISITIONS

- EXL Analytics - Achiever of the Year Award-2019
- EXL Analytics – Mastermind Award –Q1 2019

QUALIFICATIONS

- Pursuing Post Graduate Certificate Program in Applied Data Science & AI by **IIT Roorkee**
- M.Tech (CSE) in 2012
- MCA in 2008
- B.Sc. (Mathematics) in 2005
- Intermediate (12th) in 2002
- High School (10th) in 2000

RESEARCH PAPER(S)

Pawan Singh, Azeem Aftab, Ankur Rastogi “A Parallel Shared Memory Computation Model” International Transaction in Applied Sciences (ITAS) ISSN 0974-7273(Print), ISSN 0975-3761 (Online).

Pawan Singh, Azeem Aftab ‘Review of Parallel Computing Models’ International Journal of Applied Science and Technology (IJAST) ISSN 2231-3842 (Print), ISSN 2277-8691 (Online).