



# Muhammad Saffi Ullah

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## ● ABOUT ME

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8x Certified **Salesforce Developer & Architect** with **6+ years of experience** delivering scalable, high-performance Salesforce solutions across Sales Cloud, Service Cloud, and Experience Cloud. Proven expertise in custom development, solution architecture, and end-to-end integrations with third-party systems (**e.g., Stripe, Xero, QuickBooks, PostgreSQL, ERP, CMS, Driftrock, Jira**). **Skilled in Apex, Lightning Web Components, Flows, and CI/CD (GitHub Actions)**. Adept at working in fast-paced, cross-functional environments, driving automation, and enhancing user experiences.

### **Salesforce Certifications:**

- **Certified Application Architect**
- **Certified Data Architect**
- **Certified Sharing and Visibility Architect**
- **Platform Developer I & II**
- **Platform App Builder**
- **Salesforce Administrator**
- **Agentforce Specialist**

## ● WORK EXPERIENCE

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**SALESFORCE CONSULTANT/DEVELOPER/ARCHITECT – SELF EMPLOYED** – 01/11/2025 – Current – GERMANY

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**SALESFORCE DEVELOPER – HYUNDAI AUTOEVER EUROPE GMBH** – 01/05/2023 – 31/10/2025 – GERMANY

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**SALESFORCE DEVELOPER – VIVELACAR GMBH** – 13/04/2022 – 31/03/2023 – STUTTGART, GERMANY

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**SALESFORCE DEVELOPER (WERKSTUDENT) – KERUN ONE GMBH** – 12/04/2021 – 28/03/2022 – COLOGNE, GERMANY

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**SOFTWARE ENGINEER – ROLUSTECH** – 24/06/2019 – 02/03/2021 – LAHORE, PAKISTAN

**Website:** <https://www.rolustech.com/>

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## ● EDUCATION AND TRAINING

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01/01/2024 – 31/12/2024 Dundee, United Kingdom

**MASTERS IN SOFTWARE ENGINEERING** Abertay University

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**Website** <https://www.abertay.ac.uk/>

30/09/2015 – 16/06/2019 Lahore, Pakistan

**BACHELORS IN INFORMATION TECHNOLOGY** University of The Punjab (PUCIT)

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Final Year Project : **Medicare**

A doctor patient management system that helps doctors in their work and also patients to book doctor appointments and view medical history and progress. The system allows doctors to manage their booking slots online. The system manages the appointment data for multiple doctors for various date and times. It has Blood Donation Module As well

- Technology Stack : ReactJS, NodeJS, MongoDB, ExpressJS

## ● SKILLS

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Apex Classes | Apex Triggers | Workflow Rules | Process Builders | Approval Processes | Custom fields & Relationships | Validation Rules | VisualForce Pages | SOQL | Lightning Web Component | Agile (Scrum) | GIT (GitHub) | Salesforce Administrator | Connected Apps Integration | Salesforce Experience Cloud | Sharing Rules | Duplicate / Matching Rule management | User Role Management | Profiles | Permission Sets | Rest APIs | Public Sites | Data Loader | JavaScript | Data migration | Visual Flows | Reports and Dashboards | Scheduled Apex | Lightning Components | Salesforce Sales Cloud | Apex | Visualforce | Salesforce Service Cloud | Salesforce App Builder | LWC | Apex Programming | Salesforce CRM | Salesforce Platform Developer | Salesforce CRM Administrator | Salesforce Communities | Salesforce Certified Platform Developer I | Web Programming: HTML, CSS, Javascript (front-end), Java (back-end) | Web Development: HTML 5, CSS, JavaScript | Management tools (JIRA, Confluence) | JSON | Salesforce Certified Platform App Builder | Lightning Aura Components

## ● PROJECTS

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### Connex EU – Genesis Motors Europe & Hyundai Europe Markets

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- Spearheaded the design and implementation of scalable Salesforce solutions across **Genesis Motors subsidiaries** (GMCH, GMUK, GMD) and **Hyundai markets** (Sweden, Germany, France).
- Led architecture and technical planning for new automation and integration requirements, ensuring robust, scalable designs aligned with business goals.
- Built custom Salesforce components using **asynchronous Apex (Queueable, Future, Batch), Lightning Flows, and custom metadata-driven logic** to streamline lead, case, and order processes.
- Developed and maintained **integrations with external lead sources**, including **Driftrock** and **Meta Leads**, using REST APIs and authentication via Named Credentials.
- Conducted **code reviews**, enforced best practices, and maintained high-quality standards for Apex, LWC, and declarative solutions.
- Played a key role in setting up and maintaining a **CI/CD pipeline using GitHub Actions**, automating deployment and validation across sandboxes and production environments.
- Acted as one of the central points of communication between business stakeholders, developers, and QA to align solution delivery with strategic timelines and compliance requirements.

**Key Tech Stack: Salesforce Sales Cloud, Apex (synchronous and asynchronous), Lightning Flows, REST Integrations, GitHub Actions, CI/CD, Named Credentials, Platform Events, Custom Metadata, Visualforce (PDF), Lightning Web Components (LWC), VS Code, SFDX CLI**

### Genesis Motors Europe (CXP)

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- Led the **customization and enhancement** of **Sales Cloud, Service Cloud, and Experience Cloud** to align with business needs across internal and partner-facing operations.
- Developed and launched a fully functional **Partner Portal** for agencies using Experience Cloud, including secure role-based access and embedded workflows.
- Integrated Salesforce with external systems such as **ERP platforms, CMS-based brand websites, and other backend systems**, enabling seamless data flow and synchronization.
- Implemented **document generation** solutions using **Conga Composer REST API** to automate contract and communication workflows.
- Customized core features include **Customer Data Capture, Test Drive Booking workflows, and a custom Test Drive Scheduler Calendar** with enhanced UI/UX.
- Designed and developed Salesforce components such as:
  - **Custom Objects**, Fields, Picklists, Tabs, and Record Types
  - **Role-based Page Layouts**, Validation Rules, and Approval Processes
  - **Workflow Alerts**, Email Templates (Standard & Visualforce), and **Dashboards**
  - **Visualforce Pages** and **Salesforce1 (mobile) compatible components**
- Delivered multiple **custom and dynamic reports**, supporting business analysis and KPI tracking.
- Led a **distributed team of 5 developers** across **India and Europe**, handling task delegation, peer reviews, and sprint planning.
- Designed and implemented **CI/CD automation using GitHub Actions**, improving deployment reliability and reducing release cycles.

**Key Tech Stack: Sales Cloud, Service Cloud, Experience Cloud, Apex, LWC, Visualforce, GitHub Actions, Conga Composer API, REST API, Custom Metadata, CI/CD, CMS Integration, ERP Integration, Mobile (Salesforce1)**

## ViveLa Car - Salesforce Platform Customization & Dealer Portal Development

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- Customized and enhanced **Sales Cloud, Service Cloud, and Experience Cloud** to support complex sales and delivery workflows across dealer and partner ecosystems.
- Developed **integrations with car delivery platforms** such as **Flipcar** and **Onlogist** using **REST APIs**, enabling seamless coordination and real-time data exchange.
- Automated data import from external **dealer platforms**, such as **Autoscout**, streamlines lead capture and inventory updates.
- Customized the **Dealer Portal** on Experience Cloud, enabling **partner dealers** to manage the **car handover process**, complete documentation, and track delivery status.
- Built **Visualforce pages** with custom **Apex controllers** for automated **document generation** and printable car handover reports.
- Extended and enhanced **existing Lightning Web Components (LWC)** and **Aura Components** to support sales team dashboards and customer service case workflows.
- Designed and implemented core Salesforce components:
  - **Custom Objects**, Fields, Picklists, Tabs, Record Types
  - **Role-based Page Layouts**, Validation Rules, and Approval Processes
  - **Workflow Rules**, Email Templates (Standard & Visualforce), Reports & Dashboards
- Developed **Apex-based automation** using **Scheduled, Batch, and Queueable Apex** to handle background data processing and integrations.
- Implemented **Assignment Rules** and **Escalation Rules** to streamline **Case Management** and SLA tracking.
- Applied robust security using **Org-Wide Defaults (OWD)**, **Profiles**, **Permission Sets**, **Role Hierarchy**, and **Sharing Rules**.
- Used **SOQL/SOSL queries** and tools like **Force.com Explorer** to efficiently manage and troubleshoot data.

**Key Tech Stack: Sales Cloud, Service Cloud, Experience Cloud, Apex, Lightning Components (LWC & Aura), Visualforce, REST API, Batch Apex, Queueable Apex, Custom Metadata, Security & Sharing Model, Autoscout, Flipcar, Onlogist, Force.com Explorer**

## Fieldpulse

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- Served as the **Salesforce Architect** responsible for both **administration and development**, leading the complete design, implementation, and optimization of Salesforce across departments.
- Designed and implemented scalable solutions for **Sales Cloud** and **Service Cloud**, aligning with Fieldpulse's business model and support operations.
- Led multiple **integrations** to centralize data and enhance automation:
  - **Stripe** for customer billing and payment tracking
  - **PostgreSQL Data Warehouse** for analytical reporting and data sync
  - **Jira** for seamless **case-to-ticket mapping** and issue tracking
  - **Lead capture platforms** for automated intake and qualification of prospects
- Configured and deployed **in-app messaging for support teams**, enabling real-time chat with customers
- Designed and automated **lead and case assignment rules**, improving response time and load balancing across teams.
- Implemented **Entitlement Processes** for structured and SLA-driven case management.
- Continuously improved and automated key **business processes** using a combination of **Flows, Apex, Validation Rules**, and **custom Lightning components**.
- Oversaw platform scalability, security (OWD, Roles, Profiles, Sharing), CI/CD, and environment management.

**Key Tech Stack: Salesforce Sales Cloud, Service Cloud, Apex, Flows, Stripe API, PostgreSQL Integration, Jira REST API, Lightning Components, Named Credentials, Entitlements, Case Assignment Rules, CI/CD (GitHub Actions)**

## Dakota MarketPlace Connect - SugarCRM Integration & Experience Cloud Development

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- Integrated **Sugar CRM** modules with Salesforce to enable **cross-platform Account/Contact search** and **record linking** directly within Salesforce UI.
- Utilized **Sugar CRM's REST APIs** to fetch and display real-time information from external systems.
- Developed **scheduled Apex jobs and batch classes** to **pull hourly updates** of linked Accounts and Contacts from Sugar CRM, ensuring data consistency between platforms.
- Set up a new **Experience Cloud community** tailored for clients, enabling secure access to relevant Salesforce and external data.
- Built a modular **Lightning Web Component (LWC)** for the community interface:
  - Designed as a parent component composed of **child components** to display filtered data dynamically.
  - Enabled users to search Accounts/Contacts and **visualize results on Google Maps** based on location and filters.
- Ensured performance optimization and secure access control across the integrated platform.

**Key Tech Stack: Salesforce Experience Cloud, Apex (Batch/Scheduled), Lightning Web Components (LWC), Sugar CRM REST APIs, Google Maps API, Community Builder, Custom Metadata**

## Teamphun – Custom Branding Solutions

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- Collaborated with the internal team to **design solution architecture** for a scalable and process-driven Salesforce CRM tailored for a creative branding and promotional product company.
- Customized Salesforce using **Lightning Aura Components** and **Visualforce Pages**, focusing on the **Opportunity record detail page** with dynamic UI behavior based on Opportunity stage progression.
- Built Aura components to display stage-dependent information and next-step actions, enhancing sales rep efficiency and visibility.
- Integrated Salesforce with **QuickBooks** to **synchronize estimates and invoices**, improving financial data accuracy and reducing manual effort.
- Ensured smooth end-user experience by implementing custom logic for data formatting, real-time updates, and error handling in financial sync workflows.

**Key Tech Stack: Salesforce Sales Cloud, Aura Components, Visualforce, Apex, QuickBooks REST API, Custom Metadata, Lightning Pages**

## FileForce - AWS S3 File Management Integration

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- Integrated **AWS S3** with Salesforce to enable direct file upload and retrieval within the Salesforce ecosystem.
- Implemented secure authentication using **Named Credentials** and **AWS Signature Version 4** for seamless and secure API communication.
- Developed **Lightning Web Components (LWC)** to:
  - **Upload files (up to 15MB)** directly from the Salesforce UI to AWS S3.
  - **Mass download** files stored in S3 buckets based on user selection, enhancing user productivity and reducing manual overhead.
- Built **asynchronous Apex logic** using **Batch Apex** and **Future methods** to continuously migrate files uploaded to Salesforce into AWS S3 for long-term storage.
- Ensured scalability, error handling, and retry logic for failed file transfers.

**Key Tech Stack: Salesforce Apex, LWC, Named Credentials, AWS S3 REST API, Batch Apex, Future Methods, ContentVersion, AWS Signature v4**

## Autobahn Tank & Rast GmbH – Sales Cloud Implementation

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- Automated business processes using **Visual Flows, Process Builder, Custom Buttons**, and **basic Lightning Components** to streamline internal workflows and data entry.
- Designed a dynamic component framework leveraging **Custom Metadata Types** to control visibility and rendering of Lightning components based on user roles and context.
- Developed **Lightning Aura Components** to display reports, sObject data, and external service results for **Community Users**, enabling self-service and operational transparency.
- Created **Lightning Web Components (LWC)** for use within flows to show **Lightning Datatables, related records**, and facilitate user interactions directly in guided processes.

**Key Tech Stack: Salesforce Sales Cloud, Visual Flows, Process Builder, Aura Components, LWC, Custom Metadata Types, Community Cloud (Experience Cloud), JavaScript, Apex, REST APIs**

## SUNFLEX Aluminiumsysteme GmbH - Field Service Implementation

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- Developed **Apex triggers** to automatically create **Chatter posts** targeting specific users upon creation of **Service Reports**, enhancing internal communication and visibility of key activities.
- Built a custom **Lightning Web Component (LWC)** to display the **weekly performance of service agents**, used on both the **Home page of the Field Service Lightning (FSL) app** and the **Service Appointment record page**.
- The component enables admins to **select a service agent and week**, dynamically displaying related **Service Appointments** and **Service Appointment Line Items**.
- Included a **custom cumulative summary report** within the component, aggregating metrics from appointment data to provide real-time insights into agent productivity.