

Muhammad Anas Rashid

Salesforce Technical Architect · 10+ Years Enterprise Platform Experience

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PROFESSIONAL SUMMARY

Results-driven Salesforce Technical Architect with 8+ years of hands-on enterprise platform expertise, specialising in **architecture design**, **complex system integration**, and **technical governance** across multi-cloud Salesforce deployments. Proven track record leading end-to-end technical delivery at global consultancies — designing scalable Apex frameworks, LWC component libraries, and event-driven integration architectures connecting Salesforce to Zuora, HubSpot, AWS Redshift, and Pentaho DI. Expert in **Salesforce B2B & D2C Commerce on Core** and **headless commerce implementation**, spanning the full stack from Product Search and catalogue setup, Pricing & Promotions, to payment integrations including **Stripe** and **Adyen** (Standard & Web Drop-In) and end-to-end checkout flows. Adept at establishing engineering best practices, CI/CD pipelines, and large-scale data migration strategies. Certified in **Sharing & Visibility Architecture**, OmniStudio, Platform App Builder, and Order Management, with deep expertise across **Sales Cloud**, **Service Cloud**, **Experience Cloud**, and **B2B/D2C Commerce**.

CORE TECHNICAL COMPETENCIES

Platform & Architecture

Salesforce Enterprise Architecture & Governance

Sales Cloud · Service Cloud · Experience Cloud

Salesforce B2B & D2C Commerce on Core · OmniStudio / Vlocity

Headless Commerce: Product Search · Catalogue & Pricing Setup

Payments: Stripe · Adyen Standard & Web Drop-In · Checkout

Integration & Data

Integration Architecture: REST, SOAP, Platform Events, CDC

Zuora · HubSpot · AWS Redshift · Pentaho DI

Large-Scale Data Migration (Bulk API 2.0, Data Loader)

Salesforce Data Modelling & Schema Design

Development & Engineering

Apex (Triggers, Batch, Queueable, Future, Web Services)

Lightning Web Components (LWC) & Aura

Design Patterns: Singleton, Strategy, Selector, Service Layer

SOQL / SOSL Optimisation & Governor Limit Management

Security: Sharing & Visibility · FLS · Profiles

DevOps & Delivery

SFDX · Git · CI/CD (GitHub Actions, Copado)

Salesforce Environment & Release Management

Agile / Scrum · RFP Estimation · Pre-Sales Advisory

Technical Coaching & Code Review Governance

PROFESSIONAL EXPERIENCE

Jan 2023 – Present **Salesforce Technical Architect** — **Merkle Switzerland (Dentsu Group)**

Dual role as **Technical Architect** and **Solution Architect** across a portfolio of enterprise Salesforce implementations, driving technical strategy, hands-on engineering, and client advisory for Swiss and global accounts.

Technical Architecture & Engineering

- Defined and enforced **technical architecture standards** across multi-developer teams, establishing reusable Apex frameworks (Selector, Service, Domain layers) to ensure maintainability, testability, and Governor Limit compliance at enterprise scale.
- Architected and implemented custom **REST/SOAP web service integrations** connecting Salesforce to Zuora (billing), HubSpot (marketing automation), AWS Redshift (data warehouse), and Pentaho DI (ETL pipelines) — standardising asynchronous Platform Event patterns to reduce integration latency.
- Led technical design and delivery of complex **Lightning Web Component libraries** for Experience Cloud portals, including reusable UI frameworks and custom component communication patterns consumed across multiple client projects.
- Designed and executed **large-scale data migrations** using Bulk API 2.0 and Data Loader, including data cleansing strategies, transformation rules, and rollback plans for millions of records.
- Owned **Salesforce DevOps strategy**: implemented SFDX source-driven development, Git branching strategy, and CI/CD pipelines enforcing code quality gates and automated deployments across Sandbox, UAT, and Production orgs.
- Conducted **security model design** covering FLS, record-level sharing rules, and role hierarchy — aligned

to the Sharing & Visibility Architect credential.

Solution Architecture & Pre-Sales

- Produced technical architecture proposals, effort estimations, and **RFP responses** for Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce opportunities.
- Conducted requirements workshops and gap analyses, translating complex business processes into scalable declarative and programmatic Salesforce solutions.
- Provided **implementation oversight and technical coaching** to Business Analysts and junior Consultants across active project delivery.

Dec 2020 – Dec 2022 Senior Salesforce Developer — **Merkle, Serbia (Dentsu Group)**

Technical lead and senior developer on Experience Cloud and Service Cloud projects, responsible for architecture decisions, team leadership, and engineering delivery.

- Led **technical solution design** for Experience Cloud and Service Cloud implementations, producing architecture decision records and component design documents.
- Managed a team of Salesforce developers — conducting code reviews, providing technical mentorship, and unblocking complex Apex and LWC challenges for junior team members.
- Built and maintained **Salesforce CI/CD infrastructure** using SFDX, Salesforce CLI, and Git, enabling reliable automated deployment workflows and reducing release cycle time.
- Developed sophisticated **LWC components** for customer-facing Digital Experience Sites, including custom data-table components, dynamic form builders, and integration-driven UI patterns.
- Led multi-cloud projects spanning Sales, Service, and Experience Cloud, ensuring adherence to **Salesforce Well-Architected Framework** principles throughout.

Jan 2019 – Nov 2020 Lead Salesforce Developer & Technical Team Lead — **Humanity.com**

Promoted to technical lead, managing the Salesforce development team, driving Agile delivery, and leading architectural improvements to the company's CRM platform.

- Designed and led **Agile development sprints**, introducing structured backlog management, daily Scrum stand-ups, and Definition of Done criteria that measurably improved team velocity.
- Established formal requirements and code freeze processes; integrated a QA Manager into the development lifecycle and defined **KPIs and test metrics** to track release quality.
- Architected advanced **Tableau dashboards** for Sales, Customer Success, and Support, combining Salesforce data with AWS Redshift (SQL) for a unified 360° customer analytics view.
- Hired QA personnel and designed end-to-end test strategies covering functional, regression, and integration testing for Salesforce releases.
- Trained Salesforce Administrators in **SQL and Tableau**, reducing Engineering dependency for reporting requests and enabling self-service analytics.

Apr 2017 – Dec 2018 Salesforce Developer & Administrator — **Humanity.com**

Full-stack Salesforce developer responsible for custom feature delivery, third-party integrations, platform performance, and day-to-day administration support.

- Designed custom Apex solutions using **OOP design patterns** (Singleton, Strategy), ensuring scalable, reusable code aligned with Salesforce Governor Limits.
- Built Salesforce integrations with AWS Redshift, Zuora, HubSpot, and ZoomInfo using **REST and SOAP APIs** — including asynchronous callout handling and robust error/retry logic.
- Executed the full technical launch of **Sales Cloud, Service Cloud, Customer Help Desk, and Customer Community** — from data model design through UAT to go-live support.
- Refactored legacy Apex Trigger codebase: migrated to a **Trigger Handler framework**, eliminated redundant logic, and replaced outdated Process Builder automations with modern Flows.
- Built comprehensive **Reports and Dashboards** for Sales, Marketing, Customer Success, Support, and Engineering — enabling data-driven decision making across all business units.

Mar 2016 – Mar 2017 Salesforce Developer Intern — **Plumlogix**

- Developed foundational Salesforce skills including Apex, Visualforce, JavaScript Remoting, Force.com Sites, REST API integrations, and Salesforce Reporting during a structured internship.

SALESFORCE CERTIFICATIONS

Agentforce

Jan 2025 Salesforce Certified Agentforce Specialist

Apr 2025 Salesforce Certified AI Associate

Salesforce Platform

Sep 2024 Salesforce Certified Application Architect

Sep 2024 Salesforce Certified Platform Data Architect

Sep 2024 Salesforce Certified Platform Developer

Oct 2023 Salesforce Certified Platform Sharing & Visibility Architect

Jan 2022 Salesforce Certified Platform App Builder

Industry Solutions

Jun 2023 Salesforce Certified OmniStudio Developer

Commerce Cloud

Mar 2023 Order Management Administrator Accredited Professional

EDUCATION

Aug 2013 – Aug 2017 **BS Computer Science** — **National University of Computer and Emerging Sciences (FAST-NUCES)** *Lahore*

Focused on software engineering & mobile applications.

2009 – 2013 **Matriculation & F.Sc.** — **Unique High School** *Lahore*

Focused on Sciences: Physics, Chemistry, Biology & Mathematics.

LANGUAGES

English — Full Professional Proficiency

German — A2

Urdu — Native

Punjabi — Native

REFERENCES

Available upon request.