MUBEEN AKBAR

Salesforce Technical Lead

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PROFESSIONAL SUMMARY

Results-driven Salesforce Technical Lead with 8+ years of hands-on platform expertise and nearly a decade of enterprise software engineering experience. Recognized for architecting and delivering mission-critical, multi-cloud Salesforce ecosystems for Fortune-class healthcare, public sector, retail, and CPG organizations — spanning Health Cloud, OmniStudio/Vlocity, Service Cloud (including Agentforce Contact Center and voice-enabled service workflows), Sales Cloud, and Experience Cloud. Adept at leading the full solution lifecycle: from translating ambiguous business strategy into precise technical blueprints, through iterative prototyping and POC validation, to scalable production deployment. Pioneering Agentforce AI agent practitioner with proven delivery of intelligent automation — including contact center call-to-case workflows and citizen self-service agents — that measurably reduces operational overhead and accelerates client outcomes. Deep command of Apex, Lightning Web Components, REST/SOAP/GraphQL APIs, Copado DevOps, and enterprise data/security architecture. Known for elevating team capability through mentorship, rigorous documentation standards, and cross-functional stakeholder alignment across onshore and offshore delivery models. Fully available within EST working hours.

CORE SKILLS

Salesforce Clouds: Health Cloud / OmniStudio / Vlocity / Service Cloud (Voice & Contact Center) / Sales Cloud / Experience Cloud / Public Sector Solutions / Marketing Cloud

Architecture & Design: Enterprise Multi-Cloud Architecture / Solution & Data Modeling / Security & Sharing Architecture / MDM / Data Governance / POC & Prototype Leadership / API Integration Design

AI & Development: Agentforce AI Agents (incl. Contact Center) / Einstein Voice / Apex & Triggers / Lightning Web Components (LWC) / Aura Components / Visualforce / SOQL / SOSL / REST, SOAP & GraphQL APIs

DevOps & Delivery: Copado CI/CD / Sandbox Strategy & Management / Change Set Deployments / Agile / Scrum / Test-Driven Development / 80%+ Code Coverage

Leadership: Technical Mentoring & Coaching / Documentation & Standards / Executive Stakeholder Communication / Offshore-Onshore Team Leadership / Risk & Dependency Management

PROFESSIONAL EXPERIENCE

OSF Digital | Salesforce Technical Lead *March 2021 – Present · Remote*

- Spearheaded end-to-end Health Cloud implementations for enterprise healthcare clients, encompassing patient record management, longitudinal care plans, care team coordination models, and clinical scheduling — ensuring full alignment with HIPAA, regulatory, and client-specific compliance mandates.
- Architected and delivered an Agentforce Contact Center implementation integrating voice-enabled call handling with Salesforce case management — building automated call-to-case creation, intelligent routing logic, and real-time synchronization of call metadata and CRM records for a major client's service organization.
- Architected and delivered complex OmniStudio and Vlocity component suites across Group Benefits Administration, Health Cloud Care Management, and Scheduling domains — replacing legacy processes with streamlined, configuration-driven workflows that reduced manual intervention by a significant margin.
- Pioneered the design and deployment of Agentforce AI agents for a major retail client, automating case triage, case creation, and claims management workflows — materially reducing average handling time and improving first-contact resolution rates.
- Engineered Agentforce-powered citizen-facing self-service agents for Public Sector clients, enabling intelligent query resolution, automated government workflow orchestration, and proactive citizen engagement at scale.
- Led discovery-to-delivery solution design engagements: produced high-fidelity Proofs of Concept for Health Cloud, Agentforce, and multi-cloud architectures, and facilitated executive-level design workshops to align technical direction with strategic business objectives.
- Defined and governed enterprise data models and security/sharing architectures across complex, multi-org Salesforce environments — ensuring strict adherence to Master Data Management standards, Data Governance policies, and platform security best practices.

- Established and championed a cross-team documentation framework — standardizing solution design artifacts, architecture decision records, and coding conventions across onshore and offshore squads, enabling consistent, high-quality delivery at pace.
- Translated nuanced functional and non-functional requirements into detailed technical specifications and accurate capacity estimates, proactively identifying gaps between legacy business processes and optimal Salesforce platform capabilities.
- Delivered a portfolio of high-performance, fully reusable Apex classes, triggers, LWC components, and Visualforce pages — maintaining 80%+ test coverage, enforcing code quality standards, and ensuring zero-defect production releases.
- Served as principal technical mentor across a team of 8+ developers: conducting structured code reviews, instilling Salesforce platform best practices, and collaborating with senior leadership to identify and mitigate project, operational, and strategic delivery risks.

Plumlogix — MBE Salesforce Partner | Salesforce Lead Developer *July 2018 – March 2021 · Remote*

- Delivered tailored Salesforce solutions across a diverse portfolio of mid-market and enterprise clients, owning the full SDLC from requirements elicitation and solution design through build, QA, and production deployment.
- Managed and optimized Change Set and metadata deployment pipelines across sandbox and production environments, instituting deployment governance practices that reduced release risk and rollback incidents.
- Conducted systematic codebase audits — identifying architectural anti-patterns, security vulnerabilities, and performance bottlenecks — and led remediation initiatives that improved platform stability and supportability.
- Authored comprehensive automated unit and integration test suites, consistently achieving and exceeding Salesforce's 75% coverage threshold while building a culture of quality-first engineering within the team.
- Mentored and upskilled a team of junior Salesforce developers through structured pairing, code reviews, and knowledge-sharing sessions — accelerating their path to independent delivery and platform certification.

Freelance / Self-Employed | Full Stack / .NET Developer *March 2016 – March 2018 · Contract*

- Engineered responsive, high-performance front-end web applications leveraging React.js, Redux state management, HTML5, CSS3, and modern JavaScript — delivering intuitive user experiences across multiple client products.
- Designed and implemented scalable RESTful API services using Node.js and the Express framework, enabling robust data exchange between front-end clients and back-end systems.
- Instituted Git-based version control workflows including feature branching, pull request reviews, and merge strategies — improving team collaboration and release traceability.

SALESFORCE CERTIFICATIONS

- Salesforce Certified Administrator
- Salesforce Application Architect
- Salesforce Certified Platform Developer II
- Salesforce Certified Sharing & Visibility Architect
- Salesforce Certified Service Cloud Consultant
- Health Cloud Specialist Superbadge (in progress)
- Salesforce Certified Platform App Builder
- Salesforce Certified Platform Developer I
- Salesforce Certified Data Architect
- Salesforce Certified Experience Cloud Consultant
- Copado Certified Administrator

EDUCATION

B.Sc. Computer Science — National University of Computer & Emerging Sciences