

UMAR ABDUL AZIZ

Salesforce Application Architect | Technical Lead

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SUMMARY

Salesforce Application Architect & Technical Lead with 7+ years of experience delivering scalable, multi-cloud Salesforce solutions across Sales, Service, Experience, and Marketing Clouds. Expert in enterprise architecture, data modeling, and integration strategy for high-growth organizations.

Designed and implemented secure, high-performance systems integrating Salesforce with ERP, banking, and custom platforms using MuleSoft, REST/SOAP APIs, and Platform Events.

Recognized for blending architectural rigor with business acumen, translating complex requirements into maintainable, high-ROI solutions that enhance efficiency, governance, and user adoption.

LEADERSHIP HIGHLIGHTS

- Led and mentored 15+ Salesforce engineers across multiple time zones, establishing code quality standards and agile delivery excellence.
- Designed and implemented enterprise-grade Salesforce architectures integrating Sales, Service, Experience, and Marketing Clouds.
- Implemented DevOps pipelines (Copado, Gearset, Jenkins) reducing deployment errors by 40% and release time by 25%.
- Architected MuleSoft and Platform Event-based integrations for real-time ERP synchronization across financial and operations systems.
- Partnered with C-level stakeholders to define governance frameworks, security models, and multi-org strategies.

WORK EXPERIENCE

MediaRadar

Salesforce Architect

Dec 2025 – Present

- Platform strategy and architecture ownership for a multi-cloud Salesforce ecosystem supporting global revenue operations.
- Own the architectural roadmap across Sales, Service, Experience and Marketing Cloud, including data model, sharing model and integration boundaries
- Design and review Apex, Lightning Web Components and integration patterns; set the standards other developers build against
- Lead migration off retired declarative automation onto Flow, rebuilt around process rather than converted one-to-one
- Own release reliability: SFDX, Git branching strategy, CI/CD and sandbox management
- Partner with revenue operations to translate business requirements into scoped, testable technical design

Tkxel / Anderson Business Advisors (LA, USA)

Principal Salesforce Developer

May 2021 – Dec 2025

- Architected and led end-to-end Salesforce programs across Sales, Service, Experience, and Marketing Clouds, ensuring enterprise scalability and compliance.
- Directed cross-functional global teams, establishing architecture blueprints, code standards, and peer-review frameworks.

- Implemented multi-cloud data models, sharing rules, and role hierarchies to support secure multi-department operations.
- Owned the DevOps and CI/CD lifecycle via Copado, Gearset, Jenkins, and SFDX achieving 40% fewer deployment issues and 25% faster release cycles.
- Designed real-time ERP-Salesforce integrations using MuleSoft, REST/SOAP APIs, and Platform Events, improving data reliability by 25%.
- Engineered custom Lightning Web Components and asynchronous Apex logic to handle high-volume transactions (>1M records).
- Led data migration and governance initiatives, ensuring 100% data integrity and regulatory compliance.
- Advised product leadership on scalability, security, and performance optimization, doubling platform response time and boosting adoption metrics.

SMART-IS

Programmer Analyst (Salesforce Administrator/Developer)

July 2019 - May 2021

- Delivered custom automation frameworks using Flow and Apex to streamline onboarding and lead management, reducing manual steps by 30%.
- Managed core platform administration, including roles, permissions, and object model alignment with enterprise data governance policies.
- Built custom dashboards and reporting frameworks delivering real-time insights to business leadership.
- Supported API-based integrations and data consistency checks across multiple third-party systems.
- Provided training and enablement for non-technical users, increasing Salesforce adoption and user satisfaction by 20%.

SALESFORCE CERTIFICATIONS

Salesforce Certified Application Architect

- Sharing & Visibility Architect | Data Architect
- Platform Developer I | Platform App Builder | Sales Cloud Consultant
- Advanced Administrator | Administrator | Agentforce Specialist
- AI Associate | Salesforce Associate

KEY ACHIEVEMENTS

Architectural Leadership: Delivered multi-cloud enterprise architecture (ERP, finance, customer portals) with 99.9% uptime.

Integration Excellence: Built MuleSoft-based, real-time ERP integrations, improving data reliability by 25% and cutting manual sync errors by 90%.

DevOps Transformation: Implemented CI/CD with Copado & Jenkins, reducing deployment errors by 40% and accelerating releases by 25%.

Operational Efficiency: Automated workflows saving 30% manual effort and 20% cost.

Revenue Growth: Optimized lead automation boosting conversion by 25%.

Customer Retention: Introduced service automation increasing retention by 15% in six months.

PROJECTS

Enterprise Multi-Cloud Architecture: Designed a unified Salesforce ecosystem across Sales, Service, and Experience Clouds with integrated ERP data model, robust CI/CD governance, and end-to-end test automation.

Automation Framework for Sales Process: Built dynamic Flows and guided approvals reducing lead-to-opportunity time by 30%.

Real-Time Integration Hub: Architected bidirectional ERP-Salesforce integration using MuleSoft, Platform Events, and REST APIs with centralized error-handling framework.

Lightning Experience Modernization: Developed reusable LWCs and implemented advanced caching and lazy loading to double UI performance.

Data Migration & Compliance: Oversaw migration of millions of records, achieving 100% integrity and establishing long-term data governance policies.

DevOps Governance: Established CI/CD pipelines and automated regression tests transforming deployment reliability across all environments.

SKILLS

Architecture & Governance:

Data Modeling | Sharing & Visibility Design | Integration Patterns | Multi-Org Strategy | Application Lifecycle Management | Solution Architecture Documentation

Development:

Apex (Triggers, Classes, Async Processing) | Lightning Web Components | Visualforce | SOQL/SOSL | Batch/Queueable | Platform Events

Integration:

REST/SOAP APIs | MuleSoft | Named Credentials | External Services | Middleware Orchestration

DevOps & Tools:

Copado | Jenkins | Git | Salesforce DX | Gearset | ANT

Declarative Automation:

Flows | Approval Processes | Validation Rules | Custom Metadata | Dynamic Record Pages

Soft & Leadership:

Agile Delivery | Cross-functional Team Leadership | Stakeholder Communication | Solution Design | Problem Solving | Mentorship

EDUCATION

Bachelor of Science in Software Engineering, The University of Lahore (2014–2019)

Focus on system design, database management, and software development. Gained strong grounding in OOP, integration, and scalable architecture principles.

LANGUAGE

English: Fluent

Urdu: Native