

Mohamed Ali Senior Salesforce Engineer

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 Dubai, UAE

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 Trailblazer

Summary

Senior Salesforce Engineer with nearly five years of experience designing, developing, and delivering enterprise Salesforce solutions across complex business environments.

Specialized in enterprise integrations, solution design, and scalable application development using Apex, Lightning Web Components (LWC), Salesforce Flow, and REST APIs. Skilled at translating complex business requirements into secure, maintainable solutions while collaborating with cross-functional teams to deliver scalable, business-critical applications.

Professional Experience

11/2025 – Present Dubai, UAE	Senior Salesforce Developer, Emaar - Designed and implemented the end-to-end Salesforce integration with Dubai Land Department (DLD) and OQOOD systems to automate property unit registration. - Developed scalable Salesforce solutions using Apex, Lightning Web Components (LWC), Salesforce Flow, and Declarative platform development. - Translated complex business requirements into secure, maintainable solutions aligned with enterprise architecture and development standards. - Enhanced Salesforce applications supporting complex approval workflows, financial processes, and customer operations. - Collaborated with business stakeholders, QA, and integration teams to deliver high-quality enterprise solutions while resolving production issues and implementing platform enhancements.
06/2025 – 11/2025 Cairo, Egypt	Application Developer - Salesforce, IBM - Collaborated within IBM's enterprise Salesforce delivery framework, following established development, governance, and release management standards. - Contributed to knowledge transfer initiatives and technical discussions supporting enterprise Salesforce implementation practices. - Worked within enterprise Salesforce architecture, delivery processes, and governance standards in a large-scale consulting environment.
Khazenly 05/2025 – 10/2025 Part time	Salesforce Developer Continued supporting and enhancing business-critical Salesforce applications on a part-time basis, delivering production fixes, platform enhancements, and integration improvements while ensuring operational continuity.
10/2024 – 04/2025 Cairo, Egypt	Salesforce Developer - Developed Salesforce solutions supporting logistics, warehouse, and order management operations. - Developed Salesforce integrations with external delivery providers using AWS Lambda as middleware to automate fulfillment workflows and enable secure, reliable enterprise system communication. - Developed scalable business functionality using Apex, Lightning Web Components (LWC), Salesforce Flow, and platform configuration. - Designed and enhanced custom Salesforce applications to improve operational efficiency and user experience. - Resolved production issues, implemented platform enhancements, and optimized application performance and system reliability.

Marakez

01/2024 – 07/2024 Cairo, Egypt	Senior IT Applications Engineer Salesforce Developer - Delivered Salesforce integrations with Oracle Fusion Accounts Receivable (AR) to automate financial processes and enable secure, reliable enterprise data exchange. - Resolved issues in a custom payment plan solution by correcting Net Present Value (NPV) calculations, ensuring accurate financial results and reliable payment schedules. - Designed and enhanced Salesforce solutions aligned with complex business and operational requirements. - Designed and implemented Salesforce security models using profiles, permission sets, roles, and sharing rules.
12/2022 – 12/2023	IT Applications Engineer Salesforce Developer
06/2022 – 07/2023 US, Remote Part-Time	Salesforce Support Specialist, ScaleUp - Administered the Salesforce platform, supporting day-to-day operations and user management. - Managed Salesforce security, including user accounts, profiles, roles, and permission sets. - Configured platform customizations, including custom objects, fields, validation rules, workflows, and Visualforce pages. - Developed reports and dashboards while providing end-user training and technical support.
02/2022 – 11/2022 Cairo, Egypt	Salesforce Administrator, Cloud 11 - Supported the delivery of Salesforce solutions across multiple client projects, contributing to requirements discovery, solution demonstrations, and platform configuration. - Configured Salesforce applications, including custom objects, fields, validation rules, workflows, reports, and dashboards to support business requirements. - Managed Salesforce security through user administration, profiles, permission sets, roles, and sharing configurations. - Collaborated with senior consultants and developers to deliver Salesforce solutions while gaining hands-on experience across the Salesforce platform.

Skills

Salesforce: Apex | Lightning Web Components (LWC) | Salesforce Flow | Triggers | SOQL | REST API Integrations | Data Modeling | Security & Sharing | Reports & Dashboards

Languages & Tools: Java | JavaScript | Git | GitHub | VS Code | Jira

Architecture & Delivery: Solution Design | Enterprise Integrations | Business Requirements Analysis | System Architecture | Production Support | Stakeholder Management

Certificates

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| • Salesforce Certified Integration Architect | • Salesforce Certified Platform Developer I |
| • Salesforce Certified Administrator | • Salesforce Certified Platform App Builder |

Education

05/2020	Faculty of Computer and Informatics, Benha University, Bachelor of Computer Science Graduation Project: Smart Waste Basket. Graduation Project Grade: Excellent.
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