

# ALEJANDRO ANGUIANO

## PROFILE

Experienced engineer with a solid Salesforce development background, proficiently crafting solutions on the platform. Enhancing operational workflows and providing outstanding customer interactions. With strong grasp of technical expertise, I am dedicated to fostering organizational achievements via technology.

## CONTACT

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## SKILLS

- Apex
- LWC
- SOSL
- SOQL
- HTML
- CSS
- JavaScript
- Bilingual English | Spanish

## SOFTWARE

- Salesforce
- Visual Studio Code
- Data Loader
- Git
- Salesforce Workbench

## EDUCATION

**Bachelor of Engineering**  
**ITESO**

2020

## CERTIFICATIONS

**Databases and SQL for Data Science with Python**  
**IBM**

2022

**Google Data Analytics**  
**Google**

2023

## EXPERIENCE

### SALESFORCE DEVELOPER

**BLUELIGHT CONSULTING**

Dec.2022 - Jun.2023

- Developed Apex triggers to automate record updates and ensure data integrity, reducing data entry errors by 20%.
- Customized the Salesforce customer service module to align with the company's specific processes, improving customer satisfaction by 15%.
- Implemented a custom reporting solution in Salesforce to provide management with a clearer view of the sales team's performance.
- Integrated Salesforce with a third-party email application, enabling sales teams to send and receive emails directly from Salesforce.
- Contributed to the design and development of business process flows to automate lead and opportunity management, streamlining the lead-to-sale conversion process.

### JR SALESFORCE DEVELOPER

**DEINTEC**

Oct.2021 - Nov.2022

- Designed and developed custom workflows in Salesforce to automate the sales opportunity tracking process, resulting in a 30% improvement in the sales team's efficiency.
- Implemented a Lightning Web Component (LWC) to display key customer data in a single view, reducing user navigation time by 40%.
- Collaborated with the administration team to troubleshoot issues and provide end-user support in customizing Salesforce.
- Participated in the integration of Salesforce with the company's inventory management system, enabling real-time data synchronization.
- Assisted in migrating historical data from a legacy system to Salesforce using Data Loader, ensuring data integrity and consistency.

### SQL DEVELOPER

**SUMMER GARDEN GOVERNMENT PROJECT**

Jan.2020 - Dec.2020

- Achieving a 50% improvement in a government assistance zone's restructuring and the addition of a recreational center, promoting an economically sustainable and health-conscious environment.
- Used Excel to cut costs by 15% through precise budget calculations, material quantification, and performance metrics, enhancing project cost management.
- Collaborated in SQL database development, resulting in a 20% increase in data accessibility and report efficiency.
- Presented the community vision and economic plan via Power BI dashboards, leading to a 25% alignment improvement with community needs.
- Created impactful dashboards, presentations, and reports, boosting project communication and decision-making effectiveness.