Zablon Charles

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Summary

Certified Salesforce Administrator and Salesforce Developer with over 4+ years of experience in Software Development, Project Management, and Data Analytics. An organized and result-driven individual with good communication and analytical skills. Skilled in working with Salesforce both declaratively and programmatically, and solving business problems with an analytical approach.

Experience

Emonics | Remote
Salesforce Developer | September 2022 - Current
Roles / Responsibilities ● Implemented and managed Marketing Cloud features such as Journey Builder, Email Studio, Automation Studio, Audience Builder, and Personalization Builder, integrating them seamlessly with Sales Cloud.● Integrated Salesforce with other enterprise applications and systems.● Built and maintained Salesforce customizations, including but not limited to custom fields, validation rules, workflows, custom objects, and Apex code.● Performed data migrations and managed data quality in Salesforce.● Converted Visualforce (VF) pages into Lightning Web Components (LWC), enhancing the platform's efficiency and user interface.● Implemented Lightning Knowledge Base to streamline access to knowledge articles, ensuring seamless searchability and accessibility within the Customer Community, enhancing overall efficiency.● Collaborated with other developers to create effective Einstein Bots. ● Implemented dynamic content and personalization strategies using Marketing Cloud Personalization Builder to deliver targeted and relevant messages to customers at scale.

Revature | Remote
Salesforce Developer | October 2020 - September 2022
Roles / Responsibilities ● Designed and implemented custom Salesforce applications using Apex, Visualforce, Lightning Components, and other Salesforce development tools. ● Customized and optimized Salesforce Service Cloud to address the unique requirements of our service-oriented operations.●Collaborated with business analysts, stakeholders, and other technical team members to gather and analyze requirements for Salesforce solutions. ● Developed and maintained integrations between Salesforce and other systems using technologies such as REST/SOAP APIs and middleware platforms. ● Customized and configured Salesforce features such as workflows, process builder, and validation rules to meet business needs. ● Troubleshot and resolved issues related to Salesforce customizations, integrations, and configurations.

Swissport | Newark, New Jersey
Salesforce Developer | November 2018 - October 2020
Roles / Responsibilities ● Collaborated with cross-functional teams to comprehensively understand business requirements for the implementation of Salesforce Service Cloud and Field Service Lightning (FSL).● Established and maintained CI/CD pipelines for Salesforce applications using tools such as Salesforce DX, Jenkins, and Git, to automate the build, test, and deployment processes●Designed and developed custom reports and dashboards within Salesforce using tools such as Salesforce Reports and Einstein Analytics, to provide stakeholders with actionable insights and data-driven decision-making capabilities.●Developed custom API connectors using Apex and JavaScript to facilitate integration between Salesforce and third-party applications.● Implemented ERP systems, marketing automation platforms, and payment gateways.● Designed and developed Lightning Components to enhance user interface (UI) and user experience (UX) within Salesforce Lightning Experience, focusing on responsiveness, interactivity, and performance optimization.

Saint Peter's University | Jersey City, New Jersey
IT Intern | January 2017 - June 2018
Roles / Responsibilities ● Installed and configured hardware and software systems, including servers, workstations, and peripherals. ● Troubleshoot and resolved hardware and software issues for end-users, including diagnosing network and connectivity problems. ● Maintained and updated network security measures, including firewalls and anti-virus software. ● Conducted regular system backups and disaster recovery tests to ensure system integrity and data protection. ● Monitored network performance and analyzed system logs to identify potential issues and implement solutions. ● Developed and maintained documentation and user manuals for IT systems and applications. ● Managed and coordinated IT projects from

conception to completion. ●Utilized windows, linux, and macOS to manage computer systems and networks/LAN/Voip Systems.

Education

Saint Peter's University | 05/2020
Bachelor's Degree - Computer Science

Hudson College
English & Psychology | 11/2016

Skills/Core Competencies

Marketing cloud, Sales cloud, Service cloud, Email Marketing, Journey Builder, Audience Segmentation, Marketing Automation, Analytics and Reporting, Lead Management, Opportunity Management, Account and Contact Management, Sales Forecasting, Pipeline Management,Java, Python, Apex,React, Gatsby, Javascript, Visualforce, Lightning Web Components, Sosl, Sql, Salesforce DX, and Salesforce APIs, Apex Data Loader, Adobe Echosign, ERP, MS Office, SQL, SAS.

Certifications

Salesforce Certified Administrator, Salesforce Certified Platform Developer I, Java Certified Full Stack Developer, Cyber Security Specialist | IQ4