

Serkan Obuz

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PROFESSIONAL SUMMARY

Certified Salesforce professional with a dual focus on development and administration, showcasing a track record of driving successful Salesforce customization for enhanced CRM functionality. Proficient in implementing process automation using Apex, SOQL, and Lightning Web Components, contributing to the creation of triggers and integration services. Adept at streamlining data manipulation and system integration to achieve optimal efficiency. Demonstrated commitment to continuous learning and adaptability within the software development life cycle, ensuring the successful implementation of validation rules and security controls to uphold data integrity. Skilled in crafting visually appealing user interfaces through the development of Visualforce pages and the Lightning Component Framework.

Seeking a challenging position where skills can be leveraged to contribute to the success of a forward-thinking company that values innovation and excellence in Salesforce development and administration.

EDUCATION AND CERTIFICATES

- Salesforce Developer Training - Arizona State University – AZNext
- Salesforce Certified Platform Developer I
- Salesforce Certified Administrator (SCA)
- Information Technology and Certified Computer Accounting - Yenimahalle Anatolian Vocational/Technical High School
- Java Programming I (Certificate) - Helsinki University
- Java Programming II (Certificate) - Helsinki University
- Java Programming 101 (Certificate) - Turkcell
- Java Programming 201 (Certificate) - Turkcell
- Java Programming I (Certificate) - BTK Academy
- Business Analytics Science (Certificate) - University of Arizona
- Object-Oriented Programming (Certificate) - BTK Academy
- Web Programming with REACT (Certificate) - BTK Academy
- Android Development with Kotlin - BTK Academy
- HTML & CSS (Certificate) - FreeCodeCamp Academy
- Cyber Security (Certificate) - Thinkful
- Microsoft Power BI (Certificate) - BTK Academy
- UI/UX Design (Certificate) - Google
- Graphic Design (Certificate) - BTK Academy
- Graphic Design (Certificate) - ISKUR Agency of Employment

PROFESSIONAL EXPERIENCE

Salesforce Developer, AZNext, Arizona State University

September 2023 - Present

- Executing a "clicks not code" strategy, robust system customization is achieved, elevating both functionality and user satisfaction.
- Apex solutions, including triggers and integration services, are developed to streamline data manipulation and enhance system integration.
- Pioneering the implementation of asynchronous Apex solutions, expertise is showcased in optimizing system performance and contributing to an event-driven software architecture.

- Leading the creation of visually compelling user interfaces through the development of Visualforce pages and Lightning components, a strong design sensibility is highlighted.
- A proven track record in troubleshooting and debugging demonstrates the capability to swiftly address system issues and ensure uninterrupted functionality.

Co-Founder, STEB, Student Travel Education Bureau

December 2015 - July 2023

- Established and nurtured strategic partnerships, significantly expanding the organization's influence and presence in the industry.
- Effectively managed budgeting, financial planning, and resource allocation to sustain operational efficiency and foster the organization's continuous growth.
- Exhibited effective communication and delegation skills in cultivating relationships with key stakeholders, fostering a robust network of support and collaboration with educational institutions, travel agencies, and relevant organizations.
- Displayed forward-thinking and calculated risk management by navigating challenges with resilience, adapting strategies to dynamic market conditions, and leveraging innovation to maintain a competitive edge.

Accountant/Tax Associate, Canitez Tax Professional and Financial Advisor

January 2009 – July 2014

- Ensured financial integrity by meticulously adhering to accounting standards and tax regulations, playing a pivotal role in maintaining compliance.
- Orchestrated comprehensive tax planning, resulting in the preparation of accurate tax returns and the provision of strategic financial advice to clients.
- Produced accurate and timely financial statements, reports, and analyses, providing valuable insights into the organization's financial health and performance.
- Played a key role in budget development and financial forecasting, offering valuable insights for strategic decision-making and resource allocation.

TECHNICAL SKILLS

- **Salesforce Clouds:** Lightning Sales Cloud | Lightning Service Cloud | Experience Cloud
- **Backend Development Skills:** Apex, Apex Classes, Apex Triggers, Async Apex, Invocable Apex, Dynamic Apex, Apex Based Unit Testing, Apex Test Classes, SOQL, SOSL, DML, REST API, JSON, XML, Web Services, Kotlin, Java, Python, JavaScript
- **Front Development Skills:** Lightning Web Components, Lightning Apps, HTML, HTML 5, JavaScript, CSS, CSS3, Screen Flows, React JS, jQuery, Bootstrap, Redux
- **Low Code Tools:** Record Triggered Flows, Autolaunched Flows, Scheduled Flows, Process Builder, Workflow Rules, Approval Process
- **Administration:** Salesforce Administration, Data Model, Sharing Model, Reports & Dashboards
- **Data Migration Tools:** Data Loader, Data Loader.io, Workbench
- **IDE:** Visual Studio Code, Salesforce Developer Console, TMC Beans, IntelliJ IDEA
- **Deployment Tools:** Change Sets, Netlify, GitHub, Workbench, SFDX CLI, SOAP
- **Tools:** IntelliJ IDEA, Visual Studio, Copado, TMC Beans, Figma, Microsoft Power BI, Tableau, Adobe Photoshop and XD, Android Studio