Andrew Paschall
Salesforce Architect

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*I am a hands-on technology leader with a proven track record of delivering business-critical solutions in various domains and industries. With 15 years of industry experience, I have spent the last 8 years in **Salesforce** roles that utilize my strong presentation and facilitation skills, obtaining stakeholder acceptance by understanding and delivering the right strategic vision, and driving the difficult conversations necessary to execute business strategies.*

SKILLS

Salesforce Certifications	*Technologies*	*Techniques*
• Platform Developer I	• Salesforce.com, Force.com	• Agile, Scrum, SDLC
• Platform App Builder	• JavaScript, APEX, JSON, APIs	• SaaS, PaaS, IaaS, Cloud
• Force.com Admin / Developer	• LWC, SLDS, HTML5, CSS, SQL	• Enterprise Design Patterns

EXPERIENCE

SALESFORCE DEVELOPMENT MANAGER, ALLSTATE IDENTITY PROTECTION, Remote   Feb 2021 - Present

Allstate Identity Protection is the leading provider of employee identity protection to more than 2 million employees at over 2,000 firms, including more than 100 of the Fortune 500 companies.

- Lead, manage and mentor an agile team of 5 Salesforce developers and administrators
- Act as a trusted advisor to the company's Executive Team and Enterprise Architects, armed with best practices for enterprise architecture functions including Security, Performance, Requirements Analysis and Governance
- Deliver all live demonstration, Q&A, and roadmap presentation to C-suite stakeholders
- Develop a program vision while advising and articulating program/project strategies on Salesforce platform
- Build relationships with internal/external customers, manage expectations and negotiate solutions to complex problems with both the customer and third-party partners

SALESFORCE SOLUTIONS ARCHITECT, ALLSTATE IDENTITY PROTECTION, Remote   Mar 2019 – Feb 2021

- Design and develop functional solution architecture, proof-of-concepts, demos, application and integration development best practices, enterprise architecture standards, testing, and Salesforce Platform education
- Implemented Sales Cloud, Service Cloud, Community Cloud, Single Sign-On and Lightning Experience
- Designed and implemented custom call center applications using Salesforce Lightning Web Components, Custom Object design, Apex, MuleSoft, and Genesys
- Developed NetSuite ERP integration using Salesforce LWC, Apex, and Mulesoft to sync client payment data

SALESFORCE SOLUTIONS ARCHITECT, SHELLBACK SEMICONDUCTOR, Phoenix, AZ   Dec 2017 – Mar 2019

OEM Group (now Shellback Semi) is a leading international semiconductor manufacturer serving both traditional and emerging semiconductor fabs worldwide with fully-integrated equipment solutions.

- Led a company-wide transition to Salesforce Lightning. Tools included Custom Object design, LWC, Visualforce, Flows, Process Builder, SOQL queries, Data Loader and Apex triggers
- Built rich, highly performant applications using Lightning, Apex, and LWC JavaScript frameworks
- Lead Sales and Service process engineer for OEM Group's worldwide ERP migration
- Reduced quarterly forecast error by more than 45% via data analysis and custom Salesforce reporting

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DIRECTOR, USER EXPERIENCE, MULTIVISTA, Phoenix, AZ   May 2013 - Dec 2017

Multivista pioneered visual construction documentation in North America and is now the leading global provider of information technology solutions across all geospatial and industrial landscapes.

- Responsible for the design, planning, programming, and user testing of the company's Salesforce CRM, public website, mobile app, and desk.com support portals
- Salesforce Admin/Developer for over 300 users
- Designed and implemented Marketing processes in Salesforce to automate communications between Sales and Marketing and assign campaign influence to opportunities for real-time ROI reporting.
- Responsible for Salesforce integrations with Hubspot, Marketo and the company's proprietary platforms
- Led all UX/UI design for the company's mobile/tablet application for iOS, Android and mobile web

LEAD WEB DEVELOPER, MULTIVISTA, Phoenix, AZ   May 2011 – Apr 2013

- Redesigned, coded, and re-launched the Multivista website to improve the company's visibility within the market and facilitate significant sales increases at more than 50 locations worldwide
- Managed and created Salesforce reports, dashboards, and workflows to automate Marketing processes
- Designed interactive help systems for new customers, driving a 30% decrease in support calls for new accounts

WEB DEVELOPER, CONTRACT, CLEARTORCH, Phoenix, AZ   Feb 2005 – Apr 2011

- Provided full-stack web development and marketing automation solutions across a wide range of industries including Financial Services, Healthcare, Construction and Higher Education

EDUCATION

Arizona State University, Barrett Honors College, English Literature