

**Brett Bernstein      305-240-7133**  
**Certified Salesforce.com Administrator Developer and Consultant**

- Possess an in-depth knowledge and understanding of all stages of software development life cycle (SDLC).
- Experienced at developing and supporting database/automation solutions.
- Skilled at developing and implementing reporting and data solutions.
- Proven background improving process quality and providing system automation.
- Manage solutions and data efficiently using today's newest, most stable technologies.
- Maintain open constructive communications and working relationships at all business levels.

**TECHNICAL SKILLS SUMMARY**

**Languages:** HTML, CSS, T-SQL, PHP, XML, Apex, JavaScript and similar languages, and new languages developed on a daily basis

**Databases:** Microsoft SQL 2000/2005, MySQL, Microsoft Access, Cloud Technologies (force.com)

**Operating Systems:** Windows XP, Vista, 7 Windows 2000 Server, Linux

**Applications:** Cloud-based Anything, Web Servers (IIS, Apache), advanced use of Adobe Master Collection, FTP

Management, Proprietary Applications.

**PROFESSIONAL EXPERIENCE**

**Shredbin.com**

**Miami, FL.**

**CTO- Systems Designer - Company Co-founder**

**April 2017 – Current**

Salesforce / Cloud Based IOT / Autonomous Document Maintenance and Destruction -

Created The Salesforce / Cloud System to propel the company's forward movement and growth

- Develop, Create, Present and Maintain : Apex, Lightning, VisualForce Application/Projects

**Camping World - Good Sam , Remote with Quarterly Travel**

**Kentucky, Chicago, Denver, National.**

**Application Support Analyst/Developer- CRM Systems Development**

**June 2016 – April 2017**

Salesforce Developer - Project Lead Specialty salesforce Projects.

Development for SF Deployments

- Develop, Create, Present and Maintain : Apex, Lightning, VisualForce Application/Projects
- Address Goals Directives and vision from multiple channels including
- Develop Concurrent and jointly with Official SF MVPs (attempting to become MVP myself) on the same teams.
  - API / Webservice research Documentation and SF Integration including Migrations, Deployments, updates, etc.(CI)
  - Maintain strict Integration regulations/ processes to combine technology and business goals. Internal corporate compliance.
- Application development/administration through full Product Lifecycle.
  - Current / Past / Required/ Documented process Analysis
  - Above mentioned, Specific Granular Process optimization.

- National Application /Dashboard research analysis with Business Integration
- Developed,deployed and maintained Salesforce Wave Analytics real time Streaming Data Interface
- Process and product Analysis for upgrade purposes(including revision with project managed plan and deliverables).
- DELIVERABLE Centric- Hands-on CRM, ERP, ETL Frameworks for cloud integrations:
  - Exploration
  - Documentation
  - Discovery
  - Prototype testing and data QA
  - Data integration Factors and designs.
  - Testing each vendor solutions and offerings.
  - Align business need with technology
- Integrate / Design / Optimize / Reports for Company-wide Business intelligence with frameworks and BPMs for the full product lifecycle(Customer, Account, Product Data.)
- Use APEX language, Classes and Triggers in variety of ways to enhance custom use controllers for integration to the MVC

#### **Interval International**

**Miami, FL**

#### **Application Support Analyst/Developer- CRM Systems Development**

**June 2014 – February 2016**

A Full Cloud Integration from Legacy and other systems (apis, etl, txt, inner-application extraction) to the Salesforce Platform/Force Framework one department at a time beginning with marketing, specifically 5000+ marketing offer updates to the live site as i doubled as R+D, and Current Offer maintenance. Infor CRM

- Suite v7 to v10 upgrade
  - Vendor /partner Documentation and optimization from Infor.
  - Allow proper Integration and Internal corporate compliance.
- Analysis and optimization and upgrade Marketing Offer Data to real time BI system.
  - Local Oracle Server> ETL (informatica)> AS400 process Analysis
  - Process optimization for marketing affiliate data sharing.
- Global Business process and product Analysis for upgrade purposes.
- Intensive CRM, ERP, ETL Frameworks for cloud integrations:
- Use APEX language, Classes and Triggers in variety of ways to enhance custom use controllers for integration to the MVC

#### **Telefonica**

**Miami, FL**

#### **CRM Systems Developer and Analyst**

**June 2010 - April 2013**

- Develop, plan, implement sales CRM system for a global telecommunications company for all users including but not limited to: Pre-sales, Sales, Post-Sales, Support, Customers, etc.
- Lead meetings with global users to assess user need
- Meet with business development to assess business need.
- Develop Multiple Projects with Salesforce and Visualforce from beginning to end
- Plan processes, Plan development, Plan Implementation
- Assess outsource / in-house development
- Assess, test, recommend, and install software for usage.
- Create data applications/connections/reports between multiple countries and data-types for review by non-technical executives.
- Data management
- Process data from legacy sources (excel, TXT, XML, CSV, etc..)
- Normalize, Analyze, Interpret, Import, Manipulate, Broadcast all types of data within the company for enhancement, optimization, aggregation purposes.
- Report Management
- Create, Analyze, Develop new and intuitive reporting using new web technologies and legacy data.
- Develop Documentation for all projects.

- Use APEX language, Classes and Triggers in variety of ways to enhance custom use controllers for integration to the MVC

**Global Restaurant Equipment  
Systems Consultant**

**Miami, FL  
February 2009 - Dec 2009**

- Utilized MySQL to manage, modify and update online product data for a restaurant equipment company.
- eBay Store maintenance including data modification and optimization
- Managed the Internet Marketing for a restaurant equipment company
- Created and directed all Internet & print marketing advertisements.

**MerchantAdvantage  
Technician and Developer**

**Miami, FL  
October 2005-June 2008**

- Validated, normalized and trouble-shoot proprietary shopping cart data exports.
- Developed Multiple Projects with Salesforce
- Deciphered specifications from technical Marketing channels
- Relayed complex ideas to programmers for software upgrades.
- Managed weekly webinar planning and presentations about marketing and software usage.
- Administered pre-sale demonstrations via phone, screen-cast webinars, and industry conventions.
- Planned, designed, and implemented application database code objects, such as stored procedures and views for use in proprietary software processes
- Use APEX language, Classes and Triggers in variety of ways to enhance custom use controllers for integration to the MVC
- Built and maintain SQL scripts and complex queries for data analysis and extraction
- Performed quality assurance and testing of SQL server in a software development environment.
- Developed new processes to facilitate data import and normalization.
- Worked with business stakeholders, application developers, and production teams and across functional units to identify business needs and discuss solution options.
- Supported all production operation activities, with focus on integration and development of new and existing products and services.
- Acted as project manager to create development teams to identify and implement reporting, control, and automation opportunities to improve overall access to information.
- Utilized SQL reporting services on SQL 2005 to create XML data that was used for customer analytics and tracking mechanisms
- Assisted new and existing clients with integration and data conversion activities.
- Identified data issues and provided recommendations for resolution to ensure optimal performance.
- Worked with internal and external clients for import and normalization of third-party data using DTS and SSIS packages.
- Documented and maintained database system specifications, diagrams, and charts.
- Monitored and provided front-line support of daily processes.

**EDUCATION / CERTIFICATIONS**

**Barry University**, Miami Shores, FL  
Bachelor of Science - Computer Science

**CRM Certified Developer 401 (Salesforce)**