

FELIPE BARROS

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GOALS

Salesforce Engineer, Salesforce CRM, CRM Analyst, Salesforce Administrator, Salesforce Developer, ERP Developer

QUALIFICATIONS

Over 8 years of professional experience in the Information technology sector, delivering process automation and business improvement solutions in several technologies, including TOTVS ERP, Salesforce CRM, SQL Server, LWC, Apex, SOQL, SQL, Javascript, ADVPL and OOP, enabling business process efficiency throughout the company, beyond NGO's and financial industries.

Scrum Foundation Certified, and also certified by Salesforce in Associate, Associate AI, Administrator and Platform AppBuilder.

Wide experience in creating Flows, process builders, work flows, approval process, apex triggers, formulas, configuring entitlement process and milestones. And utilizes non declarative tools like, Apex, LWC's, SOQL and SOSL, visualforce pages, and Salesforce API's.

Experience in collaborating with business stakeholders to capture requirements and translate them into system solutions since connecting other systems with Salesforce clouds or developing any journey into the clouds.

Experient in managing users in platforms assigning permissions, creating new ones, roles - as well as building and managing Reports and Dashboards too.

Ability to provide training to multiple users across new journeys and processes, and coach new joiners of the team.

BUSINESS RESULTS

I have reduced the average call support duration by 25% through the implementation of an Agentforce bot that, through AI, quickly locates the answers for the queries entered when, previously, a human agent had to manually search and provide the response to the customer. This has also significantly increased the customer experience as the responses are now always quicker and very assertive, turning it into a success case for our customer.

I have reduced the average time response to requests by 9% through the implementation of a web portal that allowed users to attend to the customers quickly and with more assertiveness, using Salesforce's Experience Cloud and Esinteinbots. Post implementation, the customer satisfaction was also raised up to 80%.

I have increased the customer sales by 12% through the implementation of a new payment method (instant payment method named PIX, widely used in Brazil) into the Salesforce using REST API, allowing users more options to pay for their purchases. This has become the most used payment method selected by customers for this specific type of sale.

I have implemented in a web portal a Web-to-Lead automation that creates automatically leads in Salesforce by a form to bring potential customers that visited the client web site into a Salesforce lead.

I have reduced 2.0 FTE in effort through the implementation of bulk insertion of data into Salesforce. This was previously a manual task carried out by 10 FTE. To reach that I've created an APEX load spreadsheet. So this automation now allows them to focus on more strategic tasks.

I have increased the relationship between B2B clients and by consequence the LTV(Life time value), through a journey built and designed by me only using the declarative tools of Salesforce Service Cloud.

I transformed several journeys that were build in external systems to journeys into Salesforce clouds, using LWC's, APEX, SOQL and a lot of API's REST.

PROFESSIONAL EXPERIENCE

Ília - (Medium Brazilian Multinational.)

Position: Salesforce Senior Analyst- 06/2025

I lead Salesforce initiatives across Sales, Service, and Data Cloud, designing scalable solutions, ensuring data governance, and optimizing performance. I develop with Apex, LWC, Batch Apex, and REST/SOAP APIs, while mentoring the team and defining coding standards. I work closely with stakeholders to translate business needs into actionable roadmaps, overseeing delivery, adoption, and change management to drive measurable business results.

Position: Salesforce Mid-level Analyst- 01/2023

I work as a Salesforce Consultant, managing Sales and Service Cloud, with occasional use of Data Cloud. I customize the platform using declarative tools and develop programmatic solutions with Apex, Batch Apex, LWC, and REST/SOAP integrations. My role also includes process automation, platform optimization, and user support to ensure effective Salesforce usage.

Position: Salesforce Junior Analyst - 04/2022

My first contact with Salesforce CRM, where I was a consultant and worked as an Analyst managing and administering the Sales and Service clouds, creating automations, flows, improving business rules among other activities of an App Builder and eventually developing for the platform from triggers to developments using the Salesforce tools.

Igreja Mundial do Poder Deus - (Large Brazilian NGO.)

Position: Analyst I - 02/2019 - 02/2023

I worked as a hybrid analyst, occasionally working with the demands that arose in the sector, with a focus on developing the Protheus ERP (TOTVS). I created new processes and helped improve existing processes by computerizing sectors and areas that were not previously computerized. I participated in the implementation of the current TOTVS ERP system, and any other system that the company needed.

Position: Apprentice - 09/2017 - 02/2019

I assisted in the administrative processes of the sectors, working mainly in the Systems area. Organizing tasks using Kanban, managing the minutes, manuals, reports and documents for improvements and software implementation.

ACADEMIC EXPERIENCE/COURSES AND EXCHANGE PROGRAMS

- Bachelor Degree in Computer Science – UNIP, São Paulo – 2022
- Technical Course in Business, SENAC, São Paulo – 2019
- Technical Course in Information Technical – ETEC, São Paulo – 2015