

Mat Ruff

Staff Software Engineer

10+ Years Experience | 6x Certified



Hi, I'm Mat 🌟. I'm a Salesforce engineer based in Phoenix, Arizona. I have six Salesforce certifications and over ten years of experience as both a consultant and in-house developer. I specialize in building custom business solutions, seamless integrations, and mobile-friendly Lightning UI for the Salesforce platform.

My Salesforce Certifications

- Platform Developer I & II
- JavaScript Developer I
- Experience Cloud Developer
- Education Cloud Consultant
- Administrator

Skills & Expertise

- **Salesforce Development:** Apex, Lightning Web Components, Visualforce SOQL/SOSL
- **Programming:** JavaScript/TypeScript, React, Golang
- **Integration & APIs:** Salesforce APIs, Integration, and Web Services
- **DevOps & Workflow:** CI/CD, Agile, SDLC, SFDX, CumulusCI, Gearset, JIRA

Tools I Use

- **Development Environment:** WebStorm + Illuminated Cloud 2, VSCode
- **VCS & Code Quality:** Git, GitHub, PMD Analyzer
- **AI:** Copilot, SonarQube, CodeRabbit
- **Workflow:** Raycast

My Contact and Links

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Web: meruff.dev

GitHub: github.com/meruff

LinkedIn: linkedin.com/in/mathewruff

My Work Experience

Built In // Oct 2024 - Present

Staff Software Engineer - Remote

- Enhanced system stability and maintainability by implementing CI/CD pipeline tools, including PMD Analyzer, automated regression testing, and pull request code scanning.
- Improved code documentation using JSDoc and ApexDoc to increase clarity and maintainability.
- Applied a continuous refactoring approach to resolve legacy issues and align the codebase with modern best practices.

Built In // Aug 2022 - Oct 2024

Senior Software Engineer II - Remote

- Led the development and implementation of Built In's new B2B Content Studio site. Content Studio is custom-built using Salesforce's Digital Experiences Cloud and Lightning Web Components.
- Owned and maintained the Salesforce development lifecycle.
- Collaborated closely with cross-functional teams to gather requirements, analyze user needs, and translate them into functional software.
- Delivered regular updates and enhancements based on user feedback to keep the system aligned with business needs.
- Upgraded legacy automation by refining workflows, process builders, and Apex triggers.

Cloud For Good // Jul 2021 - Aug 2022

Senior Salesforce Developer - Remote

- Designed, developed, and implemented custom solutions for higher education clients using Salesforce technologies including custom Lightning Web Components, Apex, Commerce Cloud, and Digital Experiences (Communities).
- Played a consistent key role in client project discovery, building, deployment, post-production maintenance and client handoff.
- Ongoing support for several custom higher education implementations.

Accenture // Feb 2020 - Jul 2021

Business & Integration Architect Specialist - Remote

- *Sierra-Cedar's Salesforce practice was acquired by Accenture in early 2020.*
- Built complex custom solutions across industries, including student financial aid automation, recruitment, event management, and child welfare/foster care systems.

Sierra-Cedar, Inc. // Sept 2016 - Jan 2020

Senior Salesforce Developer - Tempe, AZ

- Developed complex custom solutions for clients, spanning student recruitment, lead and opportunity processing, territory management, custom marketing tools, event and campaign solutions, RFI forms, and general business automation.
- Owned and maintained several in-house accelerator applications.

Arizona State University // Nov 2013 - May 2016

Systems Analyst - Tempe, AZ

- Developed and maintained custom Visualforce pages for various user interfaces, including Recruitment, Service, Corporate Relations, and internal users. Main project was a custom student Service Center portal using Salesforce Communities, Visualforce, Apex, Bootstrap, and jQuery.

My Education

M.S. Information Management // 2015 - 2016

W.P. Carey School of Business at Arizona State University

B.S. Computer Information Systems // 2010-2013

W.P. Carey School of Business at Arizona State University