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| Millena Ferreira dos Reis  Salesforce  [Senior Software Engineer | Tech Lead | Tech Coordinator | Junior Tech Manager | Specialist] |
| |  |  | | --- | --- | | Na mosca com preenchimento sólido | Career goal Assume a position as a Salesforce senior software engineer / tech lead / tech coordinator / tech manager or specialist, using my technical experience, strategic vision and leadership in companies with high criticality, focused on governance, automation, incident management and digital platform's continuous delivering. | | Desenho de uma pessoa  O conteúdo gerado por IA pode estar incorreto. | Profile Software engineer with 20 experience years in IT, working last 17 years in one of the most important bank in Latin America; Last 10 years working as a senior analyst/engineer attending different CRM business teams, and the last 3 years assuming a technical reference role in Salesforce Platform (Core) solutions, focused on CRM, automation, governance and critical operations support. I already worked as Product Owner, Tech Lead, support analyst (solving system incidents) and digital product development team combined with system support and operation maintenance. I've been working in agile teams for the last 5 years, can easily understand the business processes that are used in a workday by the business teams (and with this knowledge, help them to understand some eventual technical limitations against the requested needs). Furthermore, **I have a passion for helping solve problems using technical knowledge**. | |  | Employment HistorySenior System Analyst at Itaú Unibanco, São Paulo March 2008 — Present  Acting as a technical reference in the Salesforce Platform (core) as a software engineer. Resolving improvement areas (e.g., automated documentation) and technical debt. Responding to incidents, root-cause analysis, preventing recurrences, and automating fixes. Implementing technical governance practices with traceability and change control. Implementing sustainable technical documentation processes and best practices aligned with Salesforce's Well-Architected framework.  **2014 - 2022 - Data Structuring for CRM Campaigns Squad**  Product Owner and Tech Lead (in different years). Assisted in designing and gathering information needed to structure data for SAS-CI (a campaign segmentation tool). Worked across business, data, and technology squads. Implemented an agile culture and managed internal and external suppliers. Monitored and managed incidents, analyzed root causes, prevented recurrences, and automated fixes.  **2008 - 2014 - Goal assessment structuring (bank branches) squad**  Structuring and automating product sales evaluation processes for agency managers. Support in designing demand monitoring processes in coordination (adding agile practices). | |  | EducationPostgraduate studies - Tecnologia da Informação Bancária, USP, January 2016 Technologist - Processamento de Dados, FATEC Baixada Santista, January 2006 | |  | CertificationsAWS Cloud Practitioner August 2023  [Badge - AWS Cloud Practitioner](https://www.credly.com/badges/3613614d-b512-4d63-af9c-654dfb4b2faa/public_url?newWindow=true) Salesforce Certified Platform App Builder April 2025  Access trailhead website for [certification check](https://trailhead.salesforce.com/pt-BR/credentials/verification/)  - search by Millena Ferreira dos Reis Flosum Certified Professional June 2025  [Certificate](https://flosumbiz.my.salesforce.com/sfc/p/#/1a000000YDSU/a/QQ000003Q749/FWxoCFgWNzdbVQeYzLt8p4Shk_CCpXQXqSTSkXIB9Io) Flosum Certified Expert June 2025  [Certificate](https://flosumbiz.my.salesforce.com/sfc/p/#/1a000000YDSU/a/QQ000003RtgD/dASVjLY54DiCSctoNZ_RY5FAKJMK3XoxvuTqqnHxTTA) | |  | Information Dona Maria Custódia St, 414, casa 3, São Paulo, Brazil, +55 11 99276-4447  [millena.ferreira@gmail.com](mailto:millena.ferreira@gmail.com) Links [LinkedIn](file:///C:\Users\mille\Downloads\linkedin.com\in\millena-ferreira-dos-reis) Skills  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Salesforce Platform | | | | | |  | | |  | | | Salesforce Flow | | | | | |  | | |  | | | App Builder | | | | | |  | | | |  | | Permission sets | | | | | |  | | | |  | | Declarative Automations | | | | | |  | | | |  | | LWC | | | | | |  |  | | | | | Apex | | | | | |  |  | | | | | SOQL | | | | | |  | | |  | | | Flosum | | | | | |  | | |  | | | Data Cloud | | | | | |  | |  | | | | Incident management | | | | | |  | | | |  | | post-mortem | | | | | |  | |  | | | | Root Analysis Cause (RCA) | | | | | |  | | |  | | | Continuous improvement | | | | | |  | | |  | | | SAS-CI | | | | | |  | |  | | | | Hadoop | | | | | |  | | |  | | | Java | | | | | |  |  | | | | | Cobol | | | | | |  | | |  | | | DB2 | | | | | |  | | |  | | | Technical Documentation | | | | | |  | | | |  | | Training (Tech / Product) | | | | | |  | | |  | | | Communication | | | | | |  | | | |  | | Backlog Management | | | | | |  | | |  | | | Team Management | | | | | |  | | |  | |  Languages  |  |  |  |  | | --- | --- | --- | --- | | English | | | | |  | | |  | | Italian | | | | |  | |  | | | Spanish | | | | |  |  | | | |  | | | | |