



Salesforce Developer | Apex, LWC, DX, API-first Architecture

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Professional Summary

Certified Salesforce Developer and Full-Stack CRM Professional with 5 years of experience designing scalable, cross-cloud Salesforce solutions. Holds 9 Salesforce certifications across core CRM, Marketing Cloud, and Pardot. Specialized in Apex, Lightning Web Components, API integrations, and DX-driven development. Proficient in designing robust CRM data models, flows, and scalable UI with security and performance best practices.

Equally experienced across cross-cloud environments, including Marketing Cloud (AMPscript, SSJS, Automation Studio) and Pardot (lead scoring, engagement journeys, form integration). Skilled in REST/SOAP APIs, approval workflows, Git, and Agile methodologies. Adept at translating business needs into scalable, maintainable technical solutions.

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified Platform Developer I
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Data Cloud Consultant
- Salesforce Certified OmniStudio Consultant
- Salesforce Certified Marketing Cloud Developer
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Marketing Cloud Account Engagement Specialist

Technical Skills

Salesforce Platform

- Apex (Triggers, Classes, Batch, Schedulable)
- Lightning Web Components (LWC), Aura
- SOQL, SOSL, Data Modeling
- Flows, Validation Rules, Approval Processes
- Salesforce DX, Unlocked Packages
- REST/SOAP APIs, Integration Patterns
- Security Model: Profiles, Roles, Permission Sets, Sharing Rules

Cross-Cloud

- Marketing Cloud (AMPscript, CloudPages, SQL, Automation Studio)
- Pardot (Forms, Engagement Studio, Lead Scoring & Grading)

Web & Tooling

- JavaScript (ES6+), HTML5, CSS3
- VS Code, Git, Salesforce CLI, Workbench
- Data Loader, Postman, Developer Console
- Agile/Scrum, Jira