Schubert Tonarelli

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Full Stack Developer (since 1995), Salesforce Developer (since 2009) with demonstrated history of working in the Industry.

EXPERIENCE

CriticalRiver Inc. / Manager - Lead Solution Architect
Sep 2021 - Present

- Provide Salesforce architectural oversight to customers
- Monitor and manage day to day work output of assigned team
- Mentor local resources
- Manage local business operations
- Train and mentor junior resources
- Provide sales support activities

Altimetrik / Salesforce Manager
March 2020 - Sep 2021

Responsible for leading development teams gathering requirements, designing solutions, and performing configuration and customization of the Salesforce.com platform.

Mentor and manage teams of Junior Salesforce Developers to be able to keep project on time as well as review work done by the team. Identify strengths and issues; drive and develop better behavior to create strong Salesforce Developers

LAST RELEVANT PROJECT:
Salesforce AppExchange - Security Review Redesign
The Security Review Redesign is a major revision designed to address some of Salesforce Partners' key pain points:
- Guided, tech-aware submission flow
- Transparency and Trust
- One step towards One AppExchange

Oktana / Team Leader - Salesforce Senior Developer
April 2015 - March 2020
- Plan, control and implement projects of different types and sizes for various clients.
- Communicate remotely with clients on a daily basis to report progress and solve issues and roadblocks.
- Code frontend and backend user stories using VisualForce and Lightning user interfaces.
- Develop backend functionality by writing scripts to manage large amounts of data without surpassing Salesforce's governor limits.
- Advise both developers and customers on implementation strategies and best practices.
- Design and implement the integration between Salesforce and services like Facebook, Twitter and Google.

CERTIFICATIONS

- Salesforce Certified Application Architect
- Salesforce Developer II
- Salesforce Developer I
- Salesforce Admin
- Salesforce App Builder
- Salesforce Sharing and Visibility Designer
- Salesforce Certified Data Architecture and Management Designer
- Salesforce Salesforce Certified Integration Architecture Designer
- Scrum Master Certified

SKILLS

Salesforce Developer
Lightning
Apex & Visualforce
Heroku
Mulesoft
JavaScript
Social Media Integrations
CSS, CSS3
PHP
MySQL
PostgreSQL
HTML Usability
Web Standards
Web Design
Web Applications

LANGUAGES

Spanish (Native)
English (Advanced)

- Migrate data from Salesforce applications by using Heroku.

RELEVANT PROJECT:
Anthos / Senior Developer
In order to better manage investments, Anthos needed an alert system to inform them of when social media popularity spiked in their companies. The firm's main objective was to attain above-average risk-adjusted rates of return.
Developed solutions in Heroku and Salesforce. Within these platforms, My team and I leveraged different technologies to construct a well-rounded application to enhance and simplify client management for Anthos.
Key technologies used: Apex, and VisualForce, Lightning, Heroku, PHP, PostgreSQL, CSS, Javascript, Angular.

Timba Software / Team Leader - Salesforce Developer
April 2009 - April 2015
- Act as a Developer Team Lead for Salesforce for Twitter and Facebook application.
- Develop and implement new features as well as maintaining existing ones.
- Provide customer support and work closely with Salesforce in resolving issues reported by customers.
- Design and integrate Salesforce with Facebook and Twitter APIs.
- Implement features that allow users to provide support as a call center within Salesforce, on issues that were discussed on Facebook and Twitter.
- The application stored keyword related Tweets and Facebook Messages in Salesforce and allowed customer reps to provide support on the issues being discussed.

Key technologies used: Apex, and VisualForce as well as JavaScript.

Binbit / Senior Developer
January 2009 - December 2009
Create, maintain and improve systems for data management for the internal use using a LAMP stack.

Live Interactive S.A / Senior Developer
November 2005 - February 2009
- Work in product development and maintenance of the company's main product line.
- Research to find solutions and develop tools for internal use for the company.
- Design and develop a custom CMS for internal use.
- Graphic Designer; designing in Photoshop and then translating those designs to HTML, using CSS.

Key technologies used: Apache Server, PHP, MySQL and Symphony.

Soluciones Informaticas / Developer
November 2003 - November 2005
- Develop software for Palms OS.
- Develop and manage Company Websites with PHP and MySQL.

EDUCATION

Salesforce Certified Application Architect (USA)

Certified Application Architects have a deep understanding of native Salesforce features and functionality. They're also experts at modeling a role hierarchy, data, and appropriate sharing mechanisms.

2021

Salesforce Certified Platform Developer I and II (USA)

Certified Platform Developer II (PDII) developers are experts in the advanced programmatic capabilities of the Salesforce Platform, as well as using data modeling to develop complex business logic and interfaces.

2021

Scrum Alliance Certified (USA)

Certified Scrum Master. (CSM), Agile methodologies

2014

Project Management Institute (Uruguay)

Introduction to Project Management.
Grade: Project Management Institute Montevideo Chapter
Activities and Societies: Project Management

2013

Universidad de la República, Facultad de Ingeniería (Uruguay)

Computer Science Engineering - Incomplete

2001 - 2006

RECOMMENDATION

— Nisha Nambiar, Senior Engineer, Royal Caribbean Cruise Lines - August 3, 2019

"Schubert has been instrumental in his Salesforce development work for our project. It was a completely new business area for him but he tried to understand the business rules very well and adapt to our development process. He was very prompt in responses and always available to answer any question. His work was very thorough. He was receptive of the changes. He was also able to communicate very well with our team. He is a very humble person. Overall it was a pleasure to work with him."

— Brett Weigl, VP, Product Management - Digital Service Engagement at Salesforce - April 14, 2015

"Schubert is a professional and highly productive developer who knows Salesforce's Force.com platform and web technologies in general through and through. I have always been impressed by Schubert's responsiveness and ability to work through tough problems under short timelines. I would definitely work with Schubert again and trust him with high profile projects."

— Eric Moore, Support Tools and Products Manager, Google - January 7, 2014

"Schubert is an excellent developer and provides solid code for critical features. Schubert is an expert in building products on the salesforce platform that scale and that are easy to use. He is proactive, thoughtful, and innovative in his approaches to solving bugs and developing new functionality. I really enjoy working with Schubert and would recommend him him as a developer for any product team."

— Lauren Ingram, Director, PwC Technology - Marketing & Sales Product Lead at PwC - April 12, 2013

"Salesforce hired Altimetrik (formerly Timba) to build and maintain the "Salesforce for Twitter & Facebook" application. Schubert has worked on the project since January 2009, and is now the team lead. Over the years, he has demonstrated a deep knowledge of Salesforce Apex, Visualforce, and the AppExchange, and
an ability to develop complex software integrating with external platforms (Twitter, Facebook, Klout, etc)
in a customer-friendly way. Schubert also helped build and maintain the test suite for the project, and has successfully assisted on multiple customer calls & fixes."