Schubert Tonarelli

stonarelli@gmail.com

Salesforce Manager and Senior Developer with expertise in Salesforce platform development, Salesforce integrations, UI design, application programming, and software testing. Oversees the design and engineering of customized Salesforce solutions, functions, features, and tools for businesses and clients. Builds and leads high-performance teams end-to-end through projects from initial concept through implementation. Effective liaison between clients and teams in aligning development efforts to project scope, budgets, and timelines. Adaptable, thoughtful, and innovative with strong communication and problem solving skills. Bilingual, Spanish, native; English, advanced.

SKILLS

Self-direction
Flexibility
Problem-solving
Teamwork
Organization
Multitasking
Communication
FullStack Developer
Salesforce Developer
- Apex, SOQL
- Visualforce
- Lightning, LWC
- Conga, CPQ, FSL
Web Developer
- HTML / CSS
- JavaScript
- PHP
- SQL
Heroku Management
Mulesoft Developer
ScrumMaster
REST APIs
Git

LANGUAGES

Spanish (Native)
English (Advanced)

CAREER EXPERIENCE

CriticalRiver Inc.
Lead Solution Architect / Manager
September 2021 - Present / Remote

Recruit, interview, and hire Salesforce Administrators, Salesforce Developers, and Quality Assurance Specialists in Latin America for all open positions in client projects. Develop new features, customize and maintain Salesforce, and identify and resolve bugs.

- Salesforce consulting
- Salesforce development (Apex, triggers, batches)
- Salesforce administration (configurations, automations, etc.)
- Salesforce FSL and Salesforce CPQ
- Declarative automation (Flow)
- Application design and development
- Manage local business operations
- Support business and sales operations
- Staff recruiting, interviewing, and hiring

Favorite Project: Design and development of service resource's utilization per day in Salesforce FSL. Service resource's utilization is calculated by comparing total operating hours to the number of hours scheduled to work across different time zones.

Key customers include American Automobile Association, Doordash, and MalwareBytes.

Altimetrik
Salesforce Developer / Salesforce Manager
March 2020 - September 2021 / Remote

Led a team of developers in designing solutions and improvements for the Salesforce.com platform. Closely tracked teams and projects, including team status, individual status, and how team members felt about their roles, projects, co-workers, and the company. Identified issues and escalated complex problems for resolution.

- Salesforce CRM customization
- Salesforce development (Apex, triggers, batches, queues)
- UI/Front-end development (Lightning Component, LWC, VF Pages)
- Salesforce Conga (Conga Queries, Conga Templates)
- Salesforce administration (configurations, automations, etc.)

- Deployment management
- Staff training and mentoring
- Mulesoft development
- Salesforce Appexchange Service Support
- Continuous integration (Git, Jenkins)
- Team management

Favorite Project: Headed the major Security Review redesign project to Salesforce AppExchange focused on resolving several pain points identified by Salesforce partners including guided technology-aware submission flow, increased trust and transparency, and architectural modifications to assimilate that of One AppExchange.

Key customers include Salesforce, Salesforce Appexchange, and Bank Of New York.

Oktana
Salesforce Developer / Team Leader
April 2015 - March 2020 / Montevideo, Uruguay

Guided the Salesforce team in planning, developing, and implementing Salesforce projects for clients in various industries. Engaged with clients remotely each day to provide progress updates and resolve project roadblocks and challenges.

- Salesforce CRM customization
- Salesforce development (Apex, triggers, batches, queues)
- Salesforce administration (configurations, automations, Data load, etc.)
- Declarative automation (Flow, Process Builder)
- UI/Front-end development (Lightning Component, LWC, VF Pages, HTML, CSS)
- Client-side programming (JS, jQuery)
- Team management
- Heroku development
- Third-party integrations (Twitter API, Salesforce API, and more)
- Deployment management
- Project analysis and management
- High-volume system development
- Web development (HTML, CSS)

Favorite Project: Created and led the Salesforce team in developing an application that runs in Heroku and tracks startup companies through social media (Instagram, Facebook, Twitter, and other services). Built the application to show data in Salesforce and generate an alert system when companies increased in popularity.

Key customers include Salesforce, Anthos Capital, VolunteerForce App and Salesforce Trailhead.

Altimetrik
Salesforce Developer / Team Leader
Dec 2009 - April 2015 / Montevideo, Uruguay

Hired as a Salesforce Developer and quickly became Team Leader of the free Salesforce app. Maintained existing Salesforce features while designing new features. Obtained first certification as a Salesforce Developer.

- Salesforce CRM customization
- Salesforce development (Apex, VF pages, triggers, applications)
- Client-side programming (JS, jQuery)
- Third-party Integrations (Twitter API, Salesforce API, WeChat API, and more)
- Package management

- Salesforce-WeChat integration
- Team management

Favorite Project: Led the Salesforce team in developing and maintaining Salesforce for Twitter and Facebook, the most downloaded free app from Appexchange used by many Salesforce clients. Implemented several new features that enabled the application to store key words on issues being discussed on Twitter and Facebook, allowing customer representatives to deliver support as a Call Center within Salesforce to end-users.

Key customers include Salesforce, Bank of America, KLM Royal Dutch Airlines, and Burberry

PREVIOUS EXPERIENCE

Binbit / **Senior Developer**
January 2009 - December 2009 / Montevideo, Uruguay

Designed, maintained, and enhanced the internal data management systems.
- Linux, Apache, PHP, MySQL (LAMP)
- Web development (HTML, CSS)

Live Interactive S.A / **Senior Developer**
November 2005 - February 2009 / Montevideo, Uruguay

Developed and supported the main company line of products. Improved efficiency be developing new tools for internal company use.

- Linux, Apache, PHP, MySQL (LAMP)
- Web development (HTML, CSS)

Favorite Project: Created and built a CMS to be downloaded by customers/webmasters and installed in their LAMP servers with the capability to work with a remote database.

Soluciones Informaticas **/ Developer**
November 2003 - November 2005 / Montevideo, Uruguay

Developed and administered the company websites using a LAMP stack. Engineered software applications for Palms operating system.

- PHP, MySQL
- Web development (HTML, CSS)
- Palm OS development
- Macromedia Graphic Design (Flash, Director)

Favorite Project: Created and developed audio visual content for international events and conventions.

EDUCATION

Universidad de la República, Facultad de Ingeniería
March 2001 - December 2006 / Montevideo, Uruguay
Coursework towards a Diploma in Computer Science Engineering (incomplete)

CERTIFICATIONS & TRAINING

Salesforce Certified Application Architect
July 2021 - Present

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.

Salesforce Certified Data Architect
July 2021 - Present

Certified Data Architecture and Management Architect are experts at designing sound, scalable, high-performing solutions on the Salesforce Platform that are tailored for enterprise data management.

Salesforce Certified Administrator
March 2021 - Present

Certified Administrators are Salesforce pros who are always looking for ways to help their companies get even more out of the Salesforce Platform through additional features and capabilities.

Salesforce Certified Platform App Builder
April 2021 - Present

Certified Platform App Builders have the skills and knowledge to design, build, and implement custom applications using the declarative customization capabilities of the Salesforce Platform.

Salesforce Certified Sharing and Visibility Architect
June 2021 - Present

Certified Sharing and Visibility Architect are fluent in designing sound, scalable, and high-performing technical solutions on the Salesforce Platform that meet sharing and visibility security requirements.

Salesforce Certified Integration Architect
August 2021 - Present

Certified Integration Architect are experts at assessing architecture environments and requirements in order to design sound and scalable technical solutions on the Salesforce Platform that meet end-to-end integration requirements.

Salesforce Certified Platform Developer I and II
October 2018 - Present

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.

Scrum Alliance Certified ScrumMaster
November 2014

Methodologies and values of Scrum, including team performance, accountability, and iterative progress.

Project Management Institute

October 2013

Introduction to Project Management in Project Management Institute Montevideo Chapter.

RECOMMENDATIONS

— 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 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."