



Portland, OR 12345



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KEY SKILLS

- Salesforce Application Architecture
- Multi-org strategy, org consolidation
- Large data volume design (LDV), skinny tables
- MuleSoft, Platform Events, Change Data Capture
- Apex (async patterns, governor limit tuning)
- Lightning Web Components, Aura
- Sharing model and role hierarchy design
- CPQ, Sales Cloud, Service Cloud, Experience Cloud
- Salesforce DX, Bitbucket/GitHub Actions
- Governance councils, ADR authoring
- Developer mentoring and code review programs
- Stakeholder communication (VP and C-suite)

David Martinez

Salesforce Developer

Salesforce Application Architect with 14 years across Sales Cloud, Service Cloud, CPQ, and Marketing Cloud. Owned multi-org consolidation that retired 4 production orgs and reduced licensing spend by \$1.85M annually. Trusted by VP-level stakeholders to translate roadmap into platform design, governance, and developer enablement.

PROFESSIONAL EXPERIENCE

SALESFORCE APPLICATION ARCHITECT

NORTHWAY RENEWABLES GROUP, PORTLAND, OR | 2020 – PRESENT

- Led 18-month multi-org consolidation merging 4 production orgs into 1; annualized licensing and integration savings of \$1.85M
- Authored architecture decision records and design review process now used across 22 developers and 9 admins
- Designed event-driven integration layer using MuleSoft and Platform Events handling roughly 4.2M messages per day
- Partnered with security team on sharing model redesign that brought 14 custom objects under a single role hierarchy
- Coach senior developers on org strategy, large data volume patterns, and when to choose Flow vs Apex

LEAD SALESFORCE DEVELOPER

HOLDERBECK ANALYTICS, BEAVERTON, OR | 2017 – 2020

- Led developer team of 6 supporting Sales Cloud and CPQ for 1,400 global sellers
- Designed CPQ pricing engine extension in Apex that supported 11 currencies and 4 contract types
- Owned Salesforce DX adoption, moving the team from Change Sets to scratch orgs and Bitbucket pipelines
- Reviewed every production-bound pull request for 2 years, catching about 3 bulkification or sharing bugs per sprint
- Reported quarterly tech debt burndown to CTO; closed 38 of 51 backlog items in first year

SENIOR SALESFORCE DEVELOPER

VEXLEY PUBLIC SECTOR SOLUTIONS, VANCOUVER, WA | 2014 – 2017

- Built Government Cloud Service Cloud implementation for state agency, supporting 850 caseworkers
- Designed Apex-based document automation replacing manual mail-merge that had taken 3 hours per caseworker each week
- Led FedRAMP readiness work alongside security architect, including audit trail and field history requirements
- Mentored 4 developers on Apex unit testing, all of whom passed Platform Developer I

SALESFORCE DEVELOPER

TRILLGATE SOFTWARE, HILLSBORO, OR | 2011 – 2014

- Built Visualforce and Apex extensions across Sales and Service Cloud for 5 mid-market customers
- Created reusable trigger framework that became the firm's internal standard for 3 years
- Owned customer-facing release notes and deployment validation for monthly managed package updates

- Co-presented at regional Dreamin' event on testing patterns for bulk-safe triggers

EDUCATION

M.S. Software Engineering, Oregon State University, 2013

B.S. Computer Science, University of Lagos, 2011

Salesforce Certifications: Application Architect, Sharing and Visibility Designer, Data Architect, Integration Architect, Platform Developer II, CPQ Specialist