

Lara Lazaro || Salesforce Consultant/Developer

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SUMMARY

I am a certified Senior Salesforce Developer with over eight years of Web Development experience and six-plus years of experience on the Salesforce platform. My UI background makes me well-suited for developing on Salesforce's Lightning framework. I bring passion and creativity to building streamlined web applications with a focus on business processes. My care of user experience drives an impeccable implementation of application features. I am solution-focused, adaptable, and a dynamic learner and leader. I bring a sharp, bright, and collaborative attitude to any project.

SKILLS AND TECHNOLOGIES

Languages: Apex, JavaScript, HTML5, CSS/CSS3, Humor

SFDC Admin: Lightning, Flows, Process Builder, Workflow, Validation Rules, Advanced Approvals, Deployments, Data Loader

SFDC Dev: Apex, Lightning Components, SLDS, LWC, Visualforce, Triggers, CPQ, SFDX CLI, MavensMate, Workbench

DB: SOQL, SOSL, SQL, Postgres, MongoDB

Frameworks: React, AngularJS, MEAN and MERN Stacks

Technologies: jQuery, Node, NPM, Mocha, Gulp, Grunt, Bootstrap, SASS, REST

Tools: Initiative, VS Code, Sublime Text, Atom, VI, CentOS, Eclipse, DataGrip, Postman, Copado, Blue Canvas

Software: Git, Jira, Bitbucket, Bugzilla, Asana, Smartsheets

EXPERIENCE

Uber via Eiko Tech Solutions – San Francisco, CA (Remote) || Senior Salesforce Developer || January '21 – Present
Contracted Salesforce Developer for Uber's CommOps Salesforce Knowledge Base Org

- Participating on small start-up style team that manages Uber's Salesforce KB org which houses Uber's customer support policy knowledge base used by ~40K global agent Users
- Collaborating with regional content teams and business stakeholders to make impactful Knowledge Base enhancements and create relevant solutions scalable to large user base
- Writing Apex code for Batch jobs and Trigger framework logic for Knowledge object and related objects to improve Content Specialist users' experience with increased automations
- Following Apex/ Salesforce best practices while navigating Salesforce Lightning Knowledge's unique and schema and known limitations
- Developing and maintaining custom LWC and Aura components to streamline Content Specialists' processes in creating and managing Knowledge Article content
- Performed large data migration, involving custom scripts and extensive Excel data manipulation, to support object data model revamp of Knowledge article classification for enhancement project of custom integration between Salesforce and Uber's inhouse support ticketing system
- Liaised with external IT teams for streamlining project of Salesforce user provisioning flow, managing collaboration with AD and OneLogin team engineers
- Worked with Salesforce Support Admin Assist to complete Case record data archiving and deletion of over 400 million records
- Setup automated downloads of Event Monitoring Log data for analytics dashboards in Tableau
- Performed configuration of our org's sandboxes in Copado sandbox-Prod pipeline deployments
- Managing org's automated Medley user deactivation script
- Supported and mentored newer teammates from the Salesforce Pathfinder program, providing onboarding assistance and org and task-specific technical knowledge

Skills: Salesforce (Service Cloud/Lightning Knowledge Base), Apex, LWC, Aura, Visualforce, Advanced Approvals, SLDS, SOQL, SOSL, SFDX CLI, Copado, Mulesoft, Medley

Pure Storage – Mountain View, CA || Senior Salesforce Developer || June '20 – Jan '21

Salesforce Developer for leading and global enterprise-scale data storage company

- Participated as core member of IT-Go To Market team supporting Sales Ops and Channel Ops

- Proactively collaborated with BSAs and users to clarify complex requirements and create relevant solutions
- Served as internal tech lead for extensive modernization project to revamp data model for management of Customer product trial process, spanning from Opportunity creation, Order and Transfer Order synchronization with Netsuite-Celigo integration, to order fulfillment and shipments, involving Advanced Approvals, Contract Express
- Took on ownership in system Auditing automation, creating solutions for more efficient audit documentation
- Designed Role Based Access Control revamp project streamlining 30+ profiles to 11 for an org of 3300 users
- Designed and developed integrations between Salesforce and multiple systems, including ServiceNow and NetSuite
- Built REST Resource endpoint for Snaplogic-Salesforce integration to automate Accounts team's process of checking for record duplicates
- Writing Apex to enhance Trigger framework logic for Opportunity processes to support Run the Business initiatives
- Collaborated in design of Territory Management implementation and custom client feature request Application
- Supported Business and Lead to Cash processes by enhancing logic on Product and Quote
- Automated attachment of Content Document records from Opportunity to Order object to automate Orders team contract documentation process

Skills: Salesforce(Sales Cloud), Apex, LWC, Aura, Visualforce, Salesforce CPQ, Advanced Approvals, SLDS, SOQL, SOSL, SFDX CLI, Blue Canvas

Liberation Technologies – Los Gatos , CA || Salesforce Consultant || June '16 – June '20

Salesforce Developer for contracted implementation of customized business logic and automation

- Met with stakeholders to gather business requirements and design scalable solutions
- Utilized declarative development where possible to automate clients' business processes
- Developed Apex triggers, classes, controllers and Lightning components
- Designed Apex unit testing and error handling frameworks for clients
- Built Custom Lightning pages, including Communities, using SLDS for layout and styling
- Created and maintained Salesforce objects, fields, tabs, page layouts, sharing rules, permission sets, validation rules, workflow rules, workflow actions, approval processes, profiles, roles, users, dashboards, reports, etc
- Configured User Provisioning settings for Connected Apps to streamline access to third party app accounts
- Implemented email alerts and field updates using process builder for use cases where workflow rules and workflow actions had limitations

Skills: Salesforce(Sales Cloud, Marketing Cloud, Service Cloud), Apex, Visualforce, Lightning Components, SLDS, SOQL, SOSL, SFDX CLI, Metadata APIs, SchemaBuilder

Conventus – San Francisco , CA || Salesforce Developer || Aug '19 – Nov '19

Salesforce Developer for growing bridge lending startup firm

- Fixed defects for custom integration between home-grown loan data management system and Salesforce
- Maintained Apex classes, Apex triggers, Visualforce pages, Lightning components and other Salesforce programmatic customizations
- Built field mappings and wrote REST callouts for bi-directional data synchronization between Salesforce and external data system
- Provisioned users, managed permissions, and updated sharing rules ensuring data integrity and proper data access
- Embedded home-grown loan management system within Salesforce providing users a streamlined experience when working with multiple systems
- Managed Salesforce objects, fields, tabs, page layouts, validation rules, dashboards and reports to reflect changes in the custom integration
- Setup SFDX CLI and source control management in GIT to improve and scale development processes
- Lead collaborations with business analyst and business stakeholders to design and implement scalable solutions for increased automation of sales processes

Skills: Salesforce(Sales Cloud), Apex, Visualforce, Lightning Components, SOQL, Postgres, SFDX CLI, Metadata APIs, DataGrip

Pocket Estimate – Pacifica, CA || Front End Engineer || April '18 – May '19

Front End Engineer for construction management and estimation web application

- Developed app features for MVP using React and Material-UI library
- Built, implemented, maintained reusable components for easeful creation/edit of estimates and CSV catalogs
- Conducted market research with target users to determine issues and gaps to be addressed by app features
- Consulted with stakeholders to gather business requirements and share implementation concepts
- Reviewed TRD's with Product Owner and consulted on user interface enhancements

Skills: *React, JavaScript, ES6, Material-UI, CSS3, HTML5, MongoDB, Express*

Google – San Francisco, CA || Front End Engineer || Jan '18 – April '18

Front End developer contracted by tech product design agency Beyond to build new Google campaign MVP

- Built dynamic user onboarding site and marketing platform using AngularJS, SASS, and Google's private development component and design libraries
- Participated in full-scope product design & build, including branding, marketing, design, UX, and tech reqs
- Consulted on tech solutions and strategy for data needs and potential migration from Angular to React.
- Prioritized "mobile-first" & Accessibility with Google's Material Design standards, WCAG 2.0 AA Compliance

Skills: *AngularJS, React, JavaScript, SASS, HTML5, Node, Google Development Libraries*

Vindicia – San Mateo, CA || Front End Engineer || Sept '17 – Dec '17

Front End engineer for enterprise-level online subscription billing service and platform

- Developed new features for updated client portal using AngularJS and Bootstrap
- Clarified design specifications with Product Owner and consulted on the product direction
- Built reusable templates for dynamically generated pages, modals, and forms
- Connected REST API endpoints for form submission and returned data display

Skills: *AngularJS, JavaScript, Bootstrap, CSS3, HTML5, Ajax, JSON, REST, NPM, Perl Mason*

Lifebuddy – Los Gatos, CA || Front End Engineer || Mar '16 – Aug '17

Front End engineer for data visualization/data management application

- Implemented reusable web application components for data visualization with AngularJS and Bootstrap
- Corrected application bugs with Angular, Bootstrap, SASS
- Developed node services using Node for authentication. Built unit tests using Mocha and Chai

Skills: *AngularJS, JavaScript, Bootstrap, SASS, ES2015, HTML5, MomentJS, MEAN Stack, Node, Mocha, NPM*

Wedbuddy – Los Gatos, CA || Front End Engineer || July '14 – Feb '16

Front End engineer for dynamic wedding planning application and ecommerce platform

- Worked with UX designers and Product Owner to develop storefront using HTML5, CSS3, jQuery
- Refactored and optimized existing HTML5, CSS3 and JavaScript application code
- Developed mobile responsive application using media queries

Skills: *jQuery, JavaScript, HTML5, CSS3, Ajax, JSON, REST*

Hobson Technologies – Santa Clara, CA || Front End Engineer || Mar '12 – Jun '14

Front End engineer for small business-focused CRM platform for Agile development shop

- Dynamically built table/grid components using jqGrid and populated table using customer data
- Designed wireframes for assigned features using Photoshop and BRD developed by Product Owner

Skills: *jQuery, JavaScript, HTML5, CSS3, Ajax, JSON, REST*

EDUCATION

University of California, Berkeley, CA || 2001 – 2005

Golden State Technology Institute, Palo Alto, CA || Web Development Jun '11 – Jan '12; 6-month Apex & Salesforce DX Development Intensive Oct '18; Salesforce Administration Sept '18;

Salesforce Platform Developer I Certification