

DOUGLAS MOLINA

Salesforce Architect & Senior Developer

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Salesforce Architect and certified developer with 12 years in software engineering, 10 on the platform and 12x Salesforce Certified. Owns problems end-to-end, from client discovery and architecture to delivery, across Sales, Service, Commerce, and Experience Cloud, pairing deep platform judgment with AI-augmented execution to ship production-grade results faster.

CERTIFICATIONS

- SF Application Architect
- SF Data Architect
- SF Sharing & Visibility Architect
- SF JavaScript Developer I
- SF Platform Developer II
- SF Platform Developer I
- SF Platform App Builder
- SF Advanced Administrator
- SF Administrator
- SF Sales Cloud Consultant
- SF Service Cloud Consultant
- Copado Fundamentals I

LANGUAGES

- English - Fluent
- Portuguese - Native

SKILLS

- Solution & Integration Architecture
- Sales, Service & Loyalty Cloud
- Community/Experience Cloud
- Apex Class, Trigger, Jobs & Test
- Agile (Scrum) & Communication
- LWC, Aura Components, VisualForce
- REST & SOAP Custom Integration
- SOQL, SOSL, DML & Data Access
- Flows & Automations
- Client Discovery & Delivery
- AI-Augmented Development & Review
- Troubleshooting & Refactoring
- GIT, Copado (DevOps)
- AppExchange, Managed Packages
- Stakeholder Communication

WORK EXPERIENCE

Senior Salesforce Developer

Lupus – GE Current | United States (Remote)

Jul 2025 – Aug 2026

- Redesigned Salesforce B2B Commerce Cloud and legacy SAP Apex integrations, eliminating manual approval delays of up to 3 days, enabling real-time sales metrics across 50% of all orders.
- Restored a failing order-to-SAP pipeline by root-causing faulty async automation blocking 10% of orders and false-positive Google API address validation, achieving near-100% order success and cutting back-office reviews 40%.
- Replaced a paid third-party form tool with Flow-driven Experience Site forms, eliminating licensing costs and cutting 75% of agent back-and-forth to gather accurate data.
- Redesigned the customer-service case lifecycle to protect SLA accuracy, adding customizable case reopen logic that shielded 100% of email-to-case records from inflated resolution times.

Salesforce Consultant

Independent Consulting – Multiple Clients | United States (Remote)

Mar 2025 – Jul 2026

- Served as the final human reviewer in an AI-driven Apex development pipeline, catching security and logic issues in ~70% of AI-generated classes before AppExchange release.
- Mapped, documented, and improved 5+ core business processes across two Salesforce orgs, including a Canvas LMS integration and public Experience Site.
- Migrated a document-retrieval API integration on a SAP-connected B2B Experience Site, and coordinated phishing-resistant MFA and Okta SSO certificate management across a 250+ user org.

Senior Salesforce Developer

Altimetrik - Salesforce Inc | United States (Remote)

Oct 2024 – Feb 2025

- Led the redesign and optimization of TrailTracker, Salesforce's official AppExchange app for Trailhead data synchronization, enhancing reliability and performance for over 500K active subscriber Orgs worldwide.
- Refactored 90% of all Apex classes, splitting asynchronous job chains into multiple transactions and resizing data batches, eradicating all Governor Limit issues including CPU time, memory heap size and callout timeout errors.
- Implemented Custom Metadata-driven retry mechanisms for all REST callouts, improving system resilience and allowing dynamic configuration per client, reducing API failure rates by nearly 90%.
- Performed peer reviews and extensive testing in internal Orgs, leveraging Git and Managed Package technologies to ensure code quality and deployment reliability across all subscriber Orgs.

AppExchange: <https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000EFpAtUAL>

Senior Salesforce Developer

Globant - IHG Hotels Group | United States (Remote)

Jan 2024 – Sep 2024

- Partnered with Sales and Architecture teams, creating new key Loyalty APIs and introducing features such as multi-reward and flexible cancellations, improving user experience across all systems.
- Developed new high-volume Platform Event, Flow and REST based integrations, centralizing client data within Salesforce, boosting marketing campaigns reach and precision by 3x.
- Supported production incidents by troubleshooting issues, coordinating with end-users, and delivering timely fixes, ensuring smooth and reliable system operation at all times.
- Designed and implemented proactive monitoring techniques and Org health checks, leveraging Scale Center and alert tools, detecting API spikes and other issues early, reducing critical incidents and Org disruptions to near zero.

Developer & Publisher of Product Selector App

AppExchange ISV - Salesforce | United States (Remote)

Mar 2022 – Jun 2025

- Independently conceived, designed, developed, and published a free Lightning Component on AppExchange, streamlining product management across Opportunities, Quotes, and Orders in Sales Cloud.
- Delivered a redesigned Lightning product interface with drag-and-drop, quick filters, sortable lists, and undo/redo controls, making product customization dramatically faster, smoother, and more intuitive for end users.
- Implemented advanced security controls covering input sanitization and dynamic Apex CRUD/FLS validation, achieving full AppExchange Security Review approval with zero data-leak vulnerabilities.
- Successfully handled all other AppExchange processes beyond development, including Business Plan preparation, Security Review submissions, Org and Package management, AppExchange listing, and end-user support.

AppExchange: <https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3u00000PfrptEAD>

Senior Salesforce Developer

SysMap - Claro | Brazil (Remote)

Jan 2020 – Sep 2022

- Contributed to the architecture and delivery of a centralized Lightning call-center solution, integrating 10+ disconnected systems through REST APIs, streamlining daily operations, migrating 2,000+ users into Salesforce.
- Refactored Lightning Pages, Components and Apex Controllers, parallelizing API calls and optimizing payload and event handling, resulting in 4x faster page load times and significantly improving user experience.
- Implemented Sync and Async API retry mechanisms and built a fully automated Back-office module integrated with Omni-Channel, boosting system resilience, reducing errors to near zero, and accelerating 5x manual case handling.
- Collaborated within an Agile Scrum environment, contributing to sprint planning, code reviews, and continuous delivery using Copado DevOps and GIT, ensuring high-quality deployments and rapid feature delivery.

Salesforce Developer

Hospcom Hospitalar | Brazil

Oct 2016 – Jan 2020

- Acted as the sole admin, architect, developer and user trainer for the company's Sales and Service Clouds.
- Expanded Sales Cloud core functionality with Product Demo and Business Trip custom Apps, automating asset inventory and expense requests, eliminating paperwork, accelerating approvals, and improving data visibility.
- Delivered real-time REST integrations with SAP and data enrichment web-services, fully automating data flows for orders, deliveries, and payments, and significantly improving customer data quality.
- Conceived, proposed and built intuitive Visualforce and Lightning UIs, that superseded Salesforce's default Task and Product flows, accelerating processes by 5x, and driving strong user adoption company wide.

Mainframe Cobol Developer

Capgemini - Bradesco | Brazil

Oct 2014 – Feb 2016

EDUCATION

Bachelor's Degree in Information Systems and Technology

FATEC Ourinhos | Brazil

2010 - 2013