

**PROFESSIONAL PROFILE**

A creative and innovative application architect and business analyst with extensive experience in Salesforce Marketing Cloud, Salesforce Account Engagement, REST API, Web and Database development. Solid technical background accumulated while working on all stages of Software Development Life Cycle on projects small to global. Experienced presenter for supervisors and managers. Constantly sharpening soft and technical skills to stay competitive and deliver more value for the Business.

**SKILLS**

Extensive knowledge of project methodology • Effective analytical and problem solving • Requirements assessment and Interviewing • Strong communication • Effective team player • Extensive knowledge of programming languages, databases and Web technologies as well project methodologies (Waterfall and Agile)

LANGUAGES	OS/DB's	SYSTEMS/APPLICATIONS
✓ C#/ASP.NET/XML/XSLT(20+ yrs)	✓ Windows Server 2008-2019	✓ Salesforce Marketing (12 years)
✓ .NET Framework 1.0-4.8 (20+ yrs)	✓ Oracle 7-11 (10+ yrs)	✓ Salesforce Sales Cloud (3 years)
✓ AJAX/jQuery/WCF/MVC (20+ yrs)	✓ SQL Server 7-2019 (20+ yrs)	✓ Salesforce Pardot (3 years)
✓ PL/SQL,T-SQL,SSIS/SSRS (20+ yrs)	✓ Redis (5 years)	✓ Visual Studio 6–2022(20+ yrs)
✓ AMPScript/SSJS (12 yrs)		✓ Pivotal CRM 5-6.6.1 (15+ yrs)
✓ JavaScript/VBScript/ASP (20+ yrs)		✓ MS Azure (5 years)
		✓ MS SharePoint (10+ yrs)

**BUSINESS EXPERIENCE***Salesforce Marketing Cloud Architect*

Jan 2022 – current

Meritek Solutions LLC

Phoenix, Arizona

- ✓ Support clients and act as a subject matter expert on all Salesforce Marketing Cloud/Pardot activities
- ✓ Create and manage email marketing campaigns, landing pages, forms, and automation rules within Pardot/Salesforce Account Engagement
- ✓ Setup API integrations using MC Connect and external API connections using SSJS to synchronize data with external sources
- ✓ Work with Stakeholders to gather requirements and suggest the best practice to manage Automations and Email Journeys in Salesforce Marketing Cloud. Identify data source for each journey in Salesforce Sales Cloud. Use T-SQL and SOQL to validate data.
- ✓ Create automations and SQL activities, maintain Contacts/Subscribers at contractual level and delete older Contacts, create new content and maintain existing Email Templates with HTML, CSS and AMPScript. Build new audiences and send ad-hoc emails as required.
- ✓ Guide and teach team members on the best practices to create great marketing content with HTML and CSS
- ✓ Use Server Side Java Script for external API integrations and scheduled automations.

*Senior CRM Architect*

Dec 2012 – Dec 2021

Celerion Inc.

Tempe, Arizona

- ✓ Engaged as a technical lead to customize and support Pivotal CRM. This application is used throughout the global company to manage 300,000 clinical study participants
- ✓ Implemented Salesforce Marketing Cloud (ExactTarget) solution fully integrated with Pivotal CRM via SOAP and RESTful APIs to automate marketing Email/SMS campaigns and study-related messaging
- ✓ Automated SFMC workflows using Automation Studio, Journey Builder, Email Studio and Mobile Connect; created multi-step Mobile Messages and automated the management of SMS responses

- ✓ Created eRegPortal portal using Pivotal UX Client for volunteers to manage medical history online
- ✓ Gathered and documented Requirements, created Functional/Technical Specifications
- ✓ Managed website and API security based on OWASP TOP 10 and MITRE ATT&CK methodologies, performed Penetration Testing, assessed attack surface and hardened web application environment
- ✓ Used MS Visual Studio 2010-2019 (MVC/XML/XSLT/Razor), C#/ASP.NET 4.0, MS SQL Server 2008-2016, JavaScript, JQuery, AMPScript, SSJS, Ajax, LINQ and Web services (REST, WCF, SOAP, OAuth)

#### *SharePoint Architect*

Oct 2012 – Nov 2012

University Health Network

Toronto, Ontario

- ✓ Engaged as an independent consultant to design and architect an upgrade from SharePoint 2007 solution to a new SharePoint 2010 platform for 14 Local Health Integrated Network location across Ontario
- ✓ Developed project documentation including BRD and SRS; helped LHIN power users create global Taxonomy; Migrated documents, lists, content types and other contents from 2007 to 2010 using Quest Migration Manager; helped users with contents mapping for migration

#### *Technical Lead*

May 2012 – Sept 2012

InvoDane Engineering Ltd.

Toronto, Ontario

- ✓ Engaged as a technical lead to build a replacement for a current MS Access-based production ERP system using SharePoint 2010 Foundation, MS SQL Server 2008, MS Visual Studio 2010 (MVC), C# ASP.NET 4.0, JavaScript, JQuery, Ajax, LINQ and Web services (WCF)

#### *Senior Systems Developer*

Feb 2012 – May 2012

Pitney Bowes Digital Cement

Toronto, Ontario

- ✓ Engaged as an independent consultant to maintain and build new micro-sites for United States Parcel Service using MS Visual Studio 2010, C# ASP.NET 4.0, JavaScript, JQuery, Ajax, MVC and WCF

#### *System Architect*

June 2011 – Nov 2011

Cover-All Computer Services

Toronto, Ontario

- ✓ Engaged as an independent consultant to design and build an e-Presentation solution for hosting client's electronic documents
- ✓ Acted as System Architect to design application layers and database structure. Created Business Requirements Document, Technical Specifications and User Guide
- ✓ Designed and built a Document Server to capture data from PDF files, encrypt and index the files for future retrieval by customers. Used .NET Windows Forms and PDFTron API
- ✓ Used Visual Studio 2010 with C# ASP.NET 4 on MS SQL 2008; used TFS 2010 as svn repository

#### *CRM Developer*

May 2010 – May 2011

TD Securities

Toronto, Ontario

- ✓ Engaged as an independent consultant to maintain and customize Pivotal 5.9 CRM system for Investment Banking division using Visual Studio 2005/2008 with C# ASP.NET 3.5 on MS SQL 2005

#### *Team Lead*

Nov 2009 – May 2010

Cover-All Computer Services

Toronto, Ontario

- ✓ Engaged as an independent consultant to lead team of 3 senior developers during a rapid (Agile) application development project to build an interactive financial reporting web application for a major financial industry client using C# ASP.NET 3.5 using Visual Studio 2008 (MVC), WCF and VSS
- ✓ Acted as System Architect to design application layers and database structure

- ✓ Created and maintained project documentation: BRD, SRS, Test Plan and SLA
- ✓ Led JAD sessions with the stakeholders. Created test cases, walked the client through testing cycles to successful UAT sign-off
- ✓ Daily met with the team to brainstorm solutions and balance individual workload
- ✓ Built SSIS application to load client's financial data from flat files into MSSQL database

#### *Technical Lead*

July 2009 – Sept 2009 | Jan 2010 | Mar 2010      Ontario Energy Board      Toronto, Ontario

- ✓ Engaged as an independent consultant to gather requirements, created technical and functional specifications and built new interactive online forms such as Bill Calculator, Regulatory Document Search and Dynamic Employee List. Used Visual Studio 2005 with MVC, C# .NET 3.5, AJAX

#### *Technical Lead & BA (part-time)*

Sept 2008 – June 2009      MJF Media      Toronto, Ontario

- ✓ Engaged as an independent consultant to gather requirements, create technical and functional specifications for a new online Replenishment System to manage Budget DVD sales program with 300 Loblaw's stores.

#### *Data Migration Lead*

July 2008 – April 2009      Enbridge Gas Distribution      Toronto, Ontario

- ✓ Engaged as consultant to gather requirements, create technical and functional specifications for migration of historical training data from MS SQL 2005-based to Oracle 10-based application. Used MS Access and MS SQL Server 2005 to Extract, Transform and Load (ETL) 20 years of historical data
- ✓ Lead internal PeopleSoft developers and offshore Saba developers to create an integration interface to ensure full synchronization between LMS and HRIS systems.
- ✓ Created an intranet sub-site using MOSS 2007 as a single storage of all PMM templates and other shared documents.
- ✓ Migrate (ETL) training historical data from 5 different data sources into new LMS environment. This allowed for seamless business integration into the new environment while staying on track with numerous technical and business certification cycles for Enbridge employees.
- ✓ Create specifications for 15 custom reports, review with 12 groups of Subject Matter Experts and develop reports using Crystal Reports XI. Write Use Cases and Test Cases for user acceptance testing. Follow through with the SMEs on timely and efficient sign-off.

#### *SQL Developer (part-time)*

Apr 2008 – May 2008      Brendan Wood International      Toronto, Ontario

- ✓ Created business and functional specs for migration of Online Survey application from ASP to ASP.NET 3.0 platform

#### *Technical Lead / PA*

Jun 2007 – Jun 2008      Ontario Energy Board      Toronto, Ontario

- ✓ Planned and executed complete regulatory document migration (ETL) from legacy systems into the new Pivotal/TRIM platform by building a custom ASP.NET 2.0 application. This effort resulted in combining 50 years of regulatory documentation such as Board's Cases to be migrated from different locations on the network into a single environment that is easily searchable for internal and external clients.
- ✓ Used MS Access 2007 with VBA macros for data conversion/migration from 5 multiple data sources into MS SQL and Oracle target databases
- ✓ Planned, executed and supervised complete SDLC to ensure that project is delivered on time and on budget. Prepared and presented project documentation to project sponsors. Worked with project

stakeholders on training, error-tracking, system availability and other issues. Estimated project timelines and resources required.

*Programmer Analyst*

Dec 2002 – May 2007

Marnlen Management Inc.

Markham, Ontario

- ✓ Created user-friendly and functional Web applications for Sales, Finance, Marketing, Customer Service and Fulfillment departments to ensure that the Business stays efficient, competitive and collaborates effectively while using the latest and greatest technology. Used MS SQL 2000-2005 for scheduled jobs using DTS packages, built OLAP databases for reporting tools, designed and built new databases for online applications
- ✓ Migrated legacy systems onto .Net platform. Created Order lookup system using VB.Net 1.0 and later converted to C# on ASP.Net 3.5
- ✓ Acted as a Technical Lead during selection and implementation of Radio Beacon Warehouse Management System, Pivotal CRM and in-house EDI systems.
- ✓ Used Visual Studio 2005, MVC, C# .NET 1.0-2.0, JavaScript, ASP, VB6, VB.NET

## **OTHER EXPERIENCE**

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*Oracle Consultant*

June 2001 – April 2002

CGI Information Systems

Richmond Hill, Ontario

*Oracle Developer*

November 2000 – April 2001

Ironside Technologies Ltd.

Markham, Ontario

*Web Developer*

April 2000 – November 2000

Infogalax Group Ltd.

Toronto, Ontario

## **EDUCATION**

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*Masters Certificate of Business Analysis*

Feb 2008 – June 2008

Shulich Executive Education Center

Toronto, Ontario

*Client/Server Programming Diploma*

June 2000 – December 2000

SoftTrain Institute

Toronto, Ontario

*Bachelor's in Business Administration*

September 1997 – March 2000

Academy of Municipal and Public Administration

Novosibirsk, Russia

## **OTHER COURSES AND CERTIFICATIONS**

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Salesforce Certified Marketing Cloud Consultant

Salesforce Certified Marketing Cloud Developer

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Certified Marketing Cloud Administrator

Certified Secure Software Lifecycle Professional (CSSLP) by (ISC)<sup>2</sup>

Smartsheet Product Certified User

ASP.NET Developer

Pivotal CRM Developer

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REFERENCES AVAILABLE UPON REQUEST

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