

JO Maalec

Salesforce Integration Architect & Senior Developer

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Experienced Salesforce professional with a proven track record of driving transformative projects across banking, advertising, and airlines sectors. Expertise in leveraging Salesforce technologies including Apex, Visualforce, and Lightning components to optimize client relationship management, streamline operations, and enhance revenue growth. Adept at customizing Sales Cloud, Service Cloud, and Marketing Cloud to meet industry-specific needs, integrating seamlessly with existing systems through APIs. Skilled in data migration, governance, and predictive analytics, ensuring compliance with regulatory standards while delivering dynamic user experiences. Collaborative leader with a strategic mindset, consistently delivering innovative solutions to elevate operational efficiency and drive sustainable business growth.



Skills

- ◆ Possessing expertise in development (Apex, Lightning Components, Visualforce)
- ◆ Salesforce configuration (DX, administration, communities)
- ◆ Mobile app development, and automation (Flow, Process Builder, Einstein Analytics)
- ◆ I am further equipped with valuable skills in data migration
- ◆ API development
- ◆ Security settings
- ◆ Git version control
- ◆ Data modeling
- ◆ Marketing Cloud integration
- ◆ Problem-solving.



Work History

Mar 2022 - Feb 2024 **Salesforce Solutions Architect**
Mountainise

Directed the adoption of customized Salesforce CRM solutions within the Airlines sector, employing Apex, Visualforce, and Lightning elements to refine ticketing operations, booking systems, and adaptable pricing tactics. Fused

Salesforce Service Cloud with specific airline APIs to forge direct communication lines for instant flight status updates and tailored client assistance, also utilizing Salesforce Marketing Cloud for focused marketing initiatives and improved customer relations. Coordinated the merger of Salesforce Commerce Cloud with incumbent airline reservation systems, promoting integrated customer experiences across online interfaces and in-person interactions, while utilizing Salesforce Einstein Analytics to craft predictive analytics for estimating passenger needs and refining inventory control. Additionally, established stringent data structuring and oversight protocols to adhere to sector standards and protect confidential traveler data, thereby fostering enduring organizational advancement.

◆ Dec 2017 -
Mar 2022

Salesforce Senior Implementation Consultant

Devsinc

Conducted transformative initiatives in the advertising agency space at ABC Solutions from December 2017 to March 2022, employing Salesforce to refine customer engagement and streamline workflow processes. Engineered bespoke solutions with Salesforce Sales Cloud and Marketing Cloud to bolster agencies' capabilities in handling leads, campaigns, and customer interactions effectively. Integrated sophisticated automation pathways and incorporated external applications to amplify efficiency and data clarity, supporting analytical decision-making and contributing to revenue enhancement. Played a crucial role in constructing adaptable Salesforce frameworks, promoting cooperation among team members and external stakeholders, while delivering insightful analysis on campaign outcomes and customer involvement through Salesforce Communities and Einstein Analytics

◆ Sep 2013 -
Nov 2017

Salesforce Configuration Analyst

Techlogix

Initiated transformative initiatives in the banking industry, utilizing sophisticated Salesforce capabilities to refine client relationship management and bolster revenue expansion by making the customer onboarding process more efficient. Crafted bespoke solutions with Apex, Visualforce, and SOQL to improve operational effectiveness, achieving seamless integration of Sales Cloud and Service Cloud with legacy banking systems through RESTful APIs and middleware solutions. Established intricate workflows, triggers, and validation rules to maintain data integrity and streamline essential business operations, adhering to regulatory requirements and enhancing the user interface. Offered expert advice on harnessing Salesforce Einstein AI for forward-looking analytics and tailored customer engagements, securing the bank's position as a leader in innovation within the ever-changing fintech environment.



Education

◆ **Bachelor's: Computer sciences**

Lahore University of Management Sciences (LUMS)