M A T H E U S   G O N C A L V E S

S E A T T L E ,   W A   -   U S A
job@matheus.dev
matheus.dev

SUMARY

15+ years of total IT experience in Development, Leadership, Architecture, Testing and Usability. Salesforce Certified Platform Developer I and II.

Innovative and motivated self-starter experienced in different business segments such as Financial Analytics, B2B Marketing, Educational Institutions, Banking/Finance, Medical, Credit Bureau and Retail Commerce.

Fast-paced and team oriented professional, with absolute commitment to quality. Planned, directed and managed designated projects. Delegated responsibilities and designed time schedules.

Involved in development of applications using:

- Salesforce Development (Visualforce pages, Apex, SOQL and SOSL, Salesforce DX, Lightning Web Components and Aura Components)
- C#, C and C++, .NET, Visual Basic.NET and Visual Basic 6.0
- Java (Struts 1 and 2, Spring, Google Web Toolkit)
- Web Services (SOAP and RESTful based) and Cloud Provider (AWS)
- Oracle Forms / Reports
- SQL server / Oracle (Strong experience in creating and optimizing PL/SQL Stored Procedures, Functions and Triggers)
- Object Models and Class hierarchy for middleware deployment with .NET technologies using Visual C#.NET, VB.NET, ADO.NET, WCF services (including Multi-Threading components), WPF and Silverlight.

Eager to learn and strong thirst for knowledge.

SKILLS

Programming Languages: Java, C#, Apex (Salesforce), JavaScript, VB6/VB.NET, C/C++.

Front-End: HMTL, CSS, JavaScript, Visualforce Pages and Lightning Web Components (Salesforce), Struts Beans, AngularJS, Ember JS.

Design Tools: Salesforce Schema Builder, Visual Studio Modeler, Microsoft Visio, Enterprise Architect (EA) and UML

Testing Tools: qTest, Zephyr, LoadRunner, TestRail, AccScope, JMeter, Selenium

RDBMS: Oracle 8,9i,10g,11g, MS SQL Server 2008/2012, Sybase, MySQL, Toad

Webserver: Internet Information Server (IIS), Apache, Nginx

Languages: Portuguese (Native), English (Fluent), Spanish (working proficiency)

EXPERIENCE

Aug 2020 – Current   **Salesforce / Trailhead**   Seattle, WA - USA
Lead Salesforce Engineer

Now as a Lead Salesforce Engineer, I'm working on the Content Engineering Team, creating and maintaining the code of our internal tools to enable Content Development and also the software engineering for testing automation and security related to badges and Superbadges hands-on challenges - in both Classic and Lightning - for different orgs and clouds, including **Sales Cloud, Service Cloud, Marketing Cloud, Einstein and Heroku**.

- This work requires a deep understanding of these clouds, its details and architectures, to be able to evaluate each one of the requirements using manipulation of data and metadata, through software development with **Apex, JavaScript, Ruby and SOQL/SOSL**, and writing test classes using **Apex** and **Jest**, for **Lightning Web Components**.

- To achieve that, I'm establishing and improving rigorous engineering processes to ensure service quality, predictable delivery of new capabilities, and continuously improving metrics.

- I'm also mentoring younger members of our team on software engineering concepts, explaining and enforcing best practices, beyond deciding the methods and tools to use but explaining the reasoning behind each decision, when to use a given sorting algorithm and relevant skills around problem-solving. The main goal is to develop talent and grow the team into a high performing healthy development organization and to establish a positive, mutually supporting, inclusive team culture consistent with Salesforce cultural attributes, values, leadership principles and manager expectations.

Environment: Visual Studio Code, Salesforce Orgs, Salesforce DX, Lightning, Ruby on Rails

Nov 2018 – Aug 2020   **Salesforce / Trailhead**   Seattle, WA - USA
Senior Salesforce Engineer

Working with **Salesforce** and **Trailhead**, as a Senior Salesforce Engineer (Technical Credential Developer)

- I'm designing and developing the code, scenario and business requirements for Trailhead **Superbadges**, being responsible for leading the **Lightning Web Components Specialist Superbadge** team, also creating the requirements, programming the pre-baked code (JavaScript, HTML and CSS) and the code used by the Assessment Engine to validate the solution and Metadata implemented by the Trailblazers.
- I'm elaborating, improving and maintaining entire Salesforce Certification **Exams** for Developers (Platform Developer I, Platform Developer II, JavaScript Developer, and so on).
- An important part of my job is to learn all the new cool features we deliver, implement it applying best practices, to not only create new content on Trailhead, but also to make sure the existing content is up to date.

  It's a non-stop process of learning Salesforce's secret sauces and turning this knowledge into a way to help more Trailblazers to chart their courses through Salesforce skills.

Environment: Visual Studio Code, Salesforce Orgs, Salesforce DX, Lightning, Ruby on Rails

Jan 2018 – Nov 2018   **Amazon AWS**   Seattle, WA - USA
Salesforce Developer

I'm involved in requirements gathering, technical designing, coding, debugging, performance analysis, packaging and deployment of custom solutions for the AWS Marketing Automation team.

Working closely with the Marketing Team to automate the Lead generation process, Territory Management, Lead Scoring, communication through Marketo and internal Salesforce email notifications and supporting Marketing Campaigns.

Highlights:

- Suggested new development patterns, using mock data structures, using interfaces and refactoring patterns, such as Singleton, Prototype and Abstract Factory.
- Created a new Post Live Chat Feedback page with JavaScript, to collect experience rating and further comments.
- Created a process to improve the Executive Summit Nominations.
- Designed and implemented the logic for Top Tier Leads follow up notifications.
- Automatization of processes with triggers, batches and queueable classes.
- Identified and fixed hardcoded parameters, using declarative and programmatic development, providing more flexibility and autonomy to the Marketing Team.
- Advocated for improvements on the Source Control, branching and merging processes.

Designed and deployed high quality, scalable code, following Salesforce best practices, including integration and in memory tests with mock repositories and interfaces.

Performed routine review of code, refactoring, configuration, data, and usage to ensure long term viability, integrity, and adoption.

Environment: Visual Studio Code, Gearset, IntelliJ, Marketo

Feb 2017 – Jan 2018   **eVestment**   Atlanta, GA - USA
Senior Salesforce Developer

Working closely with business analysts to realize the full capabilities of Salesforce.com CRM and how it can be best applied to meet the needs of a rapidly growing, global user community, working as a member of a project team developing Apex, Visualforce new functionality and enhancing existing functionality.

Highlights:

- Trained Salesforce Einstein AI models to improve the internal Knowledge Search results.
- Recreated objects hierarchy remapping, using trees and nodes.
- Created a batchable process for reports management and clean up (SOAP API).
- Automatization of processes with triggers, batches and queueable classes.
- Identified and fixed hardcoded parameters, using declarative and programmatic development, providing more flexibility and autonomy to the Admins.
- Created a Typeahead component using JavaScript to improve Visualforce pages usability.
- Advocated for Trailhead internal training and knowledge improvement.
- Worked on the transition from Classic to Lightning, adapting Visualforce Pages to the new layout and creating Lightning components.
- Worked on the transition to Salesforce DX.

Designed and deployed high quality, scalable code, following Salesforce best practices, including integration and in memory tests with mock repositories and interfaces.

Lead and/or contributed to all technical aspects of IT projects, including writing technical and functional specification documents, creating the internal Salesforce Code Conventions document, certifying the code base is following its definitions.

Performed routine review of code, refactoring, configuration, data, and usage to ensure long term viability, integrity, and adoption.

I've also made recommendations for enhancements and modifications to improve system performance, efficiency, internal business process, and reporting.

Environment: Github, ForceCode, VSCode, Salesforce DX, Eclipse/Netbeans, MavensMate, SublimeText, JavaScript (Bootstrap, JSForce), BitBucket/Stash, Salesforce, Force.com, XP/Scrum methodology.

Jun 2012–Feb 2017   **Stefanini Techteam**   Atlanta, GA - USA
Senior Software Engineer (Java/Salesforce)
Major Client: Koch Industries/Invista

- A subsidiary of privately owned Koch and Industries, Inc., INVISTA operates in more than 20 countries across North America, South America, Europe, and the Asia-Pacific region.
- I was involved in documentation, fixes and new implementations of a system to support marketing, merchandising, advertising and sales (Salesforce and Java).
- Designing and implementing tools to support Lead Generation, B2B, Prospects management and audience targeting and development.

Highlights:

- Integrated a Java (Struts) application with Salesforce (Web Service).
- Designed and created an interface so the users could create custom Lead templates.
- Integrated leads and internal pages with Google Analytics.
- Designed and created an A/B testing tool for the Lead custom templates.
- Used Streaming API and PushTopic to monitor data external to Salesforce.

Moreover, using these applications, the marketing team would be able to set up automation rules for specific criteria, consult the product guide, create or be part of a promotion, take online training, use programs designed to connect dealers and consumers, promote new products, request showroom material, search for dealers and update their information, and many other functions.

- Programming Visualforce Pages including HTML, Java Script (ExtJS and AngularJS).
- Programming Salesforce Classes, Triggers, creating Workflows, and Validations
- Experience writing SOQL and SOSL queries
- Strong understanding of APEX Classes
- Performing a key role proposing and executing a correction on requirements gathering.
- Involved in SQL database normalization, optimization.
- Involved in Testing and Business Testing (AccScope, Apache JMeter and Selenium)
- Programming modules in Java (Struts Framework 1.1 and 2.0)
- Programming modules in VB.Net and C# (Framework 3.5).
- Consuming Force.com SOAP and REST Web Services from .NET Applications
- Front-end development, creating and modifying web pages using usability concepts, patterns and anti-patterns, HTML, CSS and JavaScript.
- Tracking development, testing and making sure the application is deployed in production with no bug.
  Provided technical assistance to the developers and acted as a bridge between Developers and Managers, SA's and QA Team.

Environment: Eclipse/Netbeans, MavensMate, SublimeText, Angular.JS, Github, VS 2008, VB.Net, C#, Sharepoint, Salesforce, Force.com, TFS, Java, Struts, SQL Server, TDD and XP/Scrum methodology.

EDUCATION

Post Graduation -   Senac   São Paulo – Brazil
- Application of artificial intelligence in distributed systems and electronic games. (Graduate Course)

Centro Universitário da FEI   São Bernardo do Campo – Brazil
- **BS** in Computer Science – Graduate.

Centro Universitário da FEI   São Bernardo do Campo – Brazil
- Usability Applied to Software Development
- OpenCV - Computer Vision
- Java 2D, 3D and Classes Enhancement.

ICTraining – Inter Commerce   São Paulo – Brazil
- Oracle Developer
- Java Programmer

ETE Adolpho Berezin   Mongaguá – Brazil
- Computer Technician, Programming and Administration.