

Martín Messina

Contact	Birthdate 10/20/1994	Website martinmessina.dev
	Email martinmessina13@gmail.com	GitHub martinmessina13
	Phone + 54 11 33346333	City Buenos Aires, Argentina

Summary Experienced Salesforce Developer with over four years in esteemed organizations such as Revenium, Cognizant and IBM. Proven track record of creating innovative solutions within the Salesforce ecosystem, specializing in enhancing user experiences, driving revenue growth, and optimizing technical processes.

Work Experience **Senior Lightning Components Developer** **Apr 23 -**
Revenium

- Drove the monetization of APIs, successfully creating more than 10 Experience Cloud sites for clients, resulting in a premium service offering starting at \$19 per month.
- Led the design and implementation of over 30 Lightning web components and Aura components, optimizing for performance and user experience.
- Integrated Lightning web components with third-party APIs, seamlessly enhancing connectivity with external systems using GraphQL.
- Spearheaded the development of cutting-edge Salesforce Experience Cloud solutions, significantly enhancing API communities.
- Managed client applications, API access credentials, and consumption metrics, ensuring seamless integration and meticulous tracking of usage.
- Facilitated the successful installation of the company's Salesforce unmanaged package for more than 10 clients (prominent brands) enhancing their Salesforce capabilities.

Salesforce Developer **Apr 21 - Apr 23**
Cognizant

- Transformed a client's media industry operations by generating over \$150M USD in revenue through an 80%+ adoption rate across a single Salesforce organization.
- Designed and executed a bespoke CPQ solution, saving over \$100K USD annually compared to standard Salesforce CPQ subscriptions.
- Implemented a cost-effective CI/CD process using Azure DevOps, saving significant expenses compared to traditional tools.
- Engineered a custom file storage solution using AWS S3 SDK, achieving annual cost savings of \$4K USD by circumventing Salesforce file upload limits.

Salesforce and Vlocity (Salesforce Industries) Developer

Feb 20 - Aug 21

IBM

- Revitalized the 'Order Annulments' process for a telecom allowing their clients to cancel orders by developing over 5 Lightning web components, saving hundreds of thousands of dollars as a result.
- Handled Apex legacy code and Vlocity components, significantly improving system efficiency and automating critical business processes.

Education

Dipl. Sound Engineering (M.Sc.Eng.)

Mar 14 - Apr 23

Universidad Nacional de Tres de Febrero

Thesis: "Restoration of Clipped Aliasing-Free Digital Audio Signals"

- Utilized machine learning models and Python programming language to restore distorted audio signals, showcasing advanced programming capabilities and analytical skills.

Technical skills

Programming languages

Apex, JavaScript, Java, Python, MATLAB, L^AT_EX

Web development

HTML, CSS, Nunjucks, Markdown

Database management

SOQL, SOSL, DML, PostgreSQL, MySQL, Lightning Data Service

Data Analytics

Reports, Dashboards

Frameworks

Lightning Web Components, Aura Components
Visualforce, React

Salesforce Suite

Sales Cloud, Service Cloud, Commerce Cloud, Experience Cloud

Testing

Apex Unit Tests, Lightning Web Components Unit Tests (JEST), Apex Service (API) Unit Tests, UI Integration Tests (Selenium), UI Test Automation Model (UTAM)

APIs

MuleSoft Anypoint Platform, AWS, GraphQL, cURL, REST, SOAP, Bulk, Bulk 2.0, Streaming, Salesforce Connect, Lightning Message Service

OmniStudio

Omniscripts, FlexCards, Dataraptors, Integration Procedures, IDX Build Tool, IDX Workbench

UI Design	Salesforce Lightning Design System (SLDS), Bootstrap, ARIA
Project management	Agile, Scrum, Kanban, Spotify Squad, Waterfall
Software development	Object-Oriented Programming (OOP), Test-Driven Development (TDD)
Software architecture	Enterprise Application Pattern
CI/CD	Salesforce DX, Jenkins, Azure Dev Ops, ANT Migration Tool, Copado, GitHub Actions
Version control	Git, Second-Generation Managed Packages (2GP), First-Generation Managed Packages (1GP)
Salesforce Integration	Gmail, Outlook, Google Calendar, Okta, Monday
Mobile	Salesforce Mobile App
AI	Einstein Activity Capture

Certificates	Salesforce Certified Administrator (SCA)	Jan 21
	Salesforce	
	Platform Developer I (PDI)	Oct 20
	Salesforce	
Languages	Spanish Native	
	English Fluent (C1+)	