

Marcus Feld-Arroyo

Salesforce Administrator / Platform Developer

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Proof: Platform Developer I + Platform Administrator · 480-user org · Flow-first, Apex when it matters: 1 bulkified trigger replaced 4 failing Flows, 92% test coverage

SUMMARY

Admin who learned Apex and LWC to solve problems declarative tools could not. Picks Flow by default and writes code only when volume, complexity or testability call for it, and documents why.

WORK EXPERIENCE

Salesforce Administrator & DeveloperAugust 2022 - Present

Lumen Grove Health (fictional), 480 users, Sales + Service Cloud

- Replaced 4 record-triggered Flows that hit CPU limits on 10k-row Data Loader imports with one bulkified Apex trigger (handler pattern, no SOQL or DML in loops); failed import batches fell from 1 in 5 to 0 over 6 months.
- Wrote Apex tests with 92% coverage (org minimum 75%) and assert-based tests for bulk, negative and permission cases; deployment rollbacks fell from 3 per quarter to 0.
- Kept 40+ simpler automations in before-save Flows with fault paths, documenting a Flow-vs-Apex decision table that the team now uses in every design review.
- Built an LWC referral-intake component replacing a 14-field page layout; intake time fell from 6 to 2.5 minutes for 60 coordinators.
- Moved releases from change sets to DevOps Center with GitHub source control, cutting release prep from 2 days to 3 hours.

Salesforce AdministratorJanuary 2020 - July 2022

Lumen Grove Health (fictional)

- Built a scheduled Flow that closes referrals idle for 90 days, clearing a 3,100-record backlog and keeping the open queue under 200.
- Built 18 validation rules for referral data; incomplete records fell from 14% to 3%.

SKILLS

Code: Apex (triggers, handler classes, test classes), SOQL, Lightning Web Components, Git/GitHub, VS Code + Salesforce CLI
Declarative: record-triggered (before/after-save) and screen Flow, validation rules, permission set groups, sharing rules, reports and dashboards

CERTIFICATIONS

Salesforce Certified Platform Developer I, Platform Administrator, Platform App Builder (verify at <https://trailhead.salesforce.com/credentials/verification>)

EDUCATION

B.A. Communications, Hill Country University (fictional), May 2019