SVETLANA NASH

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U.S. Work Authorization: Authorized to work for any U.S. employer; no visa sponsorship required.

PROFESSIONAL SUMMARY

Salesforce Developer with 8+ years in the Salesforce ecosystem, combining hands-on development with a background in platform administration across consumer finance, lending, mortgage, and higher education. Development experience includes Apex classes and triggers, synchronous and asynchronous processing, Batch Apex, Lightning Web Components (LWC), OmniStudio, REST API integrations, and MuleSoft. Technical work spans custom Salesforce functionality, system integrations, and bulk data processing, alongside troubleshooting production failures and performance bottlenecks.

TECHNICAL SKILLS

Development & Automation: Apex classes and triggers, Batch Apex, Asynchronous Apex, SOQL, SOSL, Lightning Web Components (LWC), Salesforce Flow, configurable frameworks, Apex unit testing, Debug Logs

Salesforce Data 360 (formerly Data Cloud): Identity resolution, Batch Data Transforms, Data Cloud-triggered flows

Integrations & Data Tools: Custom Apex REST endpoints, standard Salesforce REST APIs, external REST API integrations, Bulk API, MuleSoft Anypoint Platform, MuleSoft Composer, Data Loader (including CLI), SFTP, Postman

DevOps & Release Management: GitHub, CI/CD, Visual Studio Code, Metadata API, Change Sets, Workbench, Flosum

Salesforce Clouds: Sales Cloud, Service Cloud, Financial Services Cloud, Experience Cloud

Salesforce Features: OmniStudio (OmniScripts, Integration Procedures, DataRaptors), Agentforce, Omni-Channel routing, Email-to-Case, Digital Engagement, Salesforce Knowledge, entitlements and milestones

Administration: Custom objects and fields, record types, page layouts, Lightning App Builder, Dynamic Forms, validation rules, assignment rules, user management, profiles, permission sets, permission set groups, role hierarchies, sharing rules, organization-wide defaults, field-level security, Data Import Wizard, duplicate rules, matching rules, Setup Audit Trail, Field History Tracking

PROFESSIONAL EXPERIENCE

Salesforce Developer

GoodLeap | Dec 2024 – Present

- Designed and developed an agentic SMS payment solution using Agent Script, Apex, and Salesforce Flow to guide delinquent customers through payment processing with conversations tailored to each account. Integrated conversational AI with Salesforce business logic to evaluate customer context, determine appropriate actions, and orchestrate payment workflows.
- Developed a custom REST API integration between Salesforce and Stripe to automate payment account creation and synchronize business details, banking information, and account status. Implemented data validation, change logging, and clear API error messages so support teams could troubleshoot failed updates without developer assistance.
- Designed and developed a reusable Salesforce framework using LWC to upload large volumes of data, with a guided interface that walks users through each step and validates files to identify errors before processing begins. Upload configurations are stored in custom metadata, allowing new upload processes to be added without code changes. The framework resolves Apex execution timeouts, enforces the uploading user's access permissions for objects and fields, and provides a results file with outcomes for each row to help users review outcomes and troubleshoot errors.
- Redesigned a business audit process to replace GridBuddy, a Salesforce tool with a spreadsheet interface, with Apex analysis and results stored in custom fields, saving $20,000 annually.
- Expanded an existing OmniStudio B2B application to support multiple submission types, enhancing application logic and data processing across OmniScripts, Integration Procedures, DataRaptors, and Apex classes invoked through Remote Actions.
- Designed and built an identity resolution solution in Data 360 that transformed four phone number fields on Salesforce Contacts into separate Contact Point Phone records using Batch Data Transforms. After identity resolution, a custom process wrote Unified Individual IDs back to the corresponding Salesforce Contacts, linking CRM records to unified customer profiles.

- Develop and optimize Apex business logic and Batch Apex jobs, resolving governor limit violations, transaction failures, and performance bottlenecks in production environments.
- Develop Service Cloud and Digital Engagement functionality across case management, email, SMS, and Omni-Channel routing, including custom logic for messaging based on time zones, business hours handling, and complex communication rules.
- Build custom REST endpoints and extend integrations between Salesforce, internal applications, and external services, implementing data validation and error handling to maintain consistent information across systems.
- Write Apex unit tests and support end-to-end testing and user acceptance testing, investigating defects and validating fixes before Salesforce releases.
- Manage source code and Salesforce deployments through GitHub and automated release pipelines, delivering enhancements and production fixes through Agile development practices.

Salesforce Administrator / Senior Salesforce Administrator
GoodLeap | Mar 2022 – Dec 2024

- Administered two Salesforce organizations supporting 700+ users across Sales Cloud, Service Cloud, Financial Services Cloud, and Experience Cloud.
- Automated workflows previously managed in spreadsheets with declarative configuration and Apex; configured Omni-Channel, messaging, Email-to-Case, Knowledge, and service level tracking.
- Supported MuleSoft Composer integrations and scheduled imports through Data Loader CLI, SFTP, and Bulk API; managed access and data quality.

Senior Salesforce Administrator / Business Application Analyst — Zovio (formerly Bridgepoint Education; affiliated with Ashford University)
Senior Salesforce Administrator / Business Application Analyst | Dec 2020–Mar 2022
CRM Application Analyst / Salesforce Administrator | Jun 2017–Nov 2020

- Administered Salesforce and Talisma CRM, with Salesforce responsibilities across Sales Cloud, Service Cloud, and Marketing Cloud. Supported the Sales Cloud implementation and migration from Talisma to Salesforce.
- Configured user access, objects, fields, record types, page layouts, validation rules, and declarative automation.
- Supported Salesforce releases using Flosum, Metadata API, Change Sets, Workbench, Visual Studio Code, CI/CD, and Azure DevOps; collaborated with Scrum teams using Jira.
- Troubleshot Talisma CRM performance issues using SQL Server Management Studio and diagnostic tools.

Document Management & ImageNow Systems — Zovio (formerly Bridgepoint Education; affiliated with Ashford University)
Business Operations Systems Analyst | Aug 2016–Jun 2017
Document Management & Imaging Lead/Coordinator | Nov 2009–Jul 2016

- Improved and automated ImageNow workflows for document imaging, scanning, and data capture; developed reporting to assess production, team performance, and workloads.
- Gathered and documented business requirements and worked with IT teams and the vendor to troubleshoot ImageNow issues and define system improvements.
- Supervised a team of 10 as Imaging Lead, led software upgrades and staff training, and advised on records management and Avoka Online Forms configuration.

Zovio employment history: Continuous service through affiliated entities and internal transfers; some employment/payroll records list Ashford University.

CERTIFICATIONS

Salesforce Certified Platform Administrator | Salesforce Certified Platform Administrator II | Salesforce Certified Sales Cloud Consultant | Salesforce Certified Platform App Builder | Salesforce Certified Platform Developer I | Salesforce Certified Data Cloud Consultant | Salesforce Certified Agentforce Specialist

EDUCATION

Master of Arts (M.A.), English Literature — Samara State Pedagogical University
Bachelor of Arts, Foreign Languages and Secondary Education — Samara State Pedagogical University
Bachelor's Degree, Business Administration and Management — Ashford University