

Jesse Stuart Wheeler

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SUMMARY

Experienced 21x Salesforce Certified software engineer with a demonstrated history of designing and implementing scalable applications across multiple industries, clouds, and platforms. Skilled in Software Engineering, Enterprise Architecture, Engineering Management, DevOps, Salesforce Implementation, Communication, and Data Analysis.

NOTABLE SALESFORCE CERTIFICATIONS

Platform Developer II | Salesforce

System Architect | Salesforce

Application Architect | Salesforce

Heroku Architect | Salesforce

Data Cloud Consultant | Salesforce

JavaScript Developer I | Salesforce

Marketing Cloud Developer | Salesforce

EXPERIENCE

Lead Technical Architect | Rosetree Solutions | Dallas, TX | October 2022 - Present

- Architected and led the development team on a multi-org data management project, reducing record duplication and improving reporting across 40 brands in high-tech vertical.
- Led Service Cloud Omni-Channel implementation for high tech organization with a focus on custom UI components and integrations to enable streamlined case management and SLA visibility for over 2000 internal users.
- Architected and spearheaded development for SMS-based Agentforce implementation for major retail brand with 1,600 locations and 2,200+ users, improving response rates to cold outreach messages by 70%.
- Designed, developed and packaged custom front-end interface and schema to improve CPQ performance for deals with thousands of line items in account-based selling org.
- Supported Data Cloud implementation rescue initiative to remediate Data Model, Calculated Insights, and Segmentation issues.
- Led initiative to standardize project tooling via documentation, GitHub repository templates, common libraries, and GitHub actions.
- Centralized and packaged libraries to accelerate solution development across multiple projects.
- Manages center of excellence for deployment and test automation.

Director of Technology | Zinovo | Bozeman, MT | October 2021 - October 2022

- Developed standardized DevOps processes and CI pipelines across multiple client projects, decreasing average deployment times across teams by 40% and increasing deployment success to 97%.
- Implementation of a custom event-driven SOAP and REST API for fleet radio subscription management, leveraged by over 110 clients.
- Created and deployed identity and access management (IAM) strategy company-wide with Okta and MDM for 50 users.
- Designed and implemented managed package for synchronizing Outreach.io sequences with Salesforce campaigns.
- Managed and mentored a team of on-shore and near-shore developers, employing practices including remote pair and mob programming.

- Defined a standardized code style guide, introduced PMD-based static analysis to developer workflows and built a company-branded documentation generator based on ApexDoc.

Lead Consultant / Senior Salesforce Developer | Zinovo | Bozeman, MT | August 2020 - October 2021

- Designed and led the implementation of an asynchronous, event-driven rider alert system for transit authority on Salesforce Service, Experience, and Marketing Cloud that processes up to 50 multi-lingual alerts for 500,000 subscribers every minute.
- Reverse-engineered managed package and implemented unlocked package solution for integration with Zuora for self-service B2B subscription management, resolving multiple blockers of deconstructing monolithic code base into more modular units, accelerating development team's velocity by 36%.
- Hosted bi-weekly internal developer knowledge sharing luncheons and webinars.

Director of Technology | Faces & Voices of Recovery | Washington, D.C. | January 2018 - August 2020

- Oversaw the development, support, and deployment of a cloud-based recovery data platform leveraging Salesforce and AWS.
- Led a successful Salesforce platform implementation for 600 internal and 15000 external partner users, focusing on process automation and integration.
- Analyzed businesses' computer and technological needs to determine where to invest annual IT budget and staff resources.
- Contributed to the development of technology policies that produced efficient and reliable software solutions.

Sole Proprietor | Recovery Data Solutions | Billings, MT | October 2016 - August 2020

- Led 14 Salesforce implementations with non-profit and public sector organizations, ranging from 10 to 80 users.
- Created visualizations, dashboards and stories using Tableau Online and Tableau Public.
- Developed accurate cost estimates to help clients create projects within budget.

SKILLS

Programming languages: Java, JavaScript, Ruby, Python, R

Salesforce DSLs: Apex, Visualforce, Functions, SOQL, SOSL, LWC, and Aura

Salesforce Clouds: Sales, Service, Experience, Marketing, Data, and Tableau

DevOps: Git, GitHub Actions, Salesforce CLI, CumulusCI, Jenkins, Salesforce Packaging (2GP), Gearset, Snowfakery, SFDMU

Database Technologies: SQLite3, MongoDB, Redis, PostgreSQL, and MySQL
