

# John Carlo Red

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## PROFESSIONAL EXPERIENCE

### Salesforce Implementation Specialist

Nov 2024 - Present

Kulturra

- Implemented and customized the company's Salesforce managed package across multiple client orgs, developing Lightning Web Components (LWC), Apex classes, and Flow automations aligned with business requirements to improve customer retention and product adoption
- Developed feature upgrades enhancing the scalability and REST API integration capabilities of the managed package, enabling reliable integration with external payment systems and accelerating customer onboarding
- Led the development of the Salesforce Agentforce managed package, replacing manual customer processes with automation which improved onboarding for new users and accelerated client acquisition and product adoption

### Salesforce Developer

Jul 2024 - Nov 2024

Quantrics Enterprises

- Led migration of legacy Visualforce and Apex solutions to Lightning Web Components (LWC), improving UI responsiveness, component reusability, and long-term maintainability
- Re-architected legacy Process Builder automations into record-triggered Flows, reducing technical debt and improving performance, governance compliance, and ease of enhancement

### Salesforce Developer

Oct 2023 - Jun 2024

Cloudstaff

- Migrated legacy Salesforce Classic and Visualforce functionality to Lightning Experience, improving maintainability and enhancing overall user experience
- Developed Lightning Web Components (LWC) integrated into the client's portal on Experience Cloud, improving UI responsiveness and long-term system maintainability

### Salesforce Developer

Jun 2021 - Sep 2023

Accenture

- Developed a chatbot using Einstein Bots and Lightning Web Components (LWC) to manage customer inquiries, automate Lead creation, and log conversation history for improved tracking and follow-up
- Automated complex sales workflows using validation rules, Approval Processes, Flows, Apex, and Triggers to improve data consistency and reduce manual workload
- Designed and built a custom application form using Aura Components and Apex, replacing Screen Flows to improve performance and support more complex user interfaces
- Mentored three associate developers, promoting Salesforce best practices and ensuring high code quality through code reviews and technical guidance

### Associate Salesforce Developer

Feb 2020 - Jun 2021

Accenture

- Designed and implemented Screen Flows as dynamic user interfaces for multiple application forms, enabling administrators to modify logic and fields without developer intervention, reducing technical debt and maintenance cost
- Designed and implemented Visualforce pages to generate and export structured data to CSV format, eliminating manual Excel data entry and improving reporting efficiency

## CERTIFICATIONS

- Salesforce Certified Platform Developer I
- Salesforce Certified Platform App Builder
- Salesforce Certified Agentforce Specialist
- Salesforce Certified Administrator
- Salesforce Certified Foundations

## SKILLS

**Salesforce Platform** Apex, Trigger, Asynchronous Apex, Lightning Web Component (LWC), REST/SOAP API, SOQL, Flow, Agentforce, Aura, Field Service Lightning, Approval Process, Process Builder, Workflow, Reports, Dashboard

**Tools & Deployment** Salesforce CLI (SFDX), Copado, Git, Github, Visual Studio Code, Change Sets, Workbench, Microsoft Office, Postman

**Apps & Project Management** JIRA, Confluence, Trello, Agile/Scrum Methodology

## EDUCATION

### University of Santo Tomas

España, Manila (2014-2018)

BS, Information Technology

Coursework included: Web Development, Object Oriented Programming, Software Engineering, Data Structures & Algorithms, CISCO, Agile Methodology