

Zara Guevara

Jr. Salesforce Developer

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Full Stack Developer focused on clean code, security best practices and always eager to learn new technologies. Capable of working independently while being part of a diverse team. A self-motivated team player with critical thinking, self-started and a quick learner.

Technologies and Skills

Languages: JavaScript, Python, C#, Salesforce Apex - Object Oriented Programming (OOP), Marketing Cloud AmpScript
Frameworks: Express.js, Django, Flask, Entity Framework, Angular, ASP.NET, React
Design tools: Illustrator, Photoshop, Figma

Libraries/Misc: JQuery, Bootstrap, Material UI, CSS3, HTML5, Node.js, Rest API, Mongoose, NET Core
Databases: MySQL, MongoDB, SQLite
CMS: Wordpress
Collaboration tools: Asana, Slack, Discord, Zoom

Professional Experience

Marketing Cloud Developer - [Revolent Group](#) | Remote

Technologies: HTML, CSS, Bootstrap, Marketing Cloud AmpScript November 2020 - February 2021

- Used HTML, CSS, and AmpScript code to create professional, responsive emails for mobile phones and desktop devices.
 - Personalized to client specifications.
- Built dynamic AmpScript snippets to be used in email sends and CloudPages.
- Developed a signup form using CloudPages and implemented an email verification to confirm user identity.
- Created Data Extensions with proper naming conventions and associated to different campaigns.
- Prepared presentations and documentations for key stakeholders.
- Participated in daily stand ups/working sessions with key stakeholders to gather business requirements and document user stories.
 - Created tasks and user stories into Asana.

Salesforce Developer - [Revolent Group](#) | Remote

Technologies: Apex, Visualforce, JavaScript, Lightning Web Components (LWC) April 2020 - September 2020

- Designed and Created Visualforce form with a custom controller to build custom user interfaces for web apps.
- Developed Apex Triggers, Apex Classes and Test Methods.
- Utilized change sets to deploy custom objects, custom tabs, triggers, and apex classes.
- Used a sandbox for testing and migrated between Sandbox and Production environments for final implementations.
- Built a branded community with articles and discussions.
 - Allowing customers to create support cases, ask and answer questions.
 - Created a presentation and delivered a demo of the brand community highlighting valuable features for the client's business.

IT Coordinator - [Wyld Contract](#) | Remote

January 2018 - February 2020

Technologies: Wordpress, Salesforce

- Built main website using WordPress & specialized plugins for SEO.
- Created training user procedures, and guides based on business requirements.
- Troubleshoot Salesforce platform/performance bugs, reporting errors.
- Data migration, cleanup, duplicate, and defined dupe blocking parameters to maintain data integrity.
- Working knowledge of Excel VLOOKUP, Data loader & Import wizard for advanced data migration.
- Utilize Configured page layouts, record types, and data fields.
- Developed and supported customized reports, dashboards, analytics, and processes to monitor data quality and integrity.
- Created objects, fields, used tools such as Workflow, Process Builder.

Office Coordinator (Marketing & Sales) - Lalicious

2014 – December 2017

- Increased sales volume 35% by creating a customer database and utilized cross-selling techniques.
- Established and maintained a good relationship with customers and managed multiple client accounts totaling over \$1.5 million.
- Created newsletters about upcoming sales and new items and sent them out to a compiled mailing list via MailChimp and WhatsApp.
- Consistently met deadlines by utilizing proactive communication and project management skills.
- Performs systems maintenance tasks, such as system back-up, recovery and file maintenance.

Volunteer - Software Engineering Projects

Backend Developer - [Ladder Labs](#)

November 2020 - Present

Technologies: JavaScript, React, Node.JS

- Added and tested user registration functionality using Chai, Mocha, and Supertest.
- Created API documentation for various endpoints using Swagger.
- Collaborated with the team to establish objectives and design more functional, cohesive code to enhance user experience.

Frontend Developer - [CyberDEI](#)

November 2020 - Present

Technologies: React, Javascript

- Used JavaScript, React, HTML and CSS to build a multi-step user registration form and integrated it with Salesforce CRM.
- Met with stakeholders to gather and document requirements.

Leadership Activities

- Salesforce, Women In Tech leader, organized and led in-person events. March 2019 - Present

Education

[Coding Dojo - Orange County](#) | Full stack courses in Javascript, Python & C Sharp

September 2019 - December 2019

- Implemented MVC web frameworks for web applications using:
 - Mean Stack Architecture (MongoDB, ExpressJS, AngularJS
 - , NodeJS).
 - ASP.NET / C#
 - Python / Django

[Universidad Interamericana para el Desarrollo](#) | B.A. Marketing. Honors

Certifications

[Salesforce Certifications](#)

- Sharing and Visibility Designer
- Marketing Cloud Administrator
- Sales Cloud Consultant
- Non-Profit Cloud Consultant
- DEX 401: Platform App Builder
- ADX 201: Administrator
- Marketing Cloud Developer
- Marketing Cloud Email Specialist
- Community Cloud Consultant
- Platform Developer I
- ADM 211: Advanced Administrator

[Copado Certifications](#)

- Copado Developer
- Copado Administrator