Wilhelmina Oduor Principal Salesforce Developer

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PROFILE SUMMARY

- **Principal Salesforce Developer** with **13 years** in **automotive**, setting Apex and release standards for **5 Salesforce teams** in a carmaker's **customer care and dealer** orgs.
- Hands-on with **Apex**, **Lightning Web Components**, **Pub/Sub API**, **MuleSoft** and **unlocked packages**, and certified as **Platform Developer II** and **Application Architect**.
- Deep experience in **event-driven integrations** with vehicle systems, **large data volume design** for 48M vehicle records, and **package-based development** across teams.
- Works with **enterprise architects**, **product owners**, the **dealer network team** and **security** on design reviews, release planning and the yearly Salesforce roadmap.
- Chairs the **Salesforce technical design review**, mentors **6 senior developers**, and wrote the shared **Apex coding standard** new teams adopt on day one.

TECHNICAL SKILLS

Apex & Query Languages:	Apex, SOQL, SOSL, JavaScript, Apex Cursors, Batch Apex
Lightning & UI:	Lightning Web Components, Lightning Message Service, SLDS, Aura (migration), Visualforce (legacy)
Declarative Tools:	Flow Builder, record-triggered flows, invocable actions, custom metadata types
Integration & APIs:	Pub/Sub API, Platform Events, MuleSoft, REST API, Bulk API 2.0, External Credentials
Testing & Code Quality:	Apex unit tests, ApexMocks, Jest, Salesforce Code Analyzer, PMD
DevOps & Source Control:	Salesforce CLI, unlocked packages, scratch orgs, GitHub Actions, Git
Clouds & Platform:	Service Cloud, Experience Cloud, Sales Cloud, Shield Platform Encryption, Big Objects

EDUCATION

Michigan State University — B.S. in Computer Science — East Lansing, MI · Aug 2009 to May 2013

Salesforce Certifications — Application Architect, Platform Developer II, Platform Developer — 2014 to 2021

WORK EXPERIENCE

General Motors — Principal Salesforce Developer — Warren, MI · Mar 2019 to Present

- Set the shared **trigger framework**, **service and selector layers** and code review rules for 5 Salesforce teams in customer care, cutting production defects per release from 14 to **4**.
- Designed the link between Service Cloud and the vehicle telematics platform on **Pub/Sub API** and **Platform Events**, carrying 6M events a day at a **99.95%** delivery rate.
- Led the redesign of the vehicle and ownership model for **48M** vehicle records with **skinny tables**, custom indexes and a **Big Objects** archive, cutting the slowest report query from 14s to **0.9s**.
- Moved 5 teams from org-based deployments to 18 **unlocked packages** built with the **Salesforce CLI**, scratch orgs and **GitHub Actions**, cutting release lead time from 3 weeks to **4 days**.
- Led the move of the dealer case console from Aura to 26 **Lightning Web Components** in a shared component library, cutting case page load from 6.1s to **1.7s**.

Penske Automotive Group — Salesforce Developer to Senior Salesforce Developer — Bloomfield Hills, MI · Jul 2013 to Feb 2019

- Rebuilt the nightly service history import as chained **Batch Apex** and Queueable jobs, cutting the run from 6 hours to **70 minutes** without hitting governor limits.
- Replaced 45 Workflow Rules with **Process Builder** and **Visual Workflow** for lead routing across the US dealer group, cutting lead response time from 4 hours to **15 minutes**.
- Designed the **role hierarchy** and **sharing rules** for 9,000 dealership users so each store sees only its own leads and customers, cutting access tickets by **60%**.