NADIA FAROUK

SALESFORCE ARCHITECT

CONTACT

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SUMMARY

Salesforce architect with 10 years on the platform, including 5 years owning Salesforce architecture for multi-cloud orgs with up to 3,000 users. Designs Sales Cloud, Service Cloud and Data Cloud solutions, data modeling and MuleSoft integrations, and sets Apex and LWC standards for delivery teams.

SKILLS

- Salesforce Architecture
- Sales Cloud
- Service Cloud
- Data Cloud
- Apex
- LWC
- MuleSoft
- Data Modeling
- Data Governance
- JavaScript

EDUCATION

Bachelor of Science
05/2016
San Francisco State University
San Francisco, CA
Computer Science

CERTIFICATES

Salesforce Certified Application Architect
09/2020
Salesforce

Salesforce Certified Data Cloud Consultant
05/2024
Salesforce

EXPERIENCE

Salesforce Architect 02/2021 - Present
Bayview Wealth Advisors San Francisco, CA
Wealth management firm with 3,000 Salesforce users across advisory, service and marketing.

- Own the data modeling and sharing design for a **3,000**-user org spanning advisors, service and marketing.
- Design MuleSoft APIs linking Salesforce to 7 core systems, retiring 11 point-to-point integrations.
- Lead a Data Cloud rollout that unified 1.8M client profiles for service and marketing journeys.
- Set data governance rules for field ownership and quality, cutting duplicate households by 60%.

Senior Salesforce Developer 06/2016 - 01/2021
Golden Gate Cloud Partners Oakland, CA
Salesforce consulting partner; promoted from developer to technical lead in 2019.

- Led Apex and LWC build teams of 4 to 6 developers on **9** Sales Cloud and Service Cloud projects.
- Wrote JavaScript components and review standards that cut UAT defects per release by 35%.
- Migrated 4 Visualforce-heavy orgs to Lightning, rebuilding 120 pages as Lightning web components.
- Built Apex batch jobs that processed 2M nightly policy updates within a 3-hour window.