

MONIQUE DA SILVA

Senior Salesforce Developer | OmniStudio / Vlocity Specialist

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PROFESSIONAL SUMMARY

Senior Salesforce Developer with 5+ years of hands-on experience delivering enterprise Salesforce solutions, with deep specialization in Salesforce Industries (Vlocity/OmniStudio) across Energy & Utilities, Telecom, Automotive and Aviation. Strong hands-on expertise in OmniScripts, Integration Procedures, FlexCards, DataMappers (DataRaptors), Document Templates and Lightning Web Components (LWC), with practical Apex development experience using service classes, Batch Apex, Queueable Apex, SOQL/SOSL and unit tests where programmatic logic is required. Experienced in external-system integrations using Integration Procedure, Salesforce configuration, CI/CD and end-to-end delivery from requirements and solution design through testing, deployment and production support. Works directly with architects, technical leads, business teams and client stakeholders to translate complex requirements into maintainable Salesforce solutions. 8x Salesforce Certified.

CORE TECHNICAL SKILLS

- **OmniStudio / Vlocity:** OmniScripts, FlexCards, Integration Procedures, Expression Sets, Decision Matrices, Salesforce Industries patterns and Document Templates
- **DataRaptors / DataMappers:** Extract, Turbo Extract, Transform and Load patterns for Salesforce data retrieval, transformation and persistence
- **Lightning Web Components (LWC):** Custom reusable components, OmniScript/OmniStudio integration, data exchange and event-driven UI patterns
- **Apex & Salesforce Development:** Practical hands-on development with Apex service classes, Batch Apex, Queueable Apex, synchronous/asynchronous processing, SOQL, SOSL and unit testing
- **Integrations:** Third-party and external APIs, Integration Procedures, Apex service layers, Salesforce Industries integration patterns, legacy-system and billing-system integrations
- **Configuration & Security:** Objects & Fields, Flows, Validation Rules, Profiles, Permission Sets, Salesforce security model, Lightning & Record Pages and Approval Processes
- **DevOps & Delivery:** Salesforce DX, Salesforce CLI, VS Code, Azure DevOps, CI/CD, Change Sets, IDX Workbench, metadata management, multi-environment deployments, testing, production support and technical documentation

SALESFORCE CERTIFICATIONS

- Agentforce Specialist
- Platform Developer 1
- OmniStudio Developer
- OmniStudio Consultant
- Platform App Builder
- Platform Foundations
- AI Associate
- Business Analyst

PROFESSIONAL EXPERIENCE

Salesforce & OmniStudio/Vlocity Developer Analyst | Mar 2025 - Present

GFT Technologies | Client: CEMIG | Salesforce Industries | CPQ Squad | Remote

- Serve as the sole OmniStudio developer and technical focal point for the energy commercialisation pricing engine, partnering with the Solution Architect, communicating directly with the client and providing backup support for the Tech Lead.
- Design and build enterprise solutions with OmniScripts, FlexCards, Integration Procedures, DataMappers (DataRaptors), Expression Sets and Decision Matrices, using LWC and Apex where custom programmatic behaviour is required.
- Develop custom LWC components integrated with OmniStudio flows and Salesforce data, while using Apex service classes and asynchronous patterns as supporting technologies rather than the primary solution layer.
- Delivered all four energy pricing types with synchronous and asynchronous processing, modernising a heavily custom-coded pricing engine into a more maintainable OmniStudio architecture.

- Own end-to-end delivery across requirements analysis, solution design, development, testing, CI/CD, production releases, technical documentation and maintenance, including Flows, Validation Rules, Permission Sets and approval processes.
- Implemented an Agentforce-based Email-to-Case solution that captures files, extracts information and creates or updates Salesforce records; the project was presented at Agentforce Tour Sao Paulo 2026 and became a Dreamforce finalist.

Freelance OmniStudio Course Instructor, Mentor & Content Creator | Oct 2025 - Present

MoniqueDev | OmniStudio na Pratica | Remote

- Created and launched OmniStudio na Pratica 2026, a hands-on course focused on DataMappers (DataRaptors), Integration Procedures, FlexCards and OmniScripts through real-project exercises and implementation patterns.
- Designed a structured six-module curriculum, produce the OmniStudio 365 technical series and provide 1:1 mentoring to professionals building practical Salesforce and OmniStudio skills.

Analyst & Vlocity/OmniStudio Developer | Apr 2023 - Mar 2025

Minsait | Clients: Naturgy, Vivo, CPFL | Energy & Utilities, Telecom | Remote

- Delivered enterprise OmniStudio solutions across Energy, Utilities and Telecom, supporting greenfield implementations and production maintenance with a strong focus on scalable declarative-first architecture.
- Built customer-service and business-process solutions with OmniScripts, Integration Procedures, FlexCards and DataMappers (DataRaptors), including Salesforce Industries Customer Ticketing and EngagementInteraction-based service processes.
- Owned the end-to-end energy contracting flow for a greenfield implementation serving internal agents and end customers; integrated OmniStudio with LWC, Apex and external APIs for billing, address lookup and legacy-system access.
- Worked across requirements analysis, solution design, development, testing and deployment, collaborating with architects and business teams to translate enterprise requirements into practical Salesforce solutions.
- Managed deployments across multiple environments using Change Sets and IDX Workbench and supported end-user adoption, technical documentation and training.

Developer & Consultant - Vlocity/OmniStudio | Feb 2022 - Apr 2023

NTT DATA Europe & Latam | Clients: Audi, LATAM Airlines, Neoenergia, Vivo, CPFL

- Completed 300+ hours of structured Salesforce Industries and OmniStudio/Vlocity training before moving into enterprise production delivery.
- At Neoenergia, contributed to a greenfield digital-transformation initiative delivering a 360-degree customer view with OmniStudio, including FlexCard-based customer views and Salesforce data integration.
- At CPFL, delivered OmniStudio maintenance and enhancements alongside Salesforce Flow development; at Audi, supported governance activities focused on code review, technical documentation and delivery quality.
- Worked fully in English on an international LATAM Airlines project with cross-cultural technical and business teams and applied Salesforce CPQ, Calculation Procedures and Decision Matrices across project delivery.

EDUCATION

- **Postgraduate Program in Software Architecture, Solution Architecture and Artificial Intelligence | XP Educacao | 2026 - 2027**
- **Postgraduate Program in Software Engineering | Universidade Descomplica | 2024 - 2025**
- **Bachelor's Degree in Foreign Trade | Universidade Univille | 2011 - 2015**

LANGUAGES & AVAILABILITY

- **Portuguese:** Native
- **English:** Upper-Intermediate
- **Availability:** Based in Brazil (UTC-3); open to remote international roles and relocation with visa sponsorship.