

Carla Robertson

Salesforce Developer / Technical Consultant

“Designing & Building End-to-End Solutions”

What sets me apart from many Salesforce Developers is my extensive sales background. I bring both technical expertise and real-world sales insight to every solution I design. By understanding business processes, how teams sell, collaborate, and manage relationships, I'm able to architect systems that align with real operational needs. This approach drives stronger user adoption, improves process efficiency, and directly supports revenue growth and long-term scalability.

	
<p style="text-align: center;">Proactive Problem Solver</p> <ul style="list-style-type: none"> • Identifies operational & system challenges early • Considers future growth when designing • Use data to identify patterns and risks 	<ul style="list-style-type: none"> • Focuses mainly on fixing issues after they arise • May not leverage data to predict future issues • May feel like that's not in their job scope • Limited consideration of long-term scalability
<p style="text-align: center;">Professional Quality</p> <ul style="list-style-type: none"> • Builds scalable solutions using best practices • Keeps proper documentation for auditing • Creates training resources to support adoption 	<ul style="list-style-type: none"> • Solutions may create issues as the systems grows • Solutions may introduce unnecessary complexity • Waiting until asked to produce documentation • Inconsistent attention to detail
<p style="text-align: center;">Communication</p> <ul style="list-style-type: none"> • Regularly engages with users and leadership • Always happy to assist users • Welcomes feedback to improve system • Tailors communication style to suit audience 	<ul style="list-style-type: none"> • Communication mainly through support tickets • Technical explanations may lack business context • Limited engagement with end users
<p style="text-align: center;">Out-of-the-Box Thinker</p> <ul style="list-style-type: none"> • Uses creativity for complex business problems • Evaluates multiple approaches before building • Stays up-to-date with the latest technologies 	<ul style="list-style-type: none"> • “Old School Salesforce” techniques & methods • Focuses only on immediate requirements • Missed benefits due to negligence • Limited exploration of new platform capabilities
<p style="text-align: center;">Strong Emphasis on Security</p> <ul style="list-style-type: none"> • Ensures data privacy & compliance • Implements robust security measures • Regularly conducts security audits • Reviews access controls and data visibility • Keeps up with latest Salesforce security features 	<ul style="list-style-type: none"> • Security addressed only when necessary • Limited review of system access controls • May overlook newer platform protections
<p style="text-align: center;">Efficient Process Optimization</p> <ul style="list-style-type: none"> • Designs workflows aligned with business processes • Identifies and removes system bottlenecks • Implements automation for repetitive tasks 	<ul style="list-style-type: none"> • Limited focus on operational efficiency • Automation opportunities often overlooked • Processes may remain manual