Borja Lorenzo Adajas

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Personal Website
LinkedIn
Trailblazer

10x Salesforce Certified Salesforce Developer with experience in **banking** and **insurance** projects, designing, developing, and delivering end-to-end Salesforce solutions across **Service Cloud**, **Experience Cloud**, **Sales Cloud**, and **Financial Services Cloud**.

Specialized in **Apex and Lightning Web Components (LWC)**, focused on building **scalable and efficient solutions** in **collaborative environments**. Strong expertise in automation, data quality (**Batch Apex, Scheduled Jobs**), integrations with web/mobile applications, and deployments using **Salesforce CLI**.

Skills

- Sales Cloud, Service Cloud, Financial Services Cloud, Experience Cloud
- Apex, Lightning Web Components (LWC), JavaScript, NodeJS, NextJS
- Salesforce Flows, Experience Builder, Reports & Dashboards

- REST APIs, GitHub, Salesforce CLI (SFDX), CI/CD
- Batch Apex, Scheduled Jobs, Data Quality
- GitHub Copilot, AI tools for code generation, analysis, and optimization

Professional Experience

SEPTEMBER 2022 – PRESENT

Salesforce Developer / ViewNext

- Designed, developed, and configured Service Cloud for end-to-end case management, including custom objects, business processes, SLAs / resolution timings, and custom routing logic.
- Implemented data integrations to automatically ingest cases from web and mobile applications, improving traceability, data consistency, and operational efficiency.
- Deployed Experience Cloud to deliver a customer-facing case tracking portal, fully integrated with the bank's web and mobile channels, enabling self-service and real-time case monitoring.
- Configured and evolved sales and post-sales insurance processes on Financial Services Cloud, covering branch management, specialist assignment and coverage models, and opportunity management.
- Developed agent-assist flows to support call center agents during sales and post-sales interactions, improving process guidance and execution.
- Automated data maintenance and quality controls using Batch Apex and Scheduled Jobs, including data cleansing, normalization, and consistency checks.
- Executed environment deployments and releases using Salesforce CLI (SFDX) and provided operational and administrative support for production environments.
- Produced functional and technical documentation and conducted requirements analysis (discovery) in direct collaboration with business stakeholders.

Education

[PRESENT]

Master's Degree in Computer Engineering / University of Salamanca

Coursework completed, thesis in progress.

[OCTOBER, 2022]

Bachelor's Degree in Computer Engineering / University of Salamanca

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Certifications

- Salesforce Certified Platform Developer II
- Salesforce Certified Platform Developer
- Salesforce Certified JavaScript Developer
- Salesforce Certified Platform App Builder
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Platform Administrator
- Salesforce Certified Agentforce Specialist
- Salesforce Certified AI Associate
- Salesforce Certified Platform Foundations
- Einstein Prediction Builder Accredited Professional