

# Robert Uzdavines

bobby@uzdavines.ai | (727) 698-5995 | linkedin.com/in/robert-uzdavines | Tampa, FL

## SUMMARY

Senior Salesforce Consultant specializing in solution architecture, complex automation, and system integrations. Combines technical expertise with project leadership to design scalable solutions, manage development teams, and deliver enterprise implementations. Expert in utilizing Agentic AI (Claude Code) to build automated CI/CD pipelines and custom applications, bridging the gap between functional Salesforce requirements and technical engineering execution. Advanced Flow builder with experience extending Salesforce functionality through Apex and Lightning Web Components. 2X Certified (Administrator, Platform App Builder) with deep experience in Sales Cloud, Service Cloud, and Experience Cloud.

## SOFTWARE & CERTIFICATIONS

Salesforce Certified Administrator (2020); Salesforce Certified Platform App Builder (2025); Sales Cloud; Service Cloud; Experience Cloud; Salesforce Flow; Zapier; Gearset; Data Loader; Dataimporter.io; Visual Studio Code; Salesforce Inspector; Data Loader; SOQL; GitHub; WordPress; AI & Development: Agentic AI Workflows (Claude Code), LLM API Integration (Gemini/OpenAI), CI/CD Automation (GitHub Actions), Prompt Engineering.

## PROFESSIONAL EXPERIENCE

### **CrossCountry Consulting**

Senior Salesforce Consultant

October 2024 - Present

#### *Salesforce & Integration Implementation*

- Lead Technical Consultant for enterprise-scale Salesforce implementation integrating with ERP and procurement systems. Architected and built end-to-end solution spanning Experience Cloud, Service Cloud, and Sales Cloud, delivering a unified platform supporting 3 external system integrations with 20+ bidirectional data touchpoints and 250+ mapped fields across 15 Salesforce objects.
- Managed team of developers for complex technical requirements including custom Apex controllers, Lightning Web Components, and API integrations, providing technical direction and code review while coordinating deliverables with project timeline.
- Designed and configured custom Experience Cloud site enabling self-service customer submissions, order tracking, and vendor communications with secure document sharing, tagging, and real-time notifications, reducing response time by 20% and eliminating legacy email processes.
- Built comprehensive quote-to-cash automation leveraging custom Flows, Apex, and Lightning Web Components for complex multi-step business processes, cross-object data synchronization, and streamlined department handoffs, utilizing Service and Sales Cloud with bidirectional Coupa integration enabling seamless customer intake through pricing retrieval and quote generation, improving case processing efficiency by 45% and automating 85% of previously manual tasks.

#### *Org Merge & Data Migration*

- Served as Technical Lead and Project Manager for enterprise org merger using Dataimporter.io, designing a solution to sequence 76 dependent data jobs and mapping 1,800 fields and formulas across 25 objects, successfully transferring over 900,000 records and files while maintaining data integrity—completing record migration 17 hours ahead of schedule and file migration 3 days ahead.
- Led client discovery and solution refinement meetings while creating detailed technical documentation including task trackers, issue logs, and a comprehensive migration plan ensuring visibility and alignment across all stakeholders.

- Performed full org health check for both orgs being merged, analyzing objects, automation, permissions, sharing model, and data storage, and delivering actionable recommendations that informed the complete merger strategy.

**Nextech Systems, Inc.**

Senior Salesforce Administrator

July 2022 – October 2024

Salesforce Administrator

July 2021 - July 2022

- Spearheaded Salesforce development, serving as project manager, solution architect and developer while maintaining technical and training documentation. Managed a team of 3 developers to guide decisions, troubleshooting efforts and prioritizing incoming requests.
- Partnered cross-functionally to scope and solution projects. Prepared presentations and communicated to stakeholders. Drove initiatives such as the migration of the support team from an acquired company, RCM Partnership, and Quote-To-Cash refresh.
- Led project to introduce a new product line helping sales attain 110% of quota. Configured new products, Flow automation, partner portal, CPQ template, revenue recognition, and conducted sales training.
- Migrated purchased business unit to Salesforce. Executed customer data transfer merging over 4,000 contact and account records, implemented support team, designed customer web form with Visualforce and Flow, led stakeholder meetings, and directed development team using Agile methodology.
- Revamped the Marketing-to-Sales handoff process by implementing custom objects and automation, achieving a streamlined sales pipeline with a 15% increase in data accuracy and improved reporting for all departments involved.
- Designed at-risk customer automation to create benchmarks and account comparisons utilizing Reporting Snapshots, Flow, and Reporting Charts, supporting churn reduction by 2%.
- Modernized Sales process to require specific fields and display learning content per opportunity stage, which increased data completion by 70%, and delivered reports to support leadership.
- Purged technical debt saving organization \$20K in annual storage costs, and executed custom, unlimited Field History tracking avoiding \$35K increase in Salesforce subscriptions.
- Executed Lead round robin automation and automatic customer emails utilizing Lightning Email Templates. Improved rep-to-customer reply rate average by 40 minutes.
- Authored custom mass email automation using Flow and user-configurable email templates allowing users to select Opportunities and send emails to related contacts. Simplified prospecting and communication decreasing time spent by 2 hours per week per salesperson.
- Supervised sandboxes, deployments, and seasonal Salesforce releases, ensuring 100% uptime for the production environment.
- Directed Salesforce org utilizing essential features: User Management & Licensing, Role Hierarchy, Organization-Wide Defaults, Sharing Rules, Profiles, Permission Sets, Queues, Email Templates, Lightning Apps, Lightning Record Pages, Quick Actions, Custom Objects, Page Layouts, complex formulas, Validation Rules, Duplicate & Matching Rules, In-App Guidance, AppExchange, Apex, Visualforce Pages, and Lightning Web Components.

**Nextech Systems, Inc.**

Manager, Client Success

January 2021 - July 2021

- Managed a team of 3 Client Success Managers guiding them to drive product adoption, NPS, and retention. Held one-on-ones to review performance, ensure best practices, and steer career growth.
- Overhauled Client Success operations developing a suite of Salesforce objects, fields, automation, reports, and dashboards to bring efficiency and insightful data.

- Collaborated on cross-functional projects such as creating a client reference policy to comply with government regulations and partnered with Sales Enablement to create product training material.

### **Nextech Systems, Inc.**

Lead Client Success Manager

January 2019 - January 2021

- Served as primary trainer and instituted onboarding program including narrated videos and walkthrough guides. Trained and mentored new hires and facilitated one-on-one learning sessions to provide deeper understanding of processes and use of Salesforce.
- Cultivated strong relationships as the primary liaison for 150 medical practice accounts. Facilitated training sessions on Nextech software, ensuring 99% client satisfaction and retention each year.

### **TECHNICAL PROJECTS & AI ENGINEERING**

AI-FOCUSED DEVELOPMENT PROJECTS

November 2025 - Present

- **AI Customer Portal & Chatbot Development: Chatbot Engineering:** Designed and built an AI-powered support chatbot within a Salesforce Experience Cloud portal, integrating the Anthropic Claude API via Named Credentials with tool-calling capabilities for automated case creation, project summaries and search. Engineered a multi-layer prompt architecture using Custom Metadata Types and Static Resources, implemented a guided conversation flow with case overview confirmation and quick-reply buttons, and solved Salesforce governor limit constraints through a DML-before-callout transaction pattern for AI-driven record creation.
- **AI-Driven DevOps:** Architected a fully automated deployment pipeline using **GitHub Actions** and **Claude Code CLI**, enabling continuous integration for a high-traffic web platform.
- **Infrastructure as Code:** Scripted YAML workflows to manage SSH key authentication and automated Git pushes to WP Engine, eliminating manual deployment errors and reducing release time by 90%.
- **Agentic Development:** Utilized an AI-augmented development workflow (Anthropic stack) to rapidly iterate on production code, demonstrating the ability to manage complex version control and merge conflicts via AI agents.

### **ADDITIONAL EXPERIENCE**

Nextech Systems, Inc., Account Manager

April 2017 - January 2018

REMAX Real Estate Group, Real Estate Agent

July 2015 - April 2017

Office of the State Attorney, Assistant State Attorney

March 2014 - July 2015

### **EDUCATION**

Barry University School of Law, *Juris Doctor* | Orlando, FL

May 2013

University of Florida, *Bachelor of Arts in History* | Gainesville, FL

December 2009

### **VOLUNTEERING**

- CarePortal contributor serving those in need of food, furniture, rent, utility costs, and more.
- Served at community center for underprivileged youth providing food and fun events.
- Organized and led a homeless ministry raising money for food and necessities.