Dave Seidman

Salesforce Consultant and Application Architect

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Salesforce professional with ten years of platform experience and a broader career in application development, administration, and consulting. Experience spans nonprofit organizations, higher education, government, and enterprise systems. Combines hands-on development and configuration with requirements analysis, reporting, data management, and security design. Works with stakeholders to understand business processes, explain technical tradeoffs, and build maintainable solutions.

Skills

Business analysis and user support: Requirements gathering, business process analysis, translating requirements into technical solutions, troubleshooting, stakeholder collaboration, training, and documentation.

Salesforce development and configuration: Flow, Apex, Lightning Web Components, Visualforce, Aura, SOQL, platform events, custom objects, validation rules, testing, and code coverage.

Salesforce platforms: Education Cloud, Sales Cloud, Service Cloud, legacy nonprofit solutions including NGOC, and custom applications.

Data and security: Data modeling, roles, permission sets, sharing rules, data migration, bulk processing, data validation, duplicate management, reports, and dashboards. Data Loader, Workbench, Duplicate Check, and OwnBackup.

Integrations: Salesforce APIs, REST, SOAP, JSON, integration troubleshooting, DocuSign, Conga Composer, and experience in MuleSoft-based integration environments.

Delivery and collaboration: Salesforce CLI/SFDX, Git, GitHub Actions, Azure DevOps, Gearset, CI/CD, code review, Jira, Confluence, Asana, and Agile/Scrum.

Additional technologies: JavaScript, HTML, CSS, React, Angular, Node.js, SQL, WordPress, and Remedy ITSM and custom applications.

Salesforce certifications

Application Architect / Platform Developer I / Platform Developer II / Platform App Builder / Administrator / Sharing and Visibility Architect / Data Architect / Nonprofit Cloud Consultant (earned 2020, legacy nonprofit offering) / Service Cloud Consultant

Salesforce experience

Project Kitty Hawk

June 2026-present

Salesforce Engineer, Contractor / via Moksha Dog LLC / Remote

- Build and troubleshoot Salesforce Education Cloud automation supporting university partners and application and registration processes.
- Implement application-to-Opportunity automation using record-triggered Flows and subflows, including Opportunity matching, application prioritization, status updates, milestone dates, and follow-up notifications.
- Work through business rules and exceptions with CRM and platform colleagues, translating requirements into maintainable automation within a team that favors low-code solutions.
- Investigate integration and data-processing failures, including record-matching issues, duplicate creation, and missing field updates.
- Develop proof-of-concept solutions for registration data, duplicate checking, and SMS integration.
- Support testing, environment management, source control, and documentation of release practices.

Dave Seidman / Salesforce experience continued

Steampunk
January 2025-August 2025

Salesforce Application Developer / Remote

- Developed functionality for a USPTO Salesforce implementation supporting HR case management and application modernization.
- Worked with project and client stakeholders on object models, automation, permissions, and Lightning pages.
- Built a related-case search feature using a Screen Flow and invocable Apex, along with reports, dashboards, and validation rules.
- Developed and configured Salesforce functionality using Flow, Apex, and Lightning Web Components.
- Created developer onboarding and environment setup documentation and contributed recommendations for development and release practices.

ASPCA
October 2022-January 2024

Senior Salesforce Developer / Remote

- Reworked the treatment-plan interface using Lightning Web Components, Flow, and Apex to support treatment tracking and operational workflows.
- Identified and resolved performance bottlenecks in Flows and Lightning Web Components.
- Developed reports using complex data from multiple sources and supported data quality across donor and operational datasets.
- Improved CI/CD and code-review practices and mentored junior developers.
- Supported Salesforce administration, including user roles, permissions, security settings, and operational troubleshooting.

Accenture Federal Services
October 2020-October 2022

Consultant / Remote

- Built and refactored Apex classes and triggers for a government biological-agent tracking system, improving bulk processing, logic, and test coverage.
- Developed enhancements and resolved issues in Apex, declarative automation, and integrations for internal sales and financial applications.
- Supported integrations in MuleSoft-based environments, including troubleshooting external system communication.
- Managed Salesforce releases and post-deployment activities and supported platform permissions and security.
- Mentored junior developers on clean code, testing, and release management.

Heller Consulting
February 2020-May 2020

Consultant / Remote

- Supported metadata migration, Flow development, and tool evaluation for a nonprofit-focused Salesforce consulting practice.
- Position ended during COVID-19 staff reductions.

ACLU
March 2018-November 2019

Salesforce Developer / Remote

- Developed enhancements and resolved defects in a donor advocacy and giving application built on a heavily customized NGOC nonprofit managed package, primarily using Apex.
- Worked in a Salesforce environment containing approximately 8 million Accounts and 40 million Opportunities, with extensive custom objects and code.
- Collaborated with operations and product teams on business requirements, integrations, and data tools.
- Worked with tools including KnowWho, OwnBackup, Duplicate Check, and DocuSign, using GitHub, Jira, and VS Code/Salesforce DX for development and delivery.

Dave Seidman / experience continued

Publicis.Sapient, previously Vertiba

June 2017-March 2018

Salesforce Developer / Remote

- Developed a public-facing state government application for harassment and discrimination complaints.
- Developed a city government application for short-term rental permits.
- Built application functionality using Apex, SOQL, Visualforce, and Lightning components.

Wired Triangle

March 2016-April 2017

Salesforce Developer / Durham, NC

- Enhanced a custom Salesforce real-estate CRM supporting the sales process from lead intake through deal close.
- Built business applications for clients across multiple industries within the company's Salesforce consulting practice.
- Integrated third-party applications including DocuSign and Conga Composer.
- Developed with Apex, SOQL, Visualforce, Lightning components, React, Bootstrap, and Sass.

Earlier application development and IT experience

Duke University School of Nursing and Crosscomm

2014-2016

Web Applications Developer / Durham, NC / Remote

- Built MEAN-stack applications at Duke University School of Nursing using MongoDB, Express, Angular, and Node.js, with Bootstrap, Jade, and Sass.
- Developed responsive interfaces at Crosscomm using HTML, CSS, JavaScript, and jQuery, integrated with Java Spring back-end systems.

Cisco Systems

October 2010-May 2014

IT Engineer / Morrisville, NC

- Developed and maintained Remedy ITSM applications and database structures supporting Incident, Problem, Change, Service Request, and Service Level Management processes (2010-2013).
- Subsequently coordinated communication between global IT organizations and service owners for video and social-collaboration services (2013-2014).

Duke University Office of Information Technology

October 2005-October 2010

Senior IT Analyst / Durham, NC

- Lead developer and administrator for Remedy applications used across Duke University and Duke Health.
- Worked directly with departmental stakeholders to gather requirements, explain tradeoffs, and implement changes with attention to correctness and usability.
- Owned production support, data structures, and ongoing improvements for enterprise IT workflows.
- Maintained data consistency and reporting reliability and supported and trained junior IT staff.

Earlier Enterprise and Consulting Roles

1997-2005; additional independent contract work through 2015

Remedy Developer / Consultant / IT Applications Engineer

- Developed custom problem, change, asset-management, and help-desk applications for healthcare, government, and entertainment clients.
- Worked in roles at KOZ.com, Booz-Allen & Hamilton, and Keane, followed by independent contracting.

Education

Duke University

Bachelor of Science in Psychology; Minor in Computer Science

Durham, NC

Community

Beyond Fences

Website Administrator / 2016-present

Durham, NC

Maintain the nonprofit organization's website and related vendor services.