

## Alex Schindler

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Customer-focused engineering professional with startup and enterprise experience (including acquisition transitions). Thrives on solving complex problems and delivering impactful solutions in software and creative fields.

### Professional Experience

#### **Salesforce**

##### **Software Engineering MTS (Member of Technical Staff) – Cambridge, MA | August 2020 – April 2025**

##### **Full stack engineer (Java, Mongo, React, Angular, Spring Boot, AWS)**

- Contributing code to improve and maintain the Marketing Cloud Personalization (MCP) platform
  - (1,400 customers, \$275M ARR)
- Develop and maintain real time metrics to track system performance and identify points of failure
- Perform code reviews for fellow engineers
- Develop unit tests for all new features and bug fixes
- Identify bugs, inefficiencies, and features with poor user experience and write tickets to address them
- Part of an on-call rotation to respond to major technical issues after work hours
- Developing documentation and training for newly created features, and support strategies
- Assisting Customer Support in solving complex technical issues which could potentially be the result of bugs or insufficient documentation

##### **Associate Implementation Architect – Cambridge, MA | March 2020 – August 2020**

##### **(JavaScript, HTML)**

- One of three engineers charged with rapidly transitioning Evergage implementations from a small team of internal specialists to the Salesforce partner ecosystem in order to scale Evergage from 100 customers to 1,000 customers in one year.
- Identified and implemented features to scale onboarding and improve time to value
- Acted as a trusted guide and subject matter expert in reviewing and advising on the most complex implementations, such as with Urban Outfitters and Dupaco Credit Union.
- Developed training materials focused on both business and technical platform users
- Ran regular training sessions for 100+ Salesforce partners, as well as for internal implementation teams
- Ran regular question and answer sessions for Salesforce Partners and internal implementation teams to assist in designing complex implementation architectures

##### **Evergage – Solutions Engineer – Cambridge, MA | Acquired by Salesforce | December 2019 – March 2020**

##### **Customer Support and Implementation Specialist (JavaScript, HTML)**

- Designed and coded customer implementations of the platform
- Created demos for and stress tested future versions of the platform
- Responded to customer support tickets

#### **EMI Strategic Marketing**

##### **Web Developer – Boston, MA | March 2017 – December 2019**

##### **Full Stack Engineer (PHP, SQL, JavaScript, HTML)**

- All former responsibilities in addition to the following items
- Lead a development team to ensure project completion on time and to standard
- Worked with account managers to align project scope with resources
- Created data reports to track user engagement metrics

##### **Junior Developer – Boston, MA | March 2014 – February 2017**

##### **Full Stack Engineer (PHP, SQL, JavaScript, HTML)**

- Developed and maintained marketing websites and associated databases for customers
- Built custom HTML emails and deployed automated email campaigns using Marketo, iPost, and Pardot
- Created internal web tools to streamline office tasks, such as a form used to configure and generate customized HTML emails using pre-approved client branding standards, reducing email development time to minutes.

### Education

University of Vermont – Burlington, VT | Bachelor of Arts in English, Computer Science Minor | Completed May 2013