MICHAEL D. FLOYD

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##### WORK EXPERIENCE

September 2016 – present **Twenty & One Technology Solutions** Atlanta, GA

**Salesforce Developer | Solution Architect**

Client/Project List

**Viewpath, LLC**

* Create a custom external datasource connector to integrate Viewpath’s web-based project management tool with Salesforce. Interact with the Viewpath REST API to provide a real-time, synchronized view of external Viewpath data natively in Salesforce.
* Design and build customized authentication between Viewpath and Salesforce.
* Develop Visualforce and Apex to link Viewpath projects to standard and custom Salesforce objects.
* Create beta package for installation in customer Salesforce instances.

**Buan Consulting**

* Create a proof of concept integration between Sharepoint and Salesforce using Salesforce Files Connect.
* Develop and document an integration between OneNote and Salesforce using a custom datasource connector and OAuth for authentication.

**IPA (Innovative Product Achievements), LLC.**

* Program Apex Triggers to automate the assignment of web leads by zip code.

**Information Technology Solutions and Consulting, LLC.**

* Implement GSuite for 100+ ITSC government contractors.
* Build ITSC Intranet using Google Sites. Provide training to the ITSC team on managing the ITSC Intranet.

August, 2014 – September 2016 **Cox Automotive** Atlanta, GA

Salesforce Developer | Solution Architect

* Created and maintained Apex Triggers, Controllers, and Visualforce pages in an org with approximately 1500 Sales, Service, and Marketing users.
* Implemented Open CTI to support Avaya softphone functionality for over 200 Call Center users. Customized soft phone screen pop page with Apex and VisualForce.
* Developed complex visual flows, process builders, and workflows to automate Service Case Management in support of nearly 2000 new contracts entered per month.
* Planned and deployed Knowledge Base to the Customer Service organization. Conducted training sessions on the article submission and approval process.
* Communities configuration and creation of custom VisualForce pages for a Dealer Rewards program.
* Built out custom Lightning component to display and calculate Quote line items by product selection and geographic data.
* Coordinated and implemented multiple integrations between the Cox Automotive SalesForce instance and 3rd party and internal systems.
* Collaborated with architects and Agile Delivery team to drive solution proposals and implementation.
* Created custom objects, record types, and page layouts to address business needs.
* Configured reports and dashboards for Sales and Customer Service leadership.
* Worked with business partners to capture user stories and deliver value in an Agile environment.
* Reported to senior leadership on current and upcoming SalesForce release highlights and defects.
* Led team in Feature and Story Mapping sessions for all incoming work to the SalesForce backlog.
* Maintained a proactive stance in planning for SalesForce.com upgrades. Communicated with business stakeholders on the potential impacts of each SalesForce upgrade.

July, 2013 – August, 2014 **Cox Automotive** Atlanta, GA

Product Engineering Manager – Application Development

* Facilitated solution design and estimation sessions to drive work planning and timelines.
* Served as the business-facing technical expert for AutoTrader.com back office systems.
* Communicated with senior leadership on status and any potential impacts to work requests.
* Lead the initiation effort to convert from a legacy ad server to Google DFP (Doubleclick for Publishers).
* Performed feasibility studies on converting +100K Flash ads to HTML5. Facilitated communication between Customer Operations and IT groups on the best course of action for conversion.
* Led the solution design for the Cybersource Payment Gateway upgrade for AutoTrader Classics and Private Seller. Worked closely with architecture team in ensuring PCI compliance.

July, 2007 – July, 2013 **AutoTrader.com** Atlanta, GA

Senior User Interface Engineer – Team Lead

* Created dynamic web applications using JSF, Facelets, HTML, CSS, and JavaScript.
* Built and supported Angular-based application that reads JSON data via a Restful service from a third-party quality control system. Customized the UI using Bootstrap, HTML5, CSS3, and SASS.
* Designed a mobile interface for Customer Operations tool suite using HTML5 and JQuery Mobile.
* Mentored junior team members in delivering high quality solutions.
* Created and maintained web applications to support sales and customer service teams using JBoss Seam, JSF, and Oracle. Converted legacy JSP applications to the JBoss Seam – JSF platform.
* Developed interactive AJAX interfaces using JSF UI components and JQuery.

June, 2004 – June, 2007 **Cox Enterprises – Kudzu.com** Atlanta, GA

Senior Java Developer – Team Lead

* Managed Kudzu.com user interface design and consumer experience, from strategic planning to implementation of mission-critical product features.
* Supervised developers and designers in creating a consistent and compelling site experience
* Developed highly usable, interactive interfaces using AJAX and supporting technologies – HTML, CSS, JavaScript, XML, and JSON.
* Designed and built site templates and navigational structure using the Jakarta Struts-Tiles framework.
* Planned, documented, and programmed database-driven, web-based applications for internal and external customers using Struts, Hibernate, JDBC, and Oracle.
* Used vendor APIs to build new features and enhance existing features on Kudzu.com. Worked with solution providers such as MapQuest, Google, Endeca, DoubleClick, and ExactTarget to ensure the seamless integration of external products with Kudzu.com.

January, 2004 – June, 2004 **Southern Company (Contract)** Atlanta, GA

Web Designer/Developer

* Maintained and updated content for Southern Company’s Human Resources intranet.
* Designed and developed Human Resources department websites using HTML and ASP.Net.
* Added interactive intranet features using DHTML and JavaScript.
* Created consistent, reusable site designs and templates using CSS.
* Provided technical support to internal clients for intranet and TeamSite questions and issues.
* Served a central role in the Human Resources intranet redesign: conducted employee interviews, organized and categorized content, designed intuitive navigational structure, and created follow-up usability tests.

January, 2002 – December, 2003 **Magner.Network** Atlanta, GA

Web Developer/Designer

* Served as the point of contact for front-end website design and usability.
* Wrote and maintained HTML, CSS, ASP, VBScript, and JavaScript code for existing client websites.
* Programmed dynamic, database-driven client websites using ASP, COM+, and SQL Server.
* Participated in the full life cycle of website design and development for clients that included Merrill Lynch, Coldwell Banker, GE Financial, and Pacific Life.

##### CERTIFICATIONS

* SalesForce Certified Platform Developer
* Salesforce Certified Admin
* Salesforce Certified Sales Cloud Consultant

##### EDUCATION

**University of Georgia** - 1996 Athens, GA

* **BA in Studio Art/English Minor**