Mike DeMaria

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Profile
- Salesforce Certified Systems Architect, 18x Salesforce certifications
- 22 years in IT, 16 years of software development experience
- Extensive Salesforce community outreach, education and presentation experience
- Internationally published tech writer and conference speaker
- Subject matter expert & question writer for Salesforce Certification Exams
- Extensive experience with tech writing, programming, networking, software development
- Performed in BA, QA, development, support and training roles
- Winner of CMP Excellence in Editorial award in 2002 and 2004

Education
- Syracuse University, School of Information Studies
    - Masters of Science (In Progress), Applied Data Science (expected completion May 2024)
- Syracuse University, College of Engineering and Computer Science
    - Bachelor of Science, Computer Science, 1997-2004

Presentations
- Northeast Dreamin' - Opening Keynote and Closing Remarks (2023)
- Midwest Dreamin' - Your Unit Tests Need Work (2023)
- Midwest Dreamin' - Hands on Training / SFDX for Admins (2023)
- WITness Success - This Demo Sucks (2023)
- Midatlantic Dreamin - SFDX for Admins (2023)
- Dreamforce - Building User Customized Apps (2022)
- Midwest Dreamin' - Admins and Large Data Volumes (2022)
- Northeast Dreamin' - Admins and Large Data Volumes (2022)
- Syracuse University ACM Chapter - What is Salesforce? (2021)
- London's Calling - Building User Customized Apps (2021)
- Hack Upstate XV - Getting started with Salesforce (2020)
- Salesforce Fundamentals - Build Your Salesforce Skills (2020)
- Automation Hour - Building User Customized Apps (2020)
- Dreamforce Circle of Success - Building Effective Roadmaps (2019)
- Dreamforce Circle of Success - Engaging Brokers and Agents (2019)
- Northeast Dreamin' - SFDX for Admins (2019)
- True North Dreamin' - Get Your Admins on GIT (2019)
- Northeast Dreamin' - Your Unit Tests Need Work (2018)
- Networld+Interop - Desktop Management (2005)
- Networld+Interop - Desktop Management (2004)
- Multiple Salesforce Community Groups meetups

Publications

- Network Computing Magazine - 166 articles, videos and podcasts (2000-2007, 2010)
- Macworld - 1 article (2008)
- Secure Enterprise - 3 articles (2003-2004)
- Content syndicated to other CMP Media publications such as Information Week
- Co-author, #foodforce For Good Cookbook (self published)
- Exam question writer on 2 Salesforce Certification exams

Community Outreach

- Board of Directors/Planning Committee Member, Northeast Dreamin' (2022-2023)
- Leader, Syracuse Salesforce Developers Community Group (2019-2023)
- Moderator, Ohana Slack (2023)
- Mock interviewer, Careers in Code (2023)

Salesforce Certifications

- Architect
    System Architect (2022), B2B Solution Architect (2021), Application Architect (2020)
- Developer
    Platform Developer II (2019)
- Administrator
    Advanced Administrator (2017), Platform App Builder (2017)
- Consultant/Analyst
    Strategy Designer (2022), Business Analyst (2022), User Experience Designer (2021), Sales Cloud Consultant (2020), Service Cloud Consultant (2020)
- Prerequisite Exams
    Development Lifecycle and Deployment Architect (2022), Identity and Access Management Architect (2022), Integration Architecture Designer (2020), Sharing and Visibility Designer (2020), Data Architecture And Management Designer (2019), Platform Developer I (2018), Administrator (2017)

Additional Training and Coursework

- Trailhead - https://trailblazer.me/id/mdemaria
    654 badges / 14 Superbadges / 376,325 points
- Coursera - Data Science (4 courses)
- Coursera - Web Development (4 courses)
- Coursera - Project Management (7 courses)

Professional Work Experience

Equitable - 2015-Present
Lead Manager (2021-Present), Senior Manager (2015-2020)
- Salesforce Developer, focused on user interfaces, data integrations and high data volumes
- Created scalable solutions for 4500 active users and over 60 million records
- Functioned as technical team lead over 7 admins/developers and monthly release manager
- Mentored product owners and scrum masters into becoming citizen developers

- Provided coaching and guidance to developers for improving test coverage
- Conducted training sessions on upcoming product features
- Built trust with business stakeholders in moving to an agile development framework
- Delivered multiple IT initiates ahead of schedule and with no critical production defects
- Created data specifications for web services and outside integrations
- Known for creating scalable, flexible and easily modifiable solutions
- Able to quickly turn minimal requirements into high quality, feature rich software

Modis - 2009-2014
Senior Software Tester/Lead Software Test Engineer at Welch Allyn
- Writer and reviewer of test protocols for FDA regulated medical software
- Mentored undergrad co-ops on testing methodologies and networking
- Coordination and execution of verification and validation testing
- Created and conducted unit, integration, system and performance testing
- Maintained test bed environment and network infrastructure

ShoreGroup Inc. - 2007-2009
Quality Assurance Engineer (2007-2009), Application Engineer (2007)
- Involved in all phases of agile software development, including specification writing, project management, coding, creating and executing test plans
- Took initiative in writing monthly customer facing release documentation
- Conducted knowledge transfer meetings and presentations with engineers

CMP Media, Network Computing Magazine -2000-2007
Technology Editor (2005-2007), Associate Technology Editor (2001-2005),
Contributing Editor (2001), Freelance Writer (2000-2001)
- Product testing, industry analysis, news analysis and market evaluation
- Performed manual and automated performance testing
- Covered multiple areas, including collaboration, security appliances, VPNs, desktop firewalls, IDS, VoIP, streaming media, new media/web 2.0, email, instant messaging, web conferencing, IPv6 and networking
- Engaged in podcasting, video production and blogging

Nand.net Internet Services - 1999-Present
Owner
- Web/email/DNS hosting, freelance writing and consulting services.

Syracuse University - 1998-2000
Teaching Assistant (ECS 102, CIS 252)

Syracuse University - 1997-2000
Residential Networking/Computer Consultant