

Search Strategy

Matty Whalley

Salesforce Technical Architect

A platform architect's scope, still carrying a developer's title. This scan targets Salesforce Technical Architect and Solution Architect roles in financial services and enterprise software.



Recommended Keyword Matrix

Built from Matty Whalley's resume. Every layer below feeds Stage 2 scoring directly.

JOB TITLE	Senior Salesforce Developer (+3), Salesforce Developer (+2), Salesforce Platform Lead (+2), Salesforce Solution Architect (+1), Salesforce Technical Architect (+1)
SKILL	Apex Development (+3), Data Migration at Scale (+3), Lightning Web Components (+3), REST/SOAP Integrations (+3), Apex Test Automation (+2), Managed Package Development (+2), Salesforce Deployment SFDX/CI-CD (+2), SOQL/SOSL Querying (+2), Visualforce Development (+2)
TOOL / FRAMEWORK	Dataloader (+3), MongoDB (+2), Node.js (+2), SFDX Deployment (+2), TypeScript (+2), jQuery (+1), Salesforce Digital Experiences (+1)
INDUSTRY	InsurTech (+3), Enterprise Software (+2), Financial Services (+2), Insurance (+2)
SENIORITY	Senior Developer (+3), Team Lead (+2), Technical Architect (+1)
LOCATION	Remote, Canada (+2), Toronto, ON (+2)

Recommended Rule Set

Points per match, by layer

Job Title	+6
Skill	+6
Tool / Framework	+4
Industry	+1
Seniority	+1
Location	+2

HIGH	10+ points
MEDIUM	5-9 points
LOW	Below 5 points

Notes from this scan

No certification layer is active for this profile. Matty's 20 years of hands-on depth are not backed by a formal Salesforce credential yet, see the Career Bio's honest gap for the recommendation to add one.

Astra North Infoteck posts a very high volume of postings across many unrelated tech stacks. Treat their volume as noise, not signal, and confirm the end client before applying to any of their listings.

Title and Skill are weighted highest, at +6 each, since Matty's actual scope already operates at Architect level even where his job title reads Tech Lead or Developer.