

AIDA JOB SERVICES

Career Bio

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Salesforce Solution Architect

Salesforce Solution Architect search strategy



Career Bio

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WHO YOU ARE

You're a technology delivery leader with 15+ years on the Salesforce platform, including 8+ years of dedicated hands-on Salesforce delivery across Sales Cloud and Service Cloud implementations for financial services clients. That's not a Program Manager who happens to sit near a Salesforce team; you hold Salesforce Certified Administrator and Certified Platform Developer I (DEV 401) credentials, earned in 2012, on top of the delivery leadership. Few people carry both the certification and the governance discipline (PMP, 2026) at once.

Your resume also shows a specific, harder-to-find pattern: you've been trusted with distressed engagements and with architecture-level ownership under a Program Manager title. You moved Barclays' flagship account from RED to GREEN status within weeks through a custom tracking system you built. You completed a full data migration from an acquired company into a client's Salesforce instance. You designed the JIRA-Salesforce integration that gave leadership unified reporting. Those are Solution Architect deliverables, carried out under a Senior Project Manager title.

WHAT MAKES YOU UNIQUE

Certified at the platform level, not just familiar with it. Salesforce Certified Administrator and Certified Platform Developer I (DEV 401), both held since 2012. Most delivery leaders who touch Salesforce have used it from the outside; you're certified to build and administer it directly, which is the real gap between a PM who works with a Salesforce team and an architect who can own the platform.

Architecture-level work already on the resume, not just aspirational bullet points. Solution design, system integration design, and data migration strategy show up as delivered engagements: a full Salesforce data migration from an acquired company, a JIRA-Salesforce integration built for unified reporting, and a complete Pardot implementation covering backend configuration and campaign build.

PMP plus the platform certifications, a genuinely rare pairing. Program-management discipline sitting on top of hands-on Salesforce certification isn't the usual profile; most candidates bring one or the other. Solution Architect postings that also want delivery ownership are exactly where that combination earns its keep.

A confirmed record of rescuing distressed engagements. Taking over Barclays' flagship account after it had gone RED and moving it to GREEN within weeks, through custom reporting and a client-facing issue-tracking system you built yourself, is the kind of evidence that reads as architecture judgment under pressure, not just process management.

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WHERE YOUR TITLE UNDERSELLS YOU

Your titles for most of the last decade have read "Senior Project Manager" and, before that, "Senior Salesforce Admin / Solution Architect." The actual work in that stretch, including system integration design, data migration strategy, declarative automation builds, and reporting/dashboard architecture, is Solution Architect-level scope regardless of what the offer letter called it. We've widened the seniority layer in your keyword matrix specifically to catch roles that describe this scope without using the literal words "Solution Architect."

ONE HONEST GAP WORTH NAMING

"Solution Architect" hasn't been your formal job title since MASS Engines in 2016 to 2017. The last eight years carried Program Manager and Senior Project Manager titles even as the underlying work matured toward architecture-level ownership. That's a real, namable gap for this specific search angle: a resume screen looking for recent "Solution Architect" title history won't find one. The honest answer is to lead with the deliverables, not the most recent title, and this scan's keyword matrix is built to do exactly that.

HOW THIS SHAPES YOUR SEARCH

The keyword matrix is built around Salesforce platform depth (Solution Design Architecture, System Integration Design, Data Migration Strategy, Declarative Automation Design) at the highest skill-layer weight, with both Salesforce certifications and the PMP at full certification weight since none of them are in progress; all three are already held. The title layer is deliberately widened beyond a literal "Solution Architect" match to include CRM Solution Architect, Salesforce Project Manager, Salesforce BSA, and Technical Delivery Lead, since this scan confirmed that postings using the exact words "Solution Architect" are a thin slice of the real opportunity set for this background. Seniority is explicitly widened to "Architect-Level Scope" and "Senior Technical Ownership" for the same reason. Location favors Toronto, the GTA, and remote-Canada roles.

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