

AIDA JOB SERVICES

Search Strategy

Mike MacLeod

Salesforce Solution Architect

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Recommended Keyword Matrix

Built from Mike MacLeod's resume. Every layer below feeds Stage 2 scoring directly.

JOB TITLE	CRM Solution Architect · Salesforce Solution Architect · Salesforce Project Manager · Salesforce Admin · Salesforce BSA · Technical Delivery Lead
SKILL	Solution Design Architecture · System Integration Design · Data Migration Strategy · Declarative Automation Design · API Integration Workflows · Agentic AI Implementation · Reports and Dashboards
TOOL / FRAMEWORK	Salesforce Lightning Platform · Salesforce Flow Automation · Salesforce Service Cloud · Eloqua Marketing Automation · JIRA Integration · Python Scripting
CERTIFICATION	Salesforce Certified Administrator, held since 2012, full weight · Salesforce Certified Platform Developer, held since 2012, full weight · PMP Certification, held as of 2026, full weight
INDUSTRY	Cross-Industry Delivery · Retail Technology
SENIORITY	Architect-Level Scope · Senior Technical Ownership, widened beyond title alone; see rule set for why
LOCATION	Toronto, Ontario · Remote (Canada)

Recommended Rule Set

Points per match, by layer

Job Title	+6
Skill	+6
Tool / Framework	+4
Certification	+5
Industry	+1
Seniority	+1
Location	+2

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

Notes from this scan

Seniority widened beyond title. The last eight years of titles read Senior Project Manager, but the actual scope (system integration design, data migration strategy, declarative automation) matches Solution Architect work carried under a delivery title.

All three certifications carry full weight. Both Salesforce credentials (2012) and the PMP (2026) are already held, not in progress, so nothing in the certification layer is discounted or zero-weighted this scan.

This scan surfaced a thin market for the literal words "Solution Architect." Of 3,516 postings scanned, only 18 scored HIGH or MEDIUM at all; most of the real signal came from title matches on Technical Delivery Lead, Salesforce Project Manager, and CRM Solution Architect rather than an exact Solution Architect title match. Worth watching on the next scan whether broadening the title layer further changes that.