Ashley Flowers

GTM Systems Engineer | Revenue and Support Platform Architecture

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SUMMARY

Eleven years building and owning the systems that run revenue and support: lead capture through close, case routing, and the data and AI layers underneath. Five companies, three of them as the platform's primary owner. Sole engineer, product manager and analyst for a seven-department GTM and support platform, where I shipped 1,000+ changes across 65 project epics, built two internal applications that replaced vendor products, and put an LLM pipeline into production.

EXPERIENCE

Steadily · Senior Salesforce Software Engineer — Sept 2024 - Dec 2026

Sole owner of the go-to-market and support platform serving direct sales, the independent-agent channel, partnerships, CX, underwriting, compliance and marketing. Engineer, product manager and business analyst for the entire function.

- Rebuilt lead-to-close distribution: consolidated fragmented conversion logic into a single maintainable path, fixed row-lock and timezone assignment defects, and collapsed 26 opportunity distributors to 2. February 2026 was the first time the company met its 95% time-to-call SLA, with opportunity creation to assignment under one minute.
- Root-caused a cross-department SLA regression inside a managed package with no readable source, using differential analysis of nightly configuration snapshots. Established that a shared routing runtime had doubled assignment latency after another team's change, and reframed the escalation from an operational problem to an architecture decision. SLA back above 95% within 21 days, with monitoring and an admin channel left behind as governance.
- Shipped a production LLM pipeline for case summarization as a durable workflow spanning three services: asynchronous 202 / operation-id contract, structured model output, per-row token metering, per-feature cost attribution, and an hourly sweeper for lost write-backs. Retired a vendor prompt tool, a Flow and an Apex parser.
- Designed and shipped human-approved AI triage for inbound engineering support, after measuring that AI-proposed durable fixes were becoming tickets less than a third of the time. An agent proposes owners and drafts both replies and durable-fix tickets; humans approve in thread. Authored the architecture decision record choosing human approval over auto-resolution, with the session prompt kept in version control. Removed first-line triage from the product organization.
- Replaced a 28-rule case-routing monolith spread across two technologies with a declarative, metadata-driven classification layer: new rules became configuration instead of code deploys, the classifier became a unit-testable pure function, and a bad rule's blast radius shrank from the entire inbound pipeline to its own pattern. 2,500+ cases diverted from human triage.
- Built two internal applications that replaced vendor tooling, a scored next-actions queue for sales and a prioritized case workspace for support, after documenting seven structural limits in the incumbent product and an incoming platform deprecation. Full adoption across the support team within three weeks; early read showed roughly 20% more closures per agent per day and a 30% smaller open backlog.
- Self-initiated Git-based CI/CD on GitHub Actions, covering PR validation, delta deploys, production monitoring and automated code review, replacing a manual and unauditable process plus a paid deployment tool.
- Took over a core policy-platform migration mid-flight and carried it through cutover: write and user freezes, data-sync cutoff, permission-set rebuild, record-type backfills, nine managed packages removed.

Indeed · Salesforce Software Engineer L2 Apr 2020 - Sept 2024

Rejoined at a higher level and higher pay after six months away. Supported the CRM platform for a global sales organization.

- Designed metadata-driven routing for a tiered international contact program, collapsing 41 redundant assignment rules into a single configurable layer.
- Served as Release Manager across multiple release cycles: owned sandbox refreshes and release-readiness research, and trained the engineers who took it over.
- Evaluated, implemented and maintained vendor packages across CPQ, conversation intelligence, custom UX, UCaaS, voice, forms and agent assist.
- Built a CRM documentation framework explicitly designed to use AI tooling for documentation generation, in 2023.

RigUp · Salesforce Platform Manager Oct 2019 - Mar 2020

- Migrated the company from Copper to Salesforce, including data migration, implementation and training for 300+ users.
- Owned release tooling, data-sync, deduplication and marketing-automation integrations.

Indeed · Salesforce Software Engineer L1 Dec 2017 - Oct 2019

- Built opportunity fast-create and opportunity transition tooling for the sales organization.
- Scoped a CPQ implementation and took the product-management duties on it when no PM was assigned, running requirements directly with the business.

Main Street Hub · Team Lead, Salesforce Administrator II Jul 2016 - Nov 2017

- Redesigned the sales and account-management lifecycles end to end.
- Maintained integrations between the CRM and marketing automation, issue tracking and source control.
- Implemented Skuid to build custom user experiences on the platform.
- "Challenge Ourselves" award, 2016.

Jobs2Careers · Analyst / Salesforce Administrator Aug 2015 - May 2016

- Administered a 75+ user org as the sole owner, and built process automation that removed manual error from daily operations.
- Wrote advanced SQL daily for diagnostics, reporting, web analytics and geo-targeting.

SKILLS

Platform and GTM Salesforce (Apex, Flow, LWC, custom metadata, permission sets, Service Cloud, Sales Engagement, Omni-Channel, Open CTI), telephony and contact center, marketing automation and ESP, Twilio, lead distribution and routing, CPQ

Data SQL, SOQL, dbt, ClickHouse, PostHog, Metabase, Meltano

Engineering GitHub Actions CI/CD, Temporal, Python services, LLM integration with structured output and cost attribution, Git-based release management, Jira, Figma

Practice Architecture decision records, build-vs-buy evaluation, instrumented adoption analysis, consent and TCPA compliance design, pilot design and rollout management

CERTIFICATIONS

Salesforce Certified Administrator · Platform App Builder · Platform Developer I

EDUCATION

University of Central Florida · 2011 - 2015 · Interdisciplinary Studies, Business Management focus; Criminal Justice minor.