



Salesforce Career Roadmap Guide

Your step-by-step path from beginner to certified Salesforce professional.

Why Salesforce

Salesforce powers the CRM systems of over 150,000 companies worldwide. Every one of them needs Admins, Developers, and Consultants to configure, maintain, and customize their Salesforce instance — and demand has consistently outpaced supply.

The Three Career Tracks

1. Administrator

Configures and maintains Salesforce orgs — users, security, automation (Flow Builder), reports, and dashboards. The most common entry point.

2. Developer

Builds custom functionality using Apex, Lightning Web Components, and integrations. Requires programming fundamentals.

3. Consultant

Bridges business requirements and technical implementation, often working across multiple client orgs. Builds on Admin experience.

Certification Path

- Salesforce Administrator — the foundational certification for almost every career track.
- Platform App Builder — for those leaning toward configuration-heavy roles.
- Platform Developer I — the entry point into Apex and Lightning Web Components development.
- Sales Cloud / Service Cloud Consultant — specialization certifications once you have hands-on experience.

Building a Portfolio That Gets You Hired

A certification alone will not get you hired. Pair it with 2-3 hands-on projects built in a free Salesforce Developer Org:

- A custom approval process for a real-world scenario (e.g. expense approvals).
- An automated lead-routing flow using Flow Builder.
- A simple custom app built with Lightning App Builder.



Document each project with a short write-up and screenshots. This combination of certification plus visible, hands-on work is what consistently gets freshers past the resume screen.

Next Steps

Start with Trailhead, Salesforce's free official learning platform, and follow the Administrator learning path. Join the BNM Career Growth Lab community for mentorship and peer support as you work through your certification.

