

Professional Summary

Results-driven, user-centric, and dynamic Senior Salesforce Administrator with 12+ years of experience managing and optimizing Salesforce ecosystems. Expert communicator, expert at overseeing complex Salesforce implementation, customization, and integrations to drive organizational growth and streamline processes. Skilled in user training, data management, and ensuring data security. Stickler for Best Practices.

Experience

Hancock Consultants – Contract (Remote) November 2023 – May 2024

Salesforce Administrator, Field Service Lightning Implementation

- Played a pivotal role in rescuing a delayed Salesforce Field Service Lightning (FSL) implementation for an insurance partner, following poor execution by a previous consultancy.
- Ensured organizational consistency, accurate permissions, and proper sharing settings for internal, mobile, and portal users.
- Conducted thorough research and developed User documentation on Persona Permissions, a Copado cheat sheet, and all functionalities of Field Service Lightning, a new application for the company and team.
- Tackled in-depth research and resolved critical bugs quickly for the new Field Service Lightning implementation, ensuring the application was delivered on time and met all functional requirements.
- Analyzed existing Lightning flows and provided strategic recommendations for consolidating, redesigning, and building new flows to enhance system performance and efficiency.

Platforms/Processes: Field Service Lightning (FSL), DevOps: Jira, Copado CI/CD (with Git), BitBucket, Communities/Experience Cloud, Agile and Scrum Methodology

SkySpecs (Remote) October 2022 – August 2023, Green Energy Startup

Senior Salesforce Administrator, Sales Cloud (Enterprise Edition, 217 Users) Revenue Operations: GTM Team

- Led the successful implementation FieldFX, a field service managed package alongside vendor, including significant customization and configuration of mobile app, welcoming 100 field service users into Salesforce.
- Spearheaded upgrade of Ironclad system from legacy version to current version and enriched Salesforce with additional data points, substantially improving visibility of contractual statuses and approvals.

Platforms: Sales Cloud, FieldFX, HubSpot, Workato, Ironclad, Copado, Declarative Lookup Rollup Summaries

Stord (Remote) February 2022 – August 2022; Supply Chain Startup

Senior Salesforce Administrator, Sales Cloud, Service Cloud, (Enterprise Edition, 250 Users)

- Tackled/completed large backlog of enhancement and automation requests including expanding CPQ and data enrichment for greater automation, improving the user experience and reporting by 40%.
- Prioritized the onboarding of new users to access all associated platforms.

Platforms: Sales Cloud, Service Cloud, DealHub CPQ, Zoominfo, Gearset, Groove, LinkedIn Sales Navigator, 6sense, and HubSpot.

Cofense (Remote) April 2020 – February 2022; Cybersecurity

Sr. Salesforce Automation Systems Administrator, Sales Cloud (Performance Edition; 280 Users)

- Built a CPQ solution using Lightning Flow, to allow Sales to build product bundles for a year while preparing to move to a CPQ platform when the product offerings expanded.
- Led weekly governance sessions to review requests, discuss data integrity issues, and develop solutions, all to improve the user experience and reporting metrics by 40% each week.

Platforms: Sales Cloud, DealHub CPQ, Zendesk, Archiver, Ironclad, Outreach, Conga, LinkedIn Sales Navigator, ZoomInfo, Marketo, HubSpot, Clari, Outpost, Ownbackup

Total Administrative Services Corporation (TASC) (Remote) May 2019 – April 2020; Administrative Services

Sales System Administrator – Sales Cloud, Service Cloud, HubSpot, Formstack (Enterprise Edition, 160 Users)

- Administered all Digital Sales Systems including Salesforce, HubSpot, Formstack, & Formstack Documents.
- Implemented Cases (including email to case) for internal support and enhancement management.

Platforms: Sales Cloud, GOVWIN, Service Cloud, HubSpot, Formstack, Formstack Documents

Salesforce Consulting (Independent, various consulting firms, and clients), (Remote) October 2015 – May 2019

Salesforce Consultant for several small to large businesses, and nonprofits (Independent Contractor)

- Executed new instances of Salesforce and enhancements, including managed packages, marketing automation, digital experience/communities, and data cleansing/migration.
- Configured Salesforce to align with clients' business processes, including custom objects, fields, workflows, processes, flows for all automation requirements.

Houghton Mifflin Harcourt Publishers, April 2015 – October 2015 | Boston, MA; Publishing

Senior Technical Analyst – Salesforce (Unlimited edition, Sales Cloud, Service Cloud, 5,000 Users)

- Administered and completed a large backlog of salesforce technical enhancements and support cases for internal clients reducing the list to less than half.
- Directed and built out the development of a new case management initiative that was completed ahead of time for the program launch.

John Hancock Financial Services, July 2014 – April 2015 | Boston, MA; Financial Services

Senior Business Analyst – Salesforce (Unlimited edition, Sales Cloud, Service Cloud, 300 Users)

- Stepped in and resolved integration issues for a business unit after weeks of daily delta failures from inception; became go-to person for all integration issues.
- Led the seamless implementation and early completion of a business unit's migration from Smart Office to Salesforce for 24 new users, allowing extensive training for all users prior to the scheduled launch.

Tekscan, May 2012 – July 2014 | Boston, MA; Manufacturing

Salesforce Administrator – Salesforce (Enterprise edition, Sales Cloud, 55 Users)

- Led the customization of the Opportunity and Custom Objects along with consultant to align with company's unique sales process.

Education/Certification

Salesforce.com – Salesforce Administrator Certification (ADM201)

University of Massachusetts Lowell, Lowell, MA, BLA in English and Legal Studies (cum laude)

Trailhead Rank: Expeditioner

Additional Technical Proficiencies: CRM, Salesforce.com: Service, Sales Cloud: Reports and Dashboards Proficiency, Salesforce Maps, highly skilled in Salesforce Screen, Trigger, Scheduled, Auto-Launched, Lightning Flows, App Builder; customization of Lightning Components; CPQ (DealHub), DemandTools, Marketo, HubSpot, Account Engagement (FKA Pardot), 6sense, LinkedIn Sales Navigator, Chorus, Loopio, Formstack, Formstack Documents, FormAssembly, Workato, Excel Connector, Declarative Lookup Rollup Summaries (DLRS), Rollup Helper, DocuSign, Ownbackup, Jira, Confluence; DevOps CI/CD: Azure Devops, Gearset, Copado, BitBucket; ZoomInfo, Asana, ETL tools: DemandTools, DataLoader/Dataloader.io, Salesforce Inspector, Workbench; SOQL, SOSL, SQL, REST API, HTML, CSS; JavaScript; MSOffice Office: Office 365, advanced Excel skills, Word; G-Suite, Agile, Scrum SDLC, and a basic understanding of Apex and Visualforce.