

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, streamline processes, and ensure Customer Success. Skilled in user training, data management, and ensuring data security.

Experience

Hancock Consultants – Contract (Remote) November 2023 – May 2024 , Insurance Partner

Salesforce Administrator, Field Service Lightning Implementation

- Successfully rescued a delayed Salesforce Field Service Lightning (FSL) implementation, accelerating project completion by 40% to meet a tight deadline.
- Revamped permission assignment process for defined personas to allow streamlined automation increasing efficiency in onboarding and offboarding by 75%+.
- Cleared long development bug backlog by 70% in the first two weeks, allowing User Story development to meet a tight deadline.
- Analyzed existing Lightning flows and provided strategic recommendations for consolidating, redesigning, and building new flows to enhance system performance and efficiency.
- 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.

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

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/Apps: Sales Cloud, FieldFX, HubSpot, Workato, Ironclad, Copado, DLRS, User Support

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 65%.
- Prioritized the onboarding of new users to access all associated platforms.

Platforms/Apps: Sales Cloud, Service Cloud, DealHub CPQ, Zoominfo, Gearset, Groove, LinkedIn Sales Navigator, 6sense, and HubSpot, User Support

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, to improve the user experience and reporting metrics by over 60% weekly.

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

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/Apps: Sales Cloud, GOVWIN, Service Cloud, HubSpot, Formstack, Formstack Documents, user support

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.

Platform/Apps: Sales Cloud, Marketing Cloud, Experience Cloud, NPSP

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 for educator programs that was completed ahead of 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)

- Improved daily data migrations from integrated systems by 95% by assisting the IT team with identifying and correcting a variety of validation errors.
- 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.
- Increased user experience and lead to sales process by 60%

Platforms/Apps: Sales Cloud, Rollup Helper, Demandtools, Marketo, User Support

Education/Certification

Salesforce.com – Salesforce Administrator Certification (ADM201)

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

Trailhead Rank: Ranger

Additional Technical Proficiencies: CRM, Salesforce.com: Service, Sales Cloud: Reports and Dashboards Proficiency, Salesforce Maps, NPSP, 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, User support.