

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.

Technical Proficiencies

- ... **Salesforce Administration:** Analytics/Reports/Dashboards, Custom Objects/Fields, Lightning App Builder, Permissions/Sharing, Lightning Page Optimization, Data Migration, Custom Objects, Troubleshooting/resolution of bugs
- ... **Automation:** Lightning Flows, Declarative Lookup Rollup Summaries, Rollup Helper, simple Visualforce solutions, Actions, Marketing Automation: Marketo, Hubspot, Pardot, Marketing Cloud
- ... **Data Hygiene/ETL:** DemandTools, Dataloader, Excel, Salesforce Duplicate Management
- ... **Integrations/Platforms:** Excel Connector, DocuSign, Ownbackup, Jira, ZoomInfo, Asana, 6sense, LinkedIn Sales Navigator, Chorus, Workato, FormAssembly, Formstack, Dealhub CPQ, AppExchange Apps
- ... **ETL:** DemandTools, DataLoader/DataLoader.io, Salesforce Inspector, Workbench; SOQL, SOSL, SQL
- ... **Web:** HTML, CSS; JavaScript
- ... **Business Tools:** MSOffice Office: Office 365, advanced Excel skills, Word; G-Suite, Confluence
- ... **SDLC:** Agile, Scrum, Waterfall, DevOps: Azure DevOps, Copado, Bitbucket, Gearset, Changesets
- ... **User Experience:** User Acceptance Testing, Training, Support

Work Experience – plus additional tools/platforms employed

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

Salesforce Administrator, Field Service Lightning Implementation, Experience Cloud

- ... Rescued a delayed Salesforce Field Service Lightning (FSL) implementation for an insurance partner, ensuring organizational consistency, automation (Flows) and accurate permissions
- ... Developed user documentation on persona permissions and FSL functionalities, performed regular troubleshooting and resolving of critical bugs promptly, and analyzed and updated or redesigned existing Lightning flows to enhance system performance and efficiency.

Tools/Platforms: ETL: Excel, DataLoader, Salesforce Inspector, Workbench, DevOps: Copado CI/CD, BitBucket

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 of FieldFX, customizing and configuring the mobile app for 100 field service users, and spearheaded the upgrade of Ironclad from a legacy version to the current version, enriching Salesforce with data points to improve visibility of contractual statuses and approvals.

Tools/Platforms: ETL: Excel, DataLoader, Salesforce Inspector; HubSpot, Workato (NetSuite integration), Ironclad, Copado, Flow, Actions, Google Salesforce Connector

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

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

- ... Streamlined and completed a backlog of enhancement and automation requests, resulting in a 40% improvement in user experience and reporting.
- ... Prioritized new user onboarding to ensure access to all platforms.

Tools/Platforms: Zoominfo, Gearset, Groove, DealHub CPQ, 6sense, Salesforce Inspector, Hubspot, Chilipiper

Cofense (Remote) April 2020 – February 2022 | Cybersecurity

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

- ... Built a custom quote to cash/CPQ solution using Lightning Flow to enable Sales to create product bundles quickly and efficiently.
- ... Led weekly governance sessions to review requests, address data integrity issues, and develop solutions, improving user experience and reporting metrics by 40% weekly.

Tools/Platforms: Outreach, Conga, LI Sales Navigator, ZoomInfo, Demandtools Bright Verify, Hubspot/Marketo

Total Administrative Services Corporation (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, and Formstack Documents, and implemented Cases, including email-to-case, for internal support and enhancement management.

Tools/Platforms: ETL: Excel, DataLoader; GOVWIN, HubSpot, Formstack, Formstack Documents

Salesforce Consulting - Independent (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, incorporating custom objects, fields, workflows, and automation flows.

Tools/Platforms: ETL: Excel, DataLoader, DemandTools; NPSP, Marketing Cloud, Data Migration

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

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

- ... Successfully administered and completed a substantial backlog of Salesforce technical enhancements and support cases for internal clients, reducing the list by more than half.
- ... Directed and developed a new case management initiative, ensuring its completion ahead of schedule for the program launch.

Tools/Platforms: ETL: Excel, DataLoader, DemandTools, Service Cloud, Workflows, Process Builder

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

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

- ... Resolved persistent integration issues for a business unit, becoming the go-to person for all integration challenges.
- ... Led the seamless and early migration of 24 new users from Smart Office to Salesforce, enabling comprehensive training before the scheduled launch.

Tools/Platforms: Excel, DataLoader, DemandTools, Service Cloud, Workflows, Process Builder, ServiceNow

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

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

- ... Led the customization of Opportunity and Custom Objects in collaboration with a consultant to align with the company's unique sales process.
- ... Implemented Marketo and developed over 300 programs, including scoring and Interesting Moments.

Tools/Platforms: ETL: Demandtools, Dataloader, Excel; Workflows, Marketo, Rollup Helper

Education/Certification

Salesforce.com – Salesforce Administrator Certification (ADM201)

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