

Certified Salesforce.com professional possessing exceptional analytical and organizational skills; demonstrated ability to streamline operations that increase efficiency and company profit; solid track record of consistently exceeding goals through strategic planning, business expansion, and project execution.

## SALESFORCE EXPERIENCE

### All Salesforce positions involve(d):

- Configure and maintain Salesforce (mainly Lightning Experience) for 2 – 5,000+ users
- Set up and maintain security of objects and data access
- Create, customize, deploy, and maintain Salesforce reports and dashboards
- Import, export, transform, and load (ETL) data as needed (Demandtools, Data loader, Workbench)
- Build data fields and optimize page layouts
- Build workflows, Processes, Lightning Flows, roll-up summary and formula fields
- Conduct release management, code migration, and declarative customization
- Facilitate user acceptance testing (UAT)
- Stay current on Salesforce releases and communicate to businesses
- Train on new offerings/features from Salesforce
- Identify solutions on AppExchange, including installation and testing
- Provide end-user support including system configuration and maintenance
- Implement best practices including training, documentation, and support as needed
- Identify the need for custom code (Apex, Visualforce)

## WORK EXPERIENCE

### Cofense (Remote) April 2020 – Present

Sr. Salesforce Automation Systems Administrator, Sales Operations – Salesforce, 270 Users

- Configure and manage Salesforce and all managed apps/integrations installed or integrated with Salesforce, including DealHub CPQ, Zendesk, Archiver, Ironclad, Outreach, LinkedIn Sales Navigator, ZoomInfo, Marketo, HubSpot, Outpost, Loopio, etc.
- Currently engaged in a full-scale data cleanup and restructuring of our Salesforce org to simplify user experience for Sales and Customer Success
- Currently reviewing CPQ solutions to replace our Quoting process using Salesforce's Quote object and Conga.
- Analyze data integrity issues and develop data migration processes
- Oversee and build out a limited number of reports and dashboards for Sales Management selecting the most comprehensive for their home page dashboards
- Execute change management procedures and status reporting to Salesforce
- Review governor limit errors, identify and develop solutions to minimize

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

Sales System Administrator – Salesforce, HubSpot (Enterprise Edition, 160 Users)

- Manage all Digital Sales Systems including Salesforce, HubSpot, Pardot, & Formstack
- Implemented Cases (including email to case) for internal support and enhancement management
- Built out and implemented HubSpot for new product launch for large market
- Manage and update complex purchaser details application built in Formstack

**Salesforce Consulting (various consulting firms, and clients), (Remote) March 2017 – May 2019 |Chelmsford, MA**

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

- Analyze, gather and document requirements, develop solutions, configure, and implement new instances of Salesforce, some of which include integrations, Communities implementations, and data cleansing/migration.

**City Year, Inc., October 2015 – February 2017 |Boston, MA (Nonprofit Organization)**

Business Systems Manager – Salesforce (Unlimited Edition, Sales and Service Cloud, Communities, 3,000 Users)

- Troubleshooting and resolving technical issues through Service Cloud and Communities
- Developing and deploying enhancements from sandboxes to production via change sets

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

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

- Managed backlog of salesforce technical enhancements and support cases for internal clients
- Performed SFDC configuration changes, including field maintenance, workflows, sharing rules, & validation rules

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

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

- Led the implementation of a business unit's migration from Smart Office to Salesforce.com complete with 70 new text, lookup, formula, and pick list fields for Lead, Account/Contact, and Opportunity objects, as well as built out a new custom object to provide wider security for notes; identified automation solutions using workflows, formulas/formula fields, and triggers

**Tekscan, Inc., MA, May 2012 – July 2014 | South Boston, MA**

Salesforce Administrator (Enterprise edition, 55 Users for Sales Cloud; Marketo Marketing Automation)

- Managed company's Phase II implementation of Salesforce, which involved complex customization of Opportunities including Custom Work Order, Discounts, and Shipping Objects
- Managed company's Phase III implementation of Marketo Marketing Automation system, complete with auto task creation, workflows, scoring/lead nurture programs, building "interesting moments," and web form/landing page creation

## EDUCATION/CERTIFICATION

**Salesforce.com** - Salesforce Administrator Certification (ADM201)

**University of Massachusetts Lowell, Lowell, MA, BLA in English and Legal Studies (Graduated Cum Laude)**

**SKILLS:** Salesforce.com (Service Cloud, Sales Cloud, Communities – both Classic and Lightning Experience), DemandTools, Dataloader, Marketo Marketing Automation, HubSpot, Pardot, MailChimp, Marketing Cloud, Salesforce Nonprofit Success Pack (NPSP), FormAssembly, Formstack, Formstack Documents (formerly Webmerge), TargetX, PieSync Cloud Integration App (acquired by HubSpot), Informatica, Okta Single Sign-on Solution, Salesforce Inbox, Rollup Helper, DocuSign, Ownbackup, Archiver, ZoomInfo integrations and enrichment, Conga Composer, JIRA, HTML, CSS, Adobe Creative Suite, MS Office (Word, Excel, PowerPoint), Sharepoint, Agile SDLC; Work collaboration tools: Asana, Basecamp, iMeet, Slack.