

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

Stord (Remote) February 2022 - Present

Senior Salesforce Administrator, Sales Operations – Salesforce, 250 Users

- Configure, implement, and manage Salesforce and all managed apps/integrations installed or integrated with Salesforce, including DealHub CPQ, Zendesk, Zoominfo, Chorus, Groove, LinkedIn Sales Navigator, HubSpot.
- The goal here at Stord is to automate most everything; building automation using Flow exclusively.

Cofense (Remote) April 2020 – February 2022

Sr. Salesforce Automation Systems Administrator, Sales Operations – Salesforce, 280 Users

- Configure, implement, 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 building out and implementing DealHub CPQ; piloting an AI pipeline management system and reviewing an ABM app to improve revenue operations and lead quality respectively
- Completed full-scale data cleanup and restructuring of the Salesforce org to simplify user experience for Sales and Customer Success, and continue to do so on a quarterly basis
- Migrated the company's Salesforce org to Lightning shortly after starting the company, complete with training
- Developed a deep understanding of Zoominfo and Buyer Intent to train Sales as a regular part of their prospecting plan to improve lead capture and prevent lost business

- Regularly analyze data integrity issues and make suggestions for improvements to ensure data is clean and deduplicated
- Govern over change and automation requests twice weekly with Sales Ops team members and stakeholders to assure consistency and overall integrity of the entire org
- Review and resolve governor limit violations, minimizing them down to near 0% since starting at company

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

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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.