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 fields04
* 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)
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**WORK EXPERIENCE**

**SkySpecs (Remote) October 2022 - Present**

Senior Salesforce Administrator, Sales Cloud (Enterprise Edition, 117 Users)

* Currently leading a new implementation of a field service managed package (alongside the vendor) designed for the energy industry, which will add 100 users to Salesforce as platform users
* Review backlog with Salesforce steering committee weekly, and divide up the projects needed as part of an overall cleanup and standardization of the Salesforce platform, to improve data quality, and streamline automation and integrations.
* Managing over the upgrading of the Ironclad application, while taking the opportunity to build out more datapoints in Salesforce to enable us to manage contractual terms, implement more automation, and improve reporting data.

**Stord (Remote) February 2022 – August 2022 (company layoff)**

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

* Configure, implement, and manage Salesforce and all managed apps/integrations installed or integrated with Salesforce, including DealHub CPQ, Zendesk, Zoominfo, Chorus, Groove, Chili Piper, LinkedIn Sales Navigator, 6sense, and HubSpot.
* Be a thought leader by ensuring that all development is useful, cohesive, and follows a streamlined process according to the needs of all stakeholders

**Cofense (Remote) April 2020 – February 2022**Sr. Salesforce Automation Systems Administrator, Sales Cloud (Performance Edition; 280 Users)

* Configure, implement, and manage Salesforce and all managed apps/integrations installed or integrated with Salesforce, including DealHub CPQ, Zendesk, Archiver, Ironclad, Outreach, Conga, LinkedIn Sales Navigator, ZoomInfo, Marketo, HubSpot, Clari, Outpost, Loopio, etc.
* 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

**Total Administrative Services Corporation (TASC) (Remote) May 2019 – April 2020**Sales System Administrator – Sales Cloud, 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

**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 included 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 Cloud, 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 Cloud, 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 Cloud, 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

**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, DataGroomr, Dataloader, Marketo Marketing Automation, HubSpot, 6sense, Formstack, Rollup Helper, DocuSign, Ownbackup, Archiver, Gearset, ZoomInfo integrations and enrichment, iSeeit MEDDIC Sales tool, Slack; JIRA, HTML, CSS; MS Office, G-Suite, Agile and Scrum SDLC