

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 – August 2022

Senior Salesforce Administrator, Sales Operations – Sales Cloud, Service Cloud, 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.
- The goal here at Stord is to automate most everything, building automation using Flow almost exclusively.
- Coordinate with and oversee all projects handled by an offshore developer to ensure requirements are understood and to provide context.
- Be a thought leader who ensures that all development is cohesive to a streamlined process according to the needs of all stakeholders
- Coach and train junior technical team members to both ensure the approach is appropriate and to teach new skills.
- Oversee and administer all platform integrations with Salesforce to keep all systems running seamlessly and consistently.

Cofense (Remote) April 2020 – February 2022

Sr. Salesforce Automation Systems Administrator, Sales Operations – Sales Cloud, 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.

- 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 – 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