

# Karen Spence

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## Senior Salesforce Administrator

Senior Salesforce Administrator with over 12 years of experience in designing, implementing, and optimizing salesforce solutions to drive business growth and operational efficiency. Adept at collaborating with cross-functional teams to gather requirements, customize Salesforce to meet unique business needs, and streamline processes. Proven track record in managing complex data, automating workflows, and ensuring data integrity. Skilled in user training and support, with a strong ability to troubleshoot and resolve issues. Excels in delivering high-quality, scalable, and sustainable Salesforce solutions that empower organizations to maximize ROI and customer satisfaction. Remarkable acumen to oversee multiple tasks effectively and under pressure, within fast-paced environments to assure deadlines are met.

- *Salesforce Administration*
- *Strategic Planning & Execution*
- *Continuous Learning*
- *Security and Access Control*
- *User Training and Support*
- *Complex Problem Solving*
- *Team Building & Leadership*
- *Testing & Configuration*
- *Cross-Functional Collaboration*
- *Decision-Making / Adaptability*
- *Relationship Management*
- *Effective Communication*

**Technical Proficiencies:** Customer Relationship management (CRM), Salesforce.com (Service Cloud, Sales Cloud, Communities – both Classic and Lightning Experience), CPQ, DemandTools, DataGroomr, Dataloader, Marketo Marketing Automation, HubSpot, 6sense, LinkedIn Sales Navigator, 6Sense, Chili Piper, Chorus, Formstack, FormAssembly, Workato, Rollup Helper, Declarative Lookup Rollup Summaries, DocuSign, Conga Composer, Ownbackup, Archiver, Gearset, Copado, ZoomInfo Integrations and Enrichment, iSeeit MEDDIC Sales tool, Slack; JIRA, SOQL, HTML, CSS; MS Office, G-Suite, Agile and Scrum SDLC

### Professional Experience

#### SkySpecs (Remote) • Oct 2022 to Present

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

- *Led the successful implementation of a field service managed package (alongside the vendor), including a customized mobile app, designed for the energy industry that added 100 Platform users to Salesforce, alongside project managers with standard profiles, with security needs for each, and custom profiles.*
- *Upgraded Ironclad legacy version to the current version, while taking the opportunity to build out more data points in Salesforce, enabling it to manage contractual terms, implement more automation, and improve reporting data.*
- *Configure and customize Salesforce to meet business requirements, including custom objects, workflows, validation rules, and process automation (Lightning Flow).*

#### Stord (Remote) • Feb 2022 to Aug 2022

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

- *Configured and administered 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.*
- *Supported end-users with troubleshooting, resolving inquiries, and providing training and onboarding assistance.*
- *Oversaw data integrity and hygiene within Salesforce, including data import, deduplication, and data cleanup efforts.*

#### Cofense (Remote) • Apr 2020 to Feb 2022

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

- *Spearheaded change and automation requests twice weekly with Sales Ops team members and stakeholders to ensure consistency and overall integrity of the entire organization.*
- *Stayed updated on Salesforce best practices and new features to make recommendations for improvements.*

- *Organized, implemented, and monitored 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, and Loopio.*

## **Total Administrative Services Corporation (TASC) (Remote) • May 2019 to Apr 2020**

### **Sales System Administrator – Sales Cloud, HubSpot (Enterprise Edition, 160 Users)**

- *Supervised all Digital Sales Systems, such as Salesforce, HubSpot, Pardot, and Formstack efficiently.*
- *Implemented Cases (including email to case) for internal support and enhancement management*
- *Built out and implemented HubSpot for new product launches for large markets, ensuring efficient lead generation, nurturing, and customer engagement throughout the launch process.*

## **Salesforce Consulting (Independent, various consulting firms, and clients) (Remote) • Mar 2015 to May 2019**

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

- *Scrutinized, collected, and documented client requirements, developed solutions, configured, and implemented new instances of Salesforce, including integrations, Community implementations, and data cleansing/migration.*
- *Configured Salesforce to align with clients' business processes, including custom objects, fields, workflows, and automation.*

## **Houghton Mifflin Harcourt Publishers, Boston, MA • Apr 2015 to Oct 2015**

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

- *Superintended backlog of salesforce technical enhancements and support cases for internal clients expertly.*
- *Executed SFDC configuration changes that included field maintenance, workflows, sharing rules, and validation rules.*
- *Managed and maintained the Salesforce Unlimited Edition, Sales Cloud, and Service Cloud instances, ensuring high availability and performance.*

## **John Hancock Financial Services, Boston, MA • Jul 2014 to Apr 2015**

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

- *Supervised the execution of a business unit's migration from Smart Office to Salesforce.com completed with 70 new texts, lookup, formula, and pick list fields for Lead, Account/Contact, and Opportunity objects.*
- *Designed and built a new custom object to provide wider security for the notes.*
- *Analyzed and translated business needs into Salesforce solutions, identifying opportunities for process improvement.*

## **Tekscan, Boston, MA • May 2012 to Jul 2014**

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

- *Headed the customization of the Opportunity Object along with a consultant to ensure its alignment with the company's unique sales process.*
- *Liaised with cross-functional teams to seamlessly integrate a Work Order Object to streamline the creation, tracking, and management of work orders.*
- *Provided user support, troubleshooted issues, and ensured user adoption of Salesforce.*

## **Education & Certifications**

University of Massachusetts Lowell, Lowell, MA • **BLA in English and Legal Studies (Graduated Cum Laude)**  
**Salesforce.com – Salesforce Administrator Certification (ADM201)**