

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.

EXPERIENCE

All Salesforce positions involve(d):

- Configure and maintain Salesforce for all 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 data as needed
- Implement good data hygiene practices
- Build standard data fields and optimize page layouts
- Build workflows, Processes, roll-up summary and formula fields
- Conduct release management, code migration, and declarative customization
- Work with businesses to help facilitate user acceptance testing (UAT)
- Train Users on standard and custom object processes of Salesforce
- Stay current on Salesforce releases and communicate to businesses
- Manage App Exchange installations, integrations, and updates
- Provide end-user support including system configuration and maintenance
- Implement best practices including training, documentation, and support as necessary
- Lead enhancement projects with stakeholders and development partners when required

CHRONOLOGY

Spence Consulting, LLC, July 2017 – Present | Lowell, MA (Primarily Remote)

Salesforce consulting services for nonprofits and small businesses

HighPoint Solutions LLC, (Remote), March 2017 – August 2017 | Remote

Senior Consultant, Salesforce – (Unlimited Edition)

Identifying and building solutions for a Life Sciences/Pharmaceutical company – short term project to complete a large backlog of enhancement requests following Agile SDLC.

City Year, Inc., October 2015 – February 2017 | Boston, MA

Business Systems Manager – Salesforce (Unlimited Edition, Sales and Service Cloud, 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) newly created position

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

Independent Consultant, 2000 – 2012 | Boston, MA, San Diego, CA

Web & graphic design, Salesforce.com customization, and event production services for non-profits

Community Design Resource Center of Boston, 2008 – 2011 | Boston, MA (Nonprofit); Project Director Boston Museum of Science, 2005 – 2007 | Boston, MA; Web Content Developer/Graphic Designer

City of San Diego Commission for Arts and Culture, 2002 – 2003 | San Diego, CA; Web Redesign Consultant–Commission for Arts & Culture- 9-month contract

ScanLogic Corporation/Cypress Semiconductor, 1999 –2002 | Burlington, MA/San Diego CA; (Startup) Marketing Manager/Product Manager/Web Developer

EDUCATION AND CERTIFICATION

Salesforce.com - Salesforce Administrator Certification (ADM201)

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

SKILLS

Salesforce.com, Marketo Marketing Automation, DemandTools, Dataloader, MailChimp Marketing Automation and MailChimp for Salesforce Integration App, **Salesforce managed packages:** roundCorner's NGO Connect and foundationConnect, Nonprofit Success Pack for Salesforce (NPSP), TargetX; PaymentConnect SFDC Credit Card processing app; Rollup Helper SFDC app; JIRA project and issue tracking system; Oracle based database and custom CRM systems; HTML, CSS; Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat; MS: Office; Quicken; Web Analytics; Wordpress; and some ability to edit php, JavaScript, Visualforce, Apex; **Platforms:** Windows and Mac OS/iOS