

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
- Load/update data (insert/upsert) in batch as needed
- Build standard data fields and optimize page layouts
- Build workflows, Processes, roll-up summary and formula fields
- Conduct release management and code migration and 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 on usage including training, documentation and support as necessary
- Lead enhancement projects with stakeholders and with development partners/consultants when required

CHRONOLOGY

Spence Consulting, LLC, July 2017 – Present

Salesforce consulting services for nonprofits and small businesses

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

Senior Consultant, Salesforce – (Unlimited Edition)

Identifying and building solutions for a Life Sciences/Pharmaceutical company – short term enhancement project

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

Business Systems Manager – Salesforce (Unlimited Edition, Sales and Service Cloud, 3,000 Users)

Identifying and building solutions for enhanced functionality by:

- Eliciting and documenting enhancement requirements from businesses/stakeholders
- Writing UAT plans and conducting testing
- Deploying development from sandboxes to production via change sets
- Collaborating the development and maintenance with other business managers of external connected systems of integrations to/from Salesforce
- Improving/maintaining data integrity using ETL tools such as Demandtools and Dataloader

Houghton Mifflin Harcourt Publishers, Boston, MA, April 2015 – October 2015

Senior Technical Analyst – Salesforce (Unlimited edition, Sales and Service Cloud, 5,000 Users) newly created position

John Hancock Financial Services, Boston, MA, July 2014 – April 2015

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

- Led the implementation of 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 building out a new custom object to provide wider security for notes; identifying automation solutions using workflows, formulas/formula fields, and triggers, and identifying and developing reports.

Tekscan, Inc., South Boston, MA, May 2012 – July 2014

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 Administration Certification

UNIVERSITY OF MASSACHUSETTS, Lowell, MA, BLA in English and Legal Studies (Graduated Cum Laude)

SKILLS

Salesforce.com, Marketo Marketing Automation, CRMFusion's DemandTools, Salesforce Dataloader, NGO Connect Nonprofit Managed Package for Salesforce, foundationConnect, Nonprofit Success Pack for Salesforce, TargetX managed package for Salesforce, Informatica Cloud, PaymentConnect SFDC Credit Card processing app, MapAnything geo app for SFDC, Rollup Helper SFDC app, JIRA, Oracle based database and custom CRM systems, HTML, CSS, Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat; MS: Office, Visio, Project; Quicken; Web Analytics; Social Media, Blogs, WordPress, RSS, Google Docs, Workday, HP Suite, Sharepoint, and some ability to edit php, JavaScript, Visualforce, Apex; Platforms: Windows and Mac OS/iOS