

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 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 (most often following an Agile process) with stakeholders and development partners/consultants when required

CHRONOLOGY

Spence Consulting, LLC, July 2017 – Present | Lowell, MA

Salesforce consulting services for nonprofits and small businesses

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

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 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., 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 Administration Certification

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

SKILLS

Salesforce.com, Marketo Marketing Automation, DemandTools, Dataloader, **Salesforce managed packages:** roundCorner's NGO Connect and foundationConnect, Nonprofit Success Pack for Salesforce, 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; **As a User:** Social Media, Google Docs, Workday, HP Suite, & Sharepoint, **Platforms:** Windows and Mac OS/iOS