

SALESFORCE.COM CERTIFIED ADMINISTRATOR | BUSINESS PROCESS | CONSULTANT

SFDC Customization & Implementation | Business Analysis | Process | Workflow

PROFESSIONAL SUMMARY

- Salesforce Customization & Implementation, Business Processes, Business Analysis, Workflow Automation
- Collaborated with multiple stakeholders to implement SFDC via a Business and workflow process
- Hands on Experience in creating Custom Objects, Custom fields, Page layouts, Custom Tabs, & Reports
- Extensive business knowledge and customization experience on various salesforce.com standard objects: Accounts, Contacts, Opportunities, Leads, Campaigns, Forecasting, Reports & Dashboards
- Front End Support for Sales and Customer Service Teams; Salesforce Trainer
- Integration with 3rd Party Applications from AppExchange
- Increased User Adoption of Salesforce end users
- Salesforce Certification (#201) Winter 2015 | Spring 2015
- HubSpot Inbound Marketing Certification 2015
- Project Management softwares: Mavenlink and Basecamp
- Process Map software: Gliffy.com

PROFESSIONAL EXPERIENCE

Mojo Networks, Formerly AirTight Networks, Mountain View, CA **11/2015 – 8/2016**
 Managed the Salesforce instance for the company while undergoing a rebranding company name change. Made strategic recommendations for long term initiatives. Communicated and worked closely with various stakeholders – VP of Global Sales, Chief Marketing Officer, Director of Sales Operations, North American Distribution Manager, Marketing Team, Channel Account Managers, Field and Inside Sales Reps, and the Account Development Reps. Assisted the Channel Sales Team with the Partner Portal go live. The point of contact liaison between the developer consultants and the sales teams. Managed the global deployment for Country and State picklists. Provided Salesforce legacy architecture clean up. Updated Territories, and provided Data Cleansing. Data Visualization graphs from Reports. Updated Global Territory Maps and matched to Territories in SFDC.

GOLDMAN ASSOCIATES, SAN JOSE, CA **7/2007 – 11/2015**
 Salesforce.com Administrator, Business Analyst, Consultant

Worked in a variety of implementations from small businesses of 10 employees to large global software companies. Served as Project Manager, Developer and Administrator for Salesforce implementations. Projects include Data migration from Excel, Outlook, Goldmine to Salesforce.

Developed a Salesforce application asset tracker solution within Force.com's architecture for a global sales team. Customized database to capture information for leads, opportunities, and contacts. Utilized web to lead form, with newly created fields. Updated forms and templates for client communications.

Developed and implemented web to lead html form for internal and external sales group. Built a global Salesforce.com system including Customer facing Financial Notes, Documents, and Forms.

- Designed User Interface for end users including views for Management, Administrators, and Sales Reps
- Documentation Template System
- Developed field & page layout customization for the standard objects like Account, Contacts, Leads.
- Data Migration & Data Imports with Import Wizard & Data Loader
- Installation of 3rd party applications from AppExchange including Hubspot, Ring Central

CLIENTS & CRM PROJECTS**QIAGEN, BIOTECH SOFTWARE COMPANY, REDWOOD CITY –**

Project included combing three customer databases (CRMS) into one global Salesforce instance. Included Data Migration with Data Loader and Import Wizard. Global Deployment of 200 global Salesforce users. Supporting End User requests. Adding multiple users. Constant Data cleansing throughout the project. Created vareious reports. Included familiarity with Marketo.

Growing Generations

Data Migration from Oracle to Salesforce CRM. Created new instance duplicating Oracle instance to Salesforce.

PINN Rehab

(ReferralForce Deployment) - Physicians Providing Leads to Rehabilitation Health Clinic – Lead Generation System / CRM Accounts & Contacts Page Layouts. Created Dashboards for end users. Provided training to End Users. Built Dashboards and Reports for all users to track Physicians providing leads to Rehabilitation clinics. Six different locations in the Pacific Northwest area.

Steam Distribution

Vape Manufacturer implementation of a new Salesforce CRM instance. Provided Customer Support, cases to the end users. Imported and updated Price Books.

The Finest Carrier

Transportation CRM app for tracking high-end vehicles shipped from state to state. Addressed mobile users needs.

SLS – CRM

APEX Code Documentation – Screenshots of the SLS Salesforce APEX code. (Over 700 pages)

THE FERNANDEZ GROUP (REAL ESTATE), SAN JOSE, CA

Built Proof of Concept CRM – Integration with 3rd party software

Created Accounts & Contacts Page. Designed Page Layouts

FASTRACK DESIGN INC. (SEMICONDUCTOR), SAN JOSE, CA

Developed and Implemented a Lead Generation System / CRM.

ST. JOHN'S CAPITAL GROUP (REAL ESTATE), SAN JOSE, CA

Developed Document Management Investor Notes CRM System

Granada Tiles, Los Angeles, CA

Worked on Pricelist, and Pricebook – Formulas

Goldman Media, San Jose, CA

Created and designed Web-to-Lead form. Developed a Publishing Calendar for Media Events

SYSTAT Software, San Jose, CA**3/2007 – 6/2008**

Salesforce.com Administrator | Developer

Salesforce Professional Edition CRM, developed and implemented a customized business process for Inside and Channel Sales Team. Architected global Salesforce.com system including a Channel Management Object, and Customized workflow, and Page layouts. Global-wide deployment (50 users) and provided Salesforce training.

- Managed users, data, and security settings
- Lead Field Mapping to Account and Contact pages
- Data Cleansing and Data Migration from legacy application - Goldmine to Salesforce.com
- Authored Salesforce.com Direct Sales Process Procedures Guide
- Imported accounts and contacts data through Import Wizard
- Created mail merge and software maintenance renewal quoting system
- Wrote and Designed Email Templates for order confirmations
- Created triggers for Software Maintenance Renewal Reminders to existing customers
- Created new custom objects, assigned fields, custom tabs, components, custom reports.
- Customizing Company Profile, Security Controls and Communication Templates of the organization as per the organization business process
- Responsible for overseeing management and administration of Salesforce cross functionally to assist build reporting tools to meet the needs of the business
- Responsible for Salesforce.com inquires regarding issue resolution from all parts of the Sales and Product Marketing groups.
- Managed global queue resolving issues from Sales Team pertaining to Territory Assignment, Forecast, Sales Team Hierarchy, Account, Opportunity assignment/updates and CRM system functionalities
- Interacted with cross functional teams and individuals from Field Sales Teams, IT, Marketing, Sales and Order Management to provide and share knowledge of new implemented Salesforce system.
- Facilitated trainings to Sales Team regarding Salesforce CRM system functionality
- Assisted Sales Operations with various requests

SYSTAT Software, Inc., San Jose, CA**10/2006 – 3/2007**

Inside Sales Representative

- Sold Statistical Software to existing customer base. Software Maintenance Renewals, Upgrades, and New Licenses.

EDUCATION**SALESFORCE UNIVERSITY, San Francisco, CA****10/2014– 10/2014**

SALESFORCE CERTIFICATION: ADMIN 201: ADMINISTRATION ESSENTIALS FOR NEW ADMINS

CALIFORNIA STATE UNIVERSITY EAST BAY, Hayward, CA**9/2002 – 6/2006**

BACHELOR OF ARTS (BA): MASS COMMUNICATION WITH EMPHASIS IN DIGITAL JOURNALISM & PUBLIC RELATIONS

SAN JOSE STATE UNIVERSITY, San Jose, CA**7/2000 – 8/2000**

PROJECT MANAGEMENT - CERTIFICATE OF COMPLETION