

# Briana Johnson

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Forward-thinking Salesforce CRM & Marketing Automation Specialist with 5 years of experience implementing scalable CRM solutions and optimizing marketing automation for small business operations. Backed by years in surgical technology, known for precision, workflow management, and cross-functional collaboration. Adept at building automation, optimizing user adoption, and executing targeted email marketing campaigns using Salesforce Marketing Cloud tools like Journey Builder and Email Studio. Certified in Salesforce Admin, Salesforce Marketing Cloud Email Specialist, and Salesforce AI. Proven ability to enhance user adoption, build automation, and execute email marketing strategies with measurable impact.

## CERTIFICATIONS & TRAINING

### Certified AI Associate

- ▶ Salesforce Certified Administrator
- ▶ Salesforce Certified Marketing Cloud Email Specialist
- ▶ Saas Guru Bootcamps (Marketing Cloud, Admin)
- ▶ Trailhead Ranger

## TECHNICAL SKILLS

- ▶ Salesforce Sales Cloud, Marketing Cloud, Journey Builder, Email Studio, Automation Studio, Content Builder, Reports & Dashboards, Flow Builder, Validation Rules, Workflow Rules, Security & Roles, SOQL, Microsoft Office Suite, Sales Cloud, Service Cloud, Reports & Dashboards, Process Builder, Basic HTML/CSS, Email Personalization, Digital Campaign Execution, Behavioral Targeting, Jira & Confluence, Agile/Scrum, CRM Analytics, Segmentation & Data Extensions, Campaign Reporting & Insights

## EXPERIENCE

### Morton Software Solutions- Salesforce Admin | January 2021-Current

- ▶ Interacted with various business user groups and gathered the requirements for Salesforce implementation.
- ▶ Performed mapping of fields in Opportunity, Lead and Account objects.
- ▶ Used custom tabs to monitor the use of company applications by customers and licensed users.
- ▶ Customized standard Salesforce objects like campaigns, leads, accounts, contacts, and opportunities.
- ▶ Created custom fields and field dependencies on standard objects like Campaigns, Leads, Accounts, and Contacts.
- ▶ Created Workflow rules, Approval Process, Email Alerts, and Tasks according to the requirements.
- ▶ Created pick lists, dependent pick lists, lookup fields, junction objects, master detail relationships, validation, and formula fields.
- ▶ Developed workflow rules time time-triggered workflows for various business requirements.
- ▶ Used field-level security, profiles, and audit trail setup to ensure that protected data is only with authorized users.
- ▶ Designed and implemented the Page layouts and Custom tabs to suit the needs of the application.
- ▶ Created Roles, public groups, and implemented role hierarchies, sharing rules and record-level permissions to provide shared access among different users.
- ▶ Led the end-to-end implementation of Salesforce Sales Cloud across a small tech firm, translating stakeholder requirements into custom CRM workflows.
- ▶ Customized standard objects (Leads, Accounts, Opportunities, Campaigns) and built custom fields, layouts, and dependent picklists to support sales pipeline visibility.
- ▶ Developed and deployed automation (workflow rules, approval processes, and email alerts) to streamline lead management and client onboarding.
- ▶ Configured data extensions, email templates, and send classification aligned to business compliance standards.
- ▶ Monitored engagement trends and adjusted email content based on A/B testing and open/click rates.
- ▶ Developed segmentation strategies and applied AMPscript for dynamic content delivery.
- ▶ Utilized Automation Studio to schedule campaign sends, manage data extracts, and automate segmentation.
- ▶ Worked with Contact Builder to manage subscriber data and integrate across multiple sources.
- ▶ Built validation rules and security settings to ensure data quality and regulatory compliance.
- ▶ Built and deployed personalized email journeys using Journey Builder, enhancing customer engagement and retention.
- ▶ Adept at executing personalized campaigns, analyzing customer engagement data, managing basic social media efforts, and collaborating cross-functionally to drive business results.
- ▶ Designed audience segmentation strategies and built automated journeys based on engagement and behavioral data.
- ▶ Executed and optimized digital marketing campaigns across email and web using Salesforce Marketing Cloud.
- ▶ Created and managed campaign performance dashboards; provided actionable insights for content and targeting refinement.
- ▶ Managed basic social media publishing and content updates in alignment with campaign goals.

### Dermatology Ass. of Georgia- Histology Technician & MOHS Surgical lead | November 2018 - January 2021

- ▶ Prepared patients for in-office Mohs micrographic surgery, including administration of local anesthetic and preoperative care.
- ▶ Provided intraoperative support to the surgeon during excision of skin cancers, ensuring sterile technique and procedural efficiency.
- ▶ Performed embedding and cryosectioning of frozen tissue for histological examination.
- ▶ Ensured precise orientation and placement of specimens for accurate margin evaluation under the microscope.
- ▶ Executed both manual and automated H&E staining of frozen sections, maintaining diagnostic quality standards.

- ▶ Oversaw quality control of laboratory procedures and instrumentation, ensuring compliance with regulatory standards.
- ▶ Conducted biannual proficiency testing to meet CLIA certification requirements.
- ▶ Maintained detailed laboratory manuals and documentation to ensure readiness for CLIA inspections.
- ▶ Conducted detailed patient assessments and diagnoses, requiring analytical thinking and precision decision-making.
- ▶ Delivered patient education on procedures and outcomes, combining medical knowledge with compassionate communication to build trust and engagement.
- ▶ Managed a high-volume patient schedule while maintaining meticulous records, demonstrating proficiency in time management and data organization.

**Premier Image Cosmetic and Laser Surgery- Surgical Nurse | July 2015 - November 2018**

- ▶ Developed and implemented personalized treatment plans, showcasing workflow optimization and strategic planning.
- ▶ Performed comprehensive patient assessments and supported diagnostic planning, applying critical thinking and detail-oriented clinical judgment.
- ▶ Designed and executed individualized treatment workflows, enhancing procedural efficiency and aligning care plans with patient needs.
- ▶ Led the migration to digital health records, resulting in improved data accuracy, faster information retrieval, and stronger compliance with data standards.
- ▶ Prepared operating rooms by ensuring all surgical instruments, equipment, and supplies were sterile and aligned with procedure-specific protocols.
- ▶ Maintained a sterile field and passed instruments efficiently to the surgeon, anticipating procedural needs during high-stakes cosmetic and reconstructive surgeries.
- ▶ Assisted in draping and positioning patients, ensuring comfort and safety while aligning with surgical access requirements.
- ▶ Monitored surgical inventory and replenished supplies to prevent delays in procedures and support OR efficiency.
- ▶ Acted as liaison between surgical team and clinical support staff to streamline patient flow and minimize turnover time.
- ▶ Supported surgical documentation processes, including procedural notes, supply usage, and equipment logs.
- ▶ Demonstrated knowledge of facial anatomy, tissue handling, and aesthetic symmetry critical to cosmetic surgery outcomes.
- ▶ Delivered post-op education and emotional reassurance to patients, reinforcing care instructions and boosting satisfaction scores.