

Charlton Hua

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CAREER SUMMARY

High-energy, passionate professional with enthusiasm for technology solutions and experience in promoting technology solutions and brands

EDUCATION

Sept 11 – Jun 16

B.S., Business Administration in Marketing and Information Technology Management
California State University East Bay, Hayward

PROFESSIONAL EXPERIENCE

Systems & Salesforce Certified Administrator

Instor Solutions, Fremont, CA

Oct 16 – Present

- Compile and analyze company data to construct meaningful information and identify trends for all department levels
- Conduct audit of the business on all department levels, observe areas of weakness, deliberate and conceptualize a dynamic action plan in order properly establish procedures for advancement from end-to-end
- Conduct audits and administer data migration and protocols with APIs between cloud and on-premise systems—QuickBooks, Salesforce.com, Hubspot, ActiveCampaign, WordPress, Zapier, MailChimp, Box.com, Concur Expense, and more
- Develop and enhance Salesforce clouds, in Classic and Lightning, into robust environment for all department levels, along with a Standard-Operating-Procedure documentation
- Assist Marketing and Sales Directors in performing customer outreach campaigns
- Provide technical support and training to resolve end-user issues
- Budget and minimize system expenditures

Sales Solution Consultant / Inventory Specialist
/ Geek Squad Consultant

Best Buy, San Francisco, CA

Sept 12 – Aug 16

- Assisted clients through purchasing decision process and effectively promoted services and products offered by company as the total solution and in accordance with clients' needs, ensuring satisfaction and successful brand promotion
- Executed daily merchandising and inventory processes to ensure proper inventory counts and turnover

INTERNSHIPS

Marketing Intern

Instor Solutions, Fremont, CA

Apr 16 – Oct 16

- Assisted in consolidating and maintaining data integrity with company Salesforce records and other legacy software
- Analyzed website traffic through Hubspot marketing tools to determine potential leads

Event Intern

San Francisco Board of Supervisors, Katy Tang's Office

Jun 14 – Sept 14

- Aided Supervisor and Legislative Aides in community outreach events
- Conducted research on city-wide policies and legislations
- Developed extensive knowledge of daily government operations

SKILLS

- Certified Salesforce Admin
- Salesforce Advanced Administrator
- Systems Monitoring and Configuration
- Database Design and Management
- Windows 10 and Windows 2016 Server
- Microsoft 0365 Suite
- Technical Support