Christina Lytle
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Professional Summary

- Salesforce Certified Administrator with over five years of experience as a CRM manager for nonprofits.
- Masters in Nonprofit and Performing Arts Administration.
- Full-Stack Software Development Bootcamp Certificate (JavaScript, React, HTML/CSS).
- Currently enrolled in Arizona State University's Salesforce Developer Academy.

Skills

Salesforce: Security • Reporting • Data Modeling • SOQL/SOSL • Automated Processes
Software Development: JavaScript • HTML/CSS • Bootstrap • VSCode • Git/GitHub
Business Development: Project Management • Volunteer Management • Marketing • Client Relations • Microsoft Office

Salesforce Experience

Talent Stacker | Salesforce Career Development Program
November 2021 – Current

- Leading client sessions, gathering /prioritizing requirements (user stories) & creating solution documentation
- Lead weekly sprint review meetings to review enhancements and prioritize sprint backlog
- End user training documentation and workshops to ensure understanding and user adoption of customizations
- Automations including email templates, alerts, process builders & flows in order to properly solution for business needs

Projects

- Craft Beer Review App – Salesforce Application to review beers by inputting the Brewery, Beer, and Review.
- Craft Beer Review Flow – Salesforce Screen Flow that allows users to easily input Breweries, Beers, and Reviews.

Professional Experience

Business Analyst

The Phoenix Symphony | Phoenix, AZ | May 2021 – September 2021 (contract)

- Contracted as a CRM expert to analyze and create a plan for better reporting, data entry, and email integration of their CRM software.
- Established a manual and trained several employees on using system more effectively.
- Developed reports to track donors and ticket buyers

Fundraising Database Manager

Arizona School for the Arts (ASA) | Phoenix, AZ | July 2016 – October 2020

- Customized CRM database (eTapestry) to track 700 new pledges every year to raise the goal of $900,000 each school year with a department of two.
- Created custom reports for the CEO and Board of Directors summarizing donations each month, how close the department was to its fundraising goal, gifts received by grade level, and the percentage of parents who donate to the school.
- Managed day-to-day operations of the Annual Giving program, including donation reminders and receipts, and newsletters via Constant Contact
- Project Manager for website redesign with a marketing agency. Implemented a new site map, managed content, and maintained the website on WordPress.

Business Analyst and Marketing Assistant

Utah Shakespeare Festival | Cedar City, UT | May 2014 – May 2016

- Analyzed 10 years of ticket sales data. Created a new season schedule to increase revenue. Data analytics revealed Thursday – Saturday performances were outperforming early week performances, therefore the company decided to cut Monday and Tuesday performances to increase house size on the weekends and cut labor costs.

Education

**Certificate	Back End & Front End Software Development** GateWay Community College Phoenix, AZ 2020 – 2021	**MFA	Performing Arts Administration** Southern Utah University Cedar City, UT 2016	**BA	Theatre/Business** Humboldt State University Arcata, CA 2011