

Christina Lytle

Salesforce Certified Administrator

530-306-2545 | christina.lytle17@gmail.com | Phoenix, AZ



trailblazer.me/id/cllytle88



[linkedin.com/in/christina-lytle/](https://www.linkedin.com/in/christina-lytle/)



Professional Summary

- Salesforce Certified Administrator with over five years of experience as a CRM manager for nonprofits.
- Managed and customized the fundraising database to raise the goal of \$900,000 every year at Arizona School for the Arts.
- Full-Stack Development Bootcamp graduate and currently enrolled in [Arizona State University's Salesforce Developer Academy](#); expected graduation date is June 2022.

Skills

Salesforce: Security • Reporting • Data Modeling • SOQL/SOSL • Automated Processes • Apex

Software Development: JavaScript • HTML/CSS • Bootstrap • JQuery • 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

- Implementing a full Salesforce Nonprofit Success Pack (NPSP) for a nonprofit organization.
- Leading client sessions, prioritizing requirements, and creating custom solutions with documentation.
- Building flows to automate business processes - approvals of donations, automatic field updates, and emails.

Professional Experience

Development/Marketing Systems Analyst

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

- **Database Management:**
 - 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

Donor Relations and Marketing Manager

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

- **Database Manager:**
 - Customized CRM database (eTapestry) to track 700 new pledges every year to raise \$900,000 each school year with a department of two.
 - Created high-level custom reporting for CEO and Board of Directors.
 - Managed day-to-day operations of the Annual Giving program, including donation reminders and receipts, and newsletters via Constant Contact
- **Web Development:**
 - Project Manager for website redesign with a marketing agency. Implemented a new site map, managed content, and maintained the website on WordPress.

Audience Development and Marketing Assistant

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

- **Data Analytics:**
 - Collaborated with a consultant to analyze ten years of ticket sales from CRM to create a new season schedule to allow for more revenue and bigger audiences.
- **Web Management/Marketing:**
 - Assisted with website redesign and added content to the new website in SquareSpace.
 - Wrote press releases, arranged media tours, created social media content, and assisted with marketing collateral. Exceeded the 2015 revenue budget by 2% and grew the number of Instagram followers by 600% from May 2014 to August 2015.

Education

Certificate | [Back End & Front End Software Development](#)

GateWay Community College
Phoenix, AZ
2020 – 2021

MFA | Arts/Nonprofit Administration
Southern Utah University
Cedar City, UT
2016

BA | Theatre/Business
Humboldt State University
Arcata, CA
2011