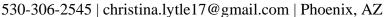
Christina Lytle

Salesforce Certified Administrator







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 <u>Arizona State University's Salesforce Developer Academy</u>; 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.
- o 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:

o 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:

- o 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