Israel Django Stratton

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Summary

Salesforce Administrator, with access to a team of Developers with over 7 years of experience in coordinating teams, onboarding and training sales and service staff, including optimizing Salesforce instances to improve business operations. Expertise in system integrations, report and dashboard creation, and stakeholder management. Committed to delivering exceptional results and driving business growth.

Certifications

- Salesforce – Business Analyst
- Salesforce – Sales Cloud Consultant
- Salesforce – Service Cloud Consultant
- Salesforce – Advanced Administrator
- Salesforce – Platform App Builder
- Salesforce - Certified Administrator
- Salesforce Associate Administrator
- TAFE NSW – Diploma - Business Development
- TAFE NSW – Diploma Sales Distribution & Marketing
- TAFE NSW - Cert Business Financial Skills
- TAFE NSW - Cert Communication Skills
- TAFE NSW - Cert Administration Work effectiveness
- TAFE NSW - Cert Computing & Clerical Skills

Minor Certifications

- Mastering Salesforce APIs (Software System Integrations)
- Mastering Salesforce Flows
- The Complete Financial Analyst Course
- Introduction to Programming
- Leading Virtual Teams
- Team Leadership Skills Masterclass
- Leadership & Corporate Culture
- Systems Thinking
- Business Analyst Project Management Techniques
- Business Analysis Conduct a Strategy Analysis
- How to Mind Map a Business for Maximum Output
- Insane Productivity

Technical Skills

- Salesforce Sales Cloud, Service Cloud
- Salesforce Flows Configuration and Workflow
- Salesforce administration and configuration, including access to team for Development work.
- Integration with third-party systems using Salesforce APIs and custom integrations.
- Salesforce Lightning and Classic experience
- Experience with some SQL, HTML, CSS, and JavaScript
- Well versed with Agile development methodologies and tools such as JIRA

Hands on Work Experience

Lyndons, Salesforce CRM Administrator, Training & Project Management

February 2021 - Present

• Salesforce Manager with 41+ Sales, Service and Marketing users across Southeast QLD & Sydney.
• Coordinating multiple teams to replace legacy systems & sync multiple software platforms.
• Creating roadmap & implementing approved changes to Salesforce in coordination with stakeholders.
• Teaching sales & support teams, leading to improved KPIs.
• Creating proactive & reactive Reports & Dashboards for effective communication.
• Coordinating with Suppliers for inventory price changes.

Lyndons, Sales Representative & CRM Admin, Gold Coast & Northern NSW

April 2014 – January 2021

• Coordinated Sales Position as well as run Personal CRM that enabled multiple reps to share information.
• Funded Zoho CRM with tailoring for needs of business and creating automation as needed.
• Specialty Sales Rep for Brisbane, Gold Coast & Northern Rivers with a 1200 customer base.
• Face to face interaction with customers.
• Logistics & Transport coordination.
• Maintaining & expanding customer base.
• Local store management, including dispute resolution, hiring & logistics.
• Coordination of Reports between multiple Reps & Stores.

Active Building Systems, Business Development Manager, National

December 2006 - March 2013

• Specialty Sales BDM with reach of 52 Distributors & 300 Trades Nationally.
• Onboarding national distributors.
• Organizing trade shows for distributors & trades.
• Coordinating manufacturing to balance demand & supply.
• Transport & logistics.
• Inventory & stock control.

MERSITAB, Junior Administrator

Prior to December 2008

• Front desk management & coordination of resources through various departments.
• Stock & logistics control.
• Primary point of contact for organization.
• Miscellaneous administrative duties.

Achievements

- Create draft and execute plan of options for Management for Apps, Licenses and Custom Tailoring as the business requires for scaling.
- Solution using Flows for Create Opportunity, Quote & multiple Products associated to Quote in less than 2 minutes, reduced process up to 30 minutes.
- Implemented import/export process for non-Salesforce license holders to have access and update Salesforce as needed through online spreadsheets.
- Conceived & Initiated Kanban style workflow using multi-level integrated teams.
- Lyndons Training Sessions for initial & ongoing Salesforce CRM Training.
- Feel free to ask for more.

Working Independently, as part of a team or in a leadership role

Throughout my career, I have developed strong skills in both independent work and collaborative team environments. As a certified Salesforce administrator and platform app builder as well as some Developer work, I have taken on a range of projects that required me to work independently, such as creating custom apps and automating business processes. At the same time, I have also been a key member of cross-functional teams, working closely with colleagues from different departments to develop and implement solutions that meet organizational goals.

My experience in the fast-paced industry has also equipped me with the ability to thrive in high-pressure environments. In my previous roles, I have worked on multiple projects simultaneously, adapting to changing priorities and tight deadlines. I understand the importance of staying organized, focused, and responsive to meet the demands of a fast-paced workplace.

Overall, I believe that my ability to work both independently, as part of a team, or leading a team, as well as my experience working in a fast-paced environment, make me an asset to any organization.

Training & Development:

- Salesforce Service Cloud Certification Course: Completed in December 2022, covering core administration skills, security, and automation tools in Salesforce.
- Mastering Salesforce API's: Completed in October 2022, covering the use of APIs to integrate and automate business processes in Salesforce.
- Salesforce Advanced Admin Certification Course: Completed in May 2022, covering advanced administration skills such as data management, process automation, and app customization in Salesforce.
- Salesforce Platform App Builder Certification Course: Completed in August 2022, covering the creation, customization, and deployment of custom apps in Salesforce.
- Introduction to Programming Course: Completed in June 2021, covering the fundamentals of programming languages and concepts.
- The Complete Financial Analyst Course: Completed in March 2021, covering financial statement analysis, financial modelling, and valuation techniques.
- Salesforce Administrator Course Completed Dec 2020, covering the fundamentals of Salesforce administration and configuration.
- Continual Learning: Earned Salesforce Trailhead Ranger 102 badges through ongoing learning and development in Salesforce.
- Please enquire for prior to this date.

Hobbies and Interests:

- Salesforce: As a certified Salesforce administrator and platform app builder, I enjoy exploring and mastering the many capabilities of this powerful CRM tool.
- Philosophy: I have a passion for exploring ideas and questioning assumptions, and regularly engage with philosophical texts and discussions to expand my perspective.
- Science: I am fascinated by the natural world and regularly follow developments in fields such as astronomy, biology, and physics.
- Personal Development: I enjoy reading and listening to podcasts on topics related to personal growth and development, such as mindfulness, emotional intelligence, and effective communication.
- A few of the books below…
  - Managing Humans – Michael Lopp
  - Build – Tony Fadell
  - Art of War – Sun Tzu
  - Network Effects are not Dead – Nfx Founders
  - Seeking Wisdom from Darwin to Munger – Peter Bevelin
  - Behind the Cloud (Salesforce) – Marc Benioff
  - The Innovators dilemma – Clayton M Christensen
  - Andrew Carnegie – An Autobiography
  - Napoleon – Andrew Roberts
  - Built to Last – Jim Collins
  - The Purple Cow (Marketing) – Seth Godin
  - Paid to Think – David Goldsmith
  - Getting to Yes – Roger Fisher, William L
  - Thinking, Fast and Slow – Daniel Kahneman
  - The Effective Executive – Peter Drucker
  - Zero to One – Peter Theil
  - Principles – Ray Dalio

Personal Attributes – Available on request

- Sal BMI Certified IQ Test – 120
- Myers Briggs Personality Test – INTJ
- DISC Profile Test – Refiner
- Enneagram Test – High on areas 1, 5 & 6
- Work Personality Index
- Jordan Peterson Personality Analysis
- Barrett Values Centre Personal Values Assessment

Software that comes with me if helpful

I offer a unique combination of software skills that can enhance the productivity and efficiency of the company. As a professional, I understand the importance of providing added value to the organization. My software expertise is part of the package, and I believe it can be leveraged to the company's benefit. By bringing my software, which is owned by me, I can offer cost-free solutions that can be readily plugged into the company's system.

- Scrumdo: agile project management tool that helps businesses manage their projects using Scrum methodology. Provides sprint planning tools, backlog management tools, burndown charts, team collaboration tools and more. https://www.scrumdo.com/
- Sales Rocks is a lead generation platform for finding new customers by providing access to a database of over 350 million contacts. It also provides features such as email verification, lead scoring, and more. https://sales.rocks/
- Dubb: all-in-one video sales and marketing platform for creating, sharing, hosting, and tracking video of all formats to grow business. https://dubb.com/
- Fresh LMS - Teaching Platform: Fresh LMS is a cloud-based learning management system that helps businesses create courses for employee training and development. It provides features such as course authoring tools, gamification elements, quizzes, surveys, and more. https://freshlearn.com/
- Geru Marketing Simulator: web-based marketing simulation tool for creating marketing strategies by simulating different scenarios. Provides forecasting sales revenue, calculating ROI, testing different marketing channels and more. https://geru.com/
- Hexomatic: web crawling tool for extracting data from websites. Provides data extraction templates, data visualization tools, data export options and more. https://hexomatic.com/
- Konnectzit: webhooks automation tool for automating workflows by connecting different apps and services. Provides webhook triggers, webhook actions, webhook logs and more. https://konnectzit.com/
- Doodly: whiteboard animation software can be used to create explainer videos or short clip ads. https://www.doodly.com/
- Filmora Wondershare: video editing software for importing and editing video, adding special effects and transitions, and sharing final production on social media, mobile devices, or DVDs. https://filmora.wondershare.com/
- Fresh LMS: cloud-based learning management system for creating courses for employee training and development. Provides course authoring tools, gamification elements, quizzes, surveys and more. https://freshlearn.com/
- SignWell: electronic signature software for signing documents. Supports Word, PDF, and other files. https://www.signwell.com/
- Scriabin: web crawling tool that helps businesses extract contact information from websites. Provides data extraction templates, data visualization tools, data export options and more.

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