

# Israel Django Stratton

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## PROFESSIONAL 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.

## MAJOR CERTIFICATIONS

- ☐ Salesforce – Business Analyst
- ☐ Salesforce – Sales Cloud Consultant
- ☐ Salesforce – Service Cloud Consultant
- ☐ Salesforce – Experience 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 (hobby)

- ☐ 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

## SKILLS

- ☐ Salesforce Administration - Sales Cloud, Service Cloud, Flows, Access to team for Development Work /Apex Requirements
- ☐ Third party Apps - Microsoft & Google Applications Suite, Scrumdo, Draw.io, Dubb
- ☐ Business Analysis
- ☐ Project Management – Scrum & Kanban

## INITIATIVES Worthy of note

- ☐ Create master draft plan of options for Management for Apps, Licenses and Custom Tailoring as the business requires for scaling.
- ☐ Solution for Reports/Dashboards for Budgets broken up based on User, Territory, Store ect.
- ☐ Solution using Flows for calculating Gross Profit Data for each Opportunity/Quote in Salesforce to allow for Reports/Dashboards
- ☐ Solution using Flows for Create Opportunity, Quote & multiple Products associated to Quote in less than 2 minutes, reduced process up to 30 minutes.
- ☐ Solution using Apex Class for Forecasts to be automatically created based on Quotes being created for fast user entry and Reports and Dashboards
- ☐ Implemented import/export process for non-Salesforce license holders to have access and update Salesforce as needed through online spreadsheets.
- ☐ Implemented solution for a Sales Rep Monthly Event Plan for easy tracking and Reports and Dashboards to suit.
- ☐ Conceived & Initiated Kanban style workflow using multi-level integrated teams.
- ☐ Lyndons Training Sessions for initial & ongoing Salesforce CRM Training
- ☐ Lyndons Project Management for initial Salesforce Setup
- ☐ Lyndons Product Matrix – Who to sell – Who knows what.
- ☐ Design & Implement Hands-Free communication & Tracking & Delivery Systems using Trello.
- ☐ Create & Manage Social Media Campaigns for multiple Trade Types
- ☐ Implement & Run Trade Help Hourly – A Trade Person Work Share Platform
- ☐ Create Instore Trade Help Place Stand with iPad Networking with interactive Forms for Networking Trades & Builders
- ☐ Create & Implement Lyndons Link Keyring with Data Sheets & Price Lists
- ☐ Finance, Create & Implement Zoho CRM System for Gold Coast & do weekly Report Sharing with Sales Reps

## BOOKS READ Worthy of note

- ☐ 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
- ☐ Napoleon – Andrew Roberts
- ☐ Built to Last – Jim Collins
- ☐ The Effective Executive – Peter Drucker
- ☐ Zero to One – Peter Thiel
- ☐ Principles – Ray Dalio

## PERSONAL ATTRIBUTES Available on request

- ☐ 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

## EXPERIENCE

### Lyndons, Salesforce CRM Administrator, Training & Project Management

#### February 2021 - Present

*Salesforce Manager for Interstate business with offices across the Southeast QLD & Sydney, supporting 41+ users of Sales, Service and Marketing Cloud. Teaching a team of 18 Sales Reps & 10 Service Reps.*

- ☐ Coordinating multiple internal & external international based teams to sync multiple software systems & replacing legacy platforms.
- ☐ Coordinating with multi-level stakeholders, proactively creating a roadmap & implementing approved changes to Salesforce.
- ☐ Onboarding sales & support team, leading to several improved KPIs.
- ☐ Creating proactive & reactive Reports & Dashboards to allow multiple levels of hierarchy to communicate more effectively.
- ☐ Coordinate with Suppliers to arrange inventory price changes for uploading into ERP system.

### Lyndons, Sales Representative, Gold Coast & Northern NSW

#### April 2014 – January 2021

*A specialty Sales Representative for the Brisbane, Gold Coast & Northern Rivers with a reach of 1200 customer base.*

- ☐ External Face to Face interaction with customer base.
- ☐ Logistics & Transport coordination.
- ☐ Maintaining existing customer base, as well as increasing new customer base.
- ☐ Loose management duties for local Nerang store, including dispute management, hiring & logistics maintenance.
- ☐ Coordination of Reports between multiple Reps & Stores to network important Projects & Customer information.

### Active Building Systems, Business Development Manager, National

#### December 2006 - March 2013

*A specialty Sales Business Development Manager Nationally, with a reach of 52 Distributors, and 300 local direct trades.*

- ☐ Manage & onboard national distributors.
- ☐ Create & run trade shows for distributors as well as direct to Trades.
- ☐ Coordinate manufacturing arm of business to ensure the demand & supply are balanced & achieved.
- ☐ Transport & logistics.
- ☐ Inventory & stock control.

### MERSITAB - Manufacturing Engineering & Related Services Industry Training Advisory Body & other misc., Junior Administrator

#### Prior to December 2008

*Administrator, acting as the primary point of contact for organization & all Administrator duties.*

- ☐ Front desk management.
- ☐ Stock & logistics control.
- ☐ Coordination of resources through various departments.

## EDUCATION

- ☐ Tertiary (Hobby & Anecdotal) – 35 x Various
- ☐ Tertiary (Private & of Note) – 5 x Salesforce Certifications
- ☐ Tertiary (Nationally Certified) – 2 x Diploma & 6 x Certificates

## HOBBIES AND INTERESTS

- ☐ Philosophy, Science, Artificial Intelligence & Personal Development

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