Juan Victoriano

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New York, NY

Summary

Certified Salesforce Administrator with over 10 years of hands-on experience optimizing enterprise Windows and Linux servers. Proficient in maximizing Salesforce functions, automating workflows, enhancing customer engagement, and improving data reporting. Adept with Service Cloud, Education Cloud, and integrating with ERP systems. Driver of user adoption, providing training, and collaborating with cross-functional teams implementing data-driven solutions.

Experience

IT Project and Systems Administrator

School of Visual Arts • New York, NY   02/2020 - Present

- Administered and optimized several Salesforce orgs, supporting over 200 users across Service Cloud, Sales Cloud, and Marketing Cloud, ensuring seamless student lifecycle management and operational efficiency
- Led implementation and continuous enhancement of Salesforce EDA, integrating SIS and LMS systems for unified student data and reporting
- Designed and maintained scalable workflows, approval processes, validation rules, and custom objects to meet dynamic institutional requirements and compliance standards
- Planned and implemented the rollout of Chat for support agents in Service Cloud, reducing case resolution time and enhancing student self-service capabilities
- Provided end-user training and support on Salesforce functionality
- Collaborated cross-functionally with Enrollment, Academic Affairs, and Intake teams to implement Data Cloud for unified, real-time student profiles and personalized engagement strategies
- Integrated external ECM to optimize Org performance by purging records per retention rules, significantly expanding file and data storage capacity
- Secured data/metadata by syncing Salesforce with a SaaS product, scheduling regular backups, and safeguarding customer records
- Large-scale data migrations, sandbox management, and deployment strategies using Change Sets, Data Loader, and Import Wizard
- PowerShell scripting, enterprise server optimization
- Linux shell scripting, managed Docker containers on web servers

Technical Support Specialist

School of Visual Arts • New York, NY   06/2013 - 02/2020

- Provided first-line IT support, resolving network, desktop, and software issues for all users
- Improved support efficiency through process optimization and knowledge-base documentation
- Collaborated with engineers to streamline network and server troubleshooting, enhancing uptime and reliability
- Worked with desktop support manager to lead enterprise computer rollouts

Skills

Automation, SOQL, Data Management, Reporting and Analytics, Flow, Visualforce, User Management, Apex Triggers, SaaS Integration, Server Scripting, Embedded Services, Lead Capture, Windows Server, Linux, Bilingual

Education

Computer Information Systems

DeVry College of New York

Bachelor of Professional Studies
- Graduated cum laude—3.56+ GPA

Certificates

Certified Salesforce Administrator, Credential ID 4167614