

Juan Victoriano

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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

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

Certification

Certified Salesforce Administrator | Credential ID 4167614

Experience

Salesforce System Administrator & IT Project Administrator

February 2020 - Present

School of Visual Arts | New York, NY

- Administer and optimize several Salesforce orgs, supporting over 200 users across Service Cloud, Sales Cloud, and Marketing Cloud, ensuring seamless student lifecycle management and operational efficiency
- Lead implementation and continuous enhancement of Salesforce EDA, integrating SIS and LMS systems for unified student data and reporting
- Design and maintain 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
- Provide end-user training and support on Salesforce functionality, leading to increased user proficiency and reduced support requests
- Collaborate cross-functionally with Enrollment, Academic Affairs, and Intake teams to implement Data Cloud for unified, real-time student profiles and personalized engagement strategies
- Integrate external ECM to optimize Org performance by purging records per retention rules, significantly expanding file and data storage capacity
- Secure data/metadata by syncing Salesforce with a SaaS product, scheduling regular backups, and safeguarding customer records
- Manage large-scale data migrations, sandbox management, and deployment strategies using Change Sets, Data Loader, and Import Wizard, improving system efficiency and reliability
- Utilize PowerShell scripting for enterprise server optimization, enhancing server performance and reducing downtime
- Develop Linux shell scripts and manage Docker containers on web servers, improving system efficiency and reliability

Technical Support Specialist

June 2013 – February 2020

School of Visual Arts | New York, NY

- Provided first-line IT support, resolving network, desktop, and software issues for all users
- Enhanced support efficiency by optimizing processes and documenting knowledge-based articles, resulting in faster issue resolution and improved team productivity
- Collaborated with engineers to streamline network and server troubleshooting, enhancing uptime and reliability
- Worked with desktop support manager to lead enterprise computer rollouts

Education

Bachelor of Professional Studies in Computer Information Systems

Concentration in Web Development & Administration | DeVry College of New York

- GPA: 3.58 / 4.0 | Cum Laude
- **Relevant Coursework:** Architecture & Operating Systems, Computer Applications for Business, Information Systems Security, Programming, Web Interface Design, Web Application Development, Analysis & Design