

LUIS ESCALANTE

Phoenix, AZ | 480-504-9068 | luisescalante0108@gmail.com | [Trailhead Profile](#) | [LinkedIn](#)

Accomplished Salesforce Administrator with expertise in implementing Salesforce solutions for new businesses. Proficiency in designing and creating Flows, integrations, reports, dashboards, page layouts, and record types to optimize business processes. Leveraging my background in Industrial Engineering to identify and implement efficient Salesforce solutions and applying strong analytical skills to identify and address user needs, ensuring effective configurations. Experienced in collaborating with stakeholders to understand requirements and deliver customized solutions, with proven ability to provide guidance and training to facilitate user adoption and maximize Salesforce productivity. Effective communicator with a track record of support for new Salesforce users.

Core Competencies

Bilingual (English & Spanish), Problem Solving, Communicative, Listener, Empathetic, Prioritization, Collaboration, Critical Thinking

Technical Skills

Create reports, dashboards, page layouts, permission sets, Data Loader, Data Import Wizard, Flows, Integrations, Email Alerts, HTML5, CSS3, JavaScript (30%), Apex (10%)

Education and Certifications

- Industrial Engineer | University of Sonora (Mexico)
- Salesforce Administrator | Salesforce
- Salesforce Administrator & Business Analyst | Clicked
- Flows Course by David Massey | Udemy
- Web Development with HTML5, CSS3 and JavaScript

Experience

Salesforce Administrator | CentralApp | September 2022 - Present

- Assist new users in setting up their Salesforce Orgs, importing data, and configuring various features to enhance their business processes.
- Create and customize reports, permission sets, and other user-specific functionalities to optimize system usage.
- Develop instructional videos to educate users on essential tasks such as note-taking, call logging, and record ownership management.

- Provide ongoing support and guidance to users, addressing their needs and troubleshooting issues effectively. Being the total of 10 end-users for one company and for a second one a total of 5 end users.

Salesforce Administrator (Freelancer) | Cloud X Force | February 2023 - Present

- Updated Flows and implemented improvements to enhance business processes.
- Built reports and dashboards to provide valuable insights and facilitate data-driven decision-making.
- Provide ongoing support and guidance to users, addressing their needs and troubleshooting issues effectively.

Customer Service Representative | State Farm | February 2022 – August 2022

- Utilized Salesforce as an end-user in a customer service role, managing customer interactions, inquiries, and support requests.
- Leveraged Salesforce features and functionalities to track customer information, resolve issues, and provide seamless service.
- Collaborated with cross-functional teams to ensure accurate and up-to-date customer data in Salesforce.
- Assisted in the identification and documentation of customer requirements for system improvements.

Salesforce Developer (Volunteer Role) | Salesforce Professionals Discord Server | January 2023 - Present

- Collaborate with a team to create and improve tools, processes, and modules that enhance learning and skill development within the Salesforce ecosystem.
- Contribute to the Discord server's knowledge base by sharing insights, tips, and best practices related to Salesforce development.
- Participate in discussions, provide technical guidance, and assist community members in resolving coding challenges.

Clicked Salesforce Administrator and Business Analyst Program | 5 Weeks.

- Collaborated with a team to implement Salesforce for a company seeking to track lead sources and enhance customer follow-up processes.
- Developed a comprehensive Business Mapping Process to identify and address the company's specific needs and requirements.
- Implemented web-to-lead functionality to capture and manage leads efficiently within the Salesforce platform.
- Created queues and email alerts to facilitate streamlined lead distribution and timely follow-up actions.
- Crafted user stories to capture user requirements and translate them into actionable Salesforce configurations.
- Presented and communicated proposed solutions to stakeholders, ensuring alignment with their expectations and business goals.