

# LILY HUGHES

## Salesforce Business Analyst

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📍 Chicago, IL

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## EDUCATION

Bachelor of Science  
Business Administration

**Boston University**

📅 September 2010 - April 2014

📍 Boston, MA

## SKILLS

- Salesforce Sales Cloud
- Tableau
- Microsoft Visio
- Microsoft SharePoint
- IFTTT
- Salesforce Agile Accelerator
- Informatica Cloud
- JUnit
- Salesforce Reports and Dashboards

## CERTIFICATIONS

- Salesforce Certified Advanced Administrator

## CAREER OBJECTIVE

Results-oriented Salesforce Business Analyst with a proven track record over the past 6 years in improving business efficiency and performance. Eager to apply my knowledge in Salesforce to further Northern Trust's mission of serving as a trusted partner for its clients, driving growth and efficiency.

## WORK EXPERIENCE

### Business Systems Analyst

#### United Airlines

📅 October 2017 - current 📍 Chicago, IL

- Created custom Salesforce Reports and Dashboards, providing insights and supporting a 10% increase in profitability.
- Developed and implemented JUnit tests for system improvements and reduced software bugs by 22%.
- Boosted process transparency by coordinating with stakeholders to develop Microsoft Visio diagrams for improvement initiatives.
- Cut data discrepancies by 14% by leading the integration of Informatica Cloud for real-time data syncing between platforms.
- ***Saved the team 19 hours per week on average*** by setting up and managing IFTTT applets to automate various business processes.

### Junior Business Analyst

#### Deloitte

📅 June 2014 - September 2017 📍 Chicago, IL

- Used Salesforce Agile Accelerator to prioritize project backlogs and improved work completion rate by 16%.
- Leveraged Microsoft SharePoint to create a centralized resource hub to ***improve team collaboration by 23%***.
- Developed Tableau dashboards to visualize key business metrics that aided in the decision-making process.
- Reduced document retrieval times by 31% by using Microsoft SharePoint for document management.

## PROJECTS

### Process Automation Enhancement

#### Systems Analyst

📅 2012 - 2014

- Worked with the on-campus IT club, automating manual processes within a simulated business system to ***improve efficiency and reduce errors by 17%***.
- Created an automated feedback system for gathering member input, leading to a 35% increase in actionable feedback and facilitating improvements in club activities.