



DONOVAN SINCLAIR

SALESFORCE ADMIN

CONTACT

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(123) 456-7890 

Elkridge, MD 

[LinkedIn](#) 

EDUCATION

Bachelor of Science
Information Systems
University of Maryland
2012 - 2016
College Park, MD

SKILLS

Salesforce Setup
Salesforce User
Management
Process Builder
Data Loader
Tableau CRM
Salesforce Shield
Zapier
Lightning Web
Components

WORK EXPERIENCE

Salesforce Admin

Black & Veatch

2021 - current / Elkridge, MD

- Managed Salesforce licenses and reduced licensing costs by \$234 by identifying and reallocating underutilized licenses.
- Administered user access and permissions, ensuring compliance with security best practices and **reducing data exposure risks by 33%**.
- Implemented Salesforce Lightning Experience, resulting in a 13% increase in user adoption and productivity.
- Cut manual data entry time by 4 weekly hours through the implementation of automation processes using Process Builder.

CRM Coordinator

SECU Credit Union

2018 - 2021 / Linthicum, MD

- Reduced data entry errors by 32% by implementing data validation rules and automation using Salesforce Shield.
- **Saved an estimated 21 hours per week** by automating lead assignment and routing workflows in Salesforce.
- Spearheaded a comprehensive CRM training program, resulting in a 91% adoption rate among the sales team.
- Enhanced customer retention rates by 12% by implementing a customer loyalty program.

Technical Support Specialist

T. Rowe Price

2016 - 2018 / Baltimore, MD

- Utilized Zapier to automate repetitive tasks, saving an estimated 8 hours per week and reducing operational costs.
- Assisted in the migration of legacy systems to a cloud-based infrastructure, resulting in a **\$1,789 reduction in maintenance costs**.
- Achieved a customer satisfaction rating of 98% through prompt and effective support.
- Demonstrated expertise in troubleshooting hardware and software issues, maintaining a 92% resolution rate.