

# Deval Lineberger

## Salesforce Professional

Charlotte, North Carolina, United States

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## Profile

Certified Salesforce Professional with a background in logistics and customer service. Proven ability to suggest improvements to systems and leverage new technologies. Results-oriented with a passion for building relationships, cultivating partnerships, and growing businesses. Seeking opportunities to apply technical expertise in a growing company on a permanent or contract basis.

## Salesforce Certifications & Experience

### Salesforce Certifications:

- Salesforce Trailhead Rank: Ranger [Click Here](#)
- Salesforce Certified Administrator
- Salesforce Certified Associate
- Salesforce Certified AI Associate
- Salesforce Certified Platform App Builder

## Platform Experience

- Sales Cloud, Service Cloud, Sales, , Standard & Custom Objects, Validation Rules, Escalation Rules, Reports/Dashboards, Flows, User Management, RecordTypes, Lightning & Classic Experience

## Education

### UNC Charlotte

Charlotte, North Carolina

Bachelor of Arts:

Completed 140 credits towards BA in Communication Studies & Mass Media, Minor in Interactive Programming.

### Central Piedmont Community College

Charlotte, North Carolina

Associate of Arts

December 2018

### Lifting the Veil IT Academy

Salesforce Program

Atlanta, GA

Feb 2023 - May 2023

- As part of the Lifting the Veil IT Academy Salesforce Program, I gained valuable experience and knowledge by applying salesforce skills in a simulated work environment.
- Demonstrated proficiency in configuring Salesforce objects, fields, workflows, and validation rules to meet specific business requirements.
- Acquired hands-on experience in creating and managing user profiles, roles, and permission sets to ensure data security and access control within Salesforce.

## Experience

### Total Quality Logistics

Charlotte, North Carolina

Customer Service Logistics Coordinator

March 2022 - Current

- Collaborated with leadership teams to evaluate previous actions and adjust procedures for handling future issues.
- Tracked and reported customer interaction trends to assess procedures and identify opportunities to improve systems.
- Addressed incoming customer inquiries and offered productive solutions, increasing customer satisfaction ratings.
- Researched resolutions, contacted necessary departments, and responded to customers by phone, mail, or fax as follow-up.
- Delivered fast, friendly, and knowledgeable service for routine questions and service complaints.
- Ensure timely dispatch of drivers, coordinating routes, and making necessary adjustments, reducing delivery times.
- Received the Omass MVP Award for exceptional performance and contributions, showcasing dedication and expertise in customer service.
- Received Charlotte Top Customer Service Coordinator Award for 2023, recognizing excellence in customer service and satisfaction.
- Identify and resolve routing issues, resulting in a 10% improvement in overall delivery efficiency.

- Implement a real-time communication system for drivers, reducing delays and enhancing service quality.
- Organize order processing procedures, reducing order entry errors by 20%.
- Implemented a tracking system for pickup and delivery expectations, reducing order discrepancies.
- Collaborate with leadership teams to evaluate previous actions and adjust procedures for handling future issues.
- Track and report customer interaction trends to assess procedures and identify opportunities to improve systems.
- Address incoming customer inquiries and offer productive solutions, increasing customer satisfaction ratings.

## **Food Lion**

**Customer Service Lead**

*Harrisburg, North Carolina*

*Apr 2017 - January 2022*

- Customer Service & Retention: providing world-class customer service while cultivating positive customer relationships, resolving complaints, and ensuring positive shopping experience
- Teamwork / Time Management: efficiently processing transactions during rushes and holiday sales.
- Advertisement / Product Knowledge / Promotion: staying up to date with the newest company sales, product locations, and product knowledge.

## **Charlotte Therapy Centers**

**Marketing Social Media Intern**

*Matthews, North Carolina*

*August 2020 –February 2021*

- Set Supported branding, digital marketing messaging, and advertising campaigns by engaging with followers on various social media platforms.
- Assisted the team with various marketing projects that engaged new leads and potential customers.
- Cultivated relationships with search engine providers to gain industry insights and determine prospects.
- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.