

Tolulope Durojaiye

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Professional Summary

Certified Salesforce Consultant and Business Analyst with over 5 years of experience in Salesforce implementation, customization, and administration across Fintech, Telecom, and Insurance industries. Skilled in Service and Sales Cloud implementation. Skilled in automation processes – Flows, Process Builder and Approval processes. Configuring Experience Sites, Einstein Bot and Omni Channel for different use cases. Proficient in stakeholder communication and delivering seamless user experiences. Experienced in requirement gathering, documentation and maintaining data integrity, release management and change management. Passionate about problem-solving, troubleshooting, continuous learning, and optimizing CRM platforms to drive business success. Posses the ability to work independently with little or no supervision and the ability to meet deadlines.

Key Skills

- **Salesforce Administration:**

Service Cloud – Configure Case records for different record types, Email to Case, Web to Case, Omni channel and Einstein Bot chat agent.

Sales Cloud – Configure Account, Contacts Leads and Opportunity processes for different use cases. It also includes Reports and Dashboard configuration.

Platform App building – Home page customization, Dynamic forms configuration, Lightning and Classic environments.

Experience Sites – Use off HTML, CSS, JavaScript and SQOL to build customized web pages.

Large scale user management.

- **Automation:** Flows, Workflow Rules, Process Builder, Validation Rules.
 - **Data Management:** Data Loader, Import Wizard, Salesforce Inspector, Duplicate Management, Data Cleanup.
 - **Stakeholder Collaboration:** Requirement Gathering, QA/UAT, Training, Change Management, Documentation.
 - **Tools:** JIRA, Asana, Click-Up, Visio, LucidChart. Disco, Discourse, Discord
 - **Methodologies:** Agile methodology, Waterfall.
 - **Communication:** Proficient in verbal and written communication skills
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Professional Experience

Salesforce Functional Consultant

Core 10 – Fintech Software Development Company, Tennessee, USA

Nov 2022 – Present

- Designed and implemented Salesforce Sales Cloud solutions, improving opportunity tracking and lead conversion rates by 25%.
- Designed and implemented Salesforce Service Cloud solutions, improving case processing time by 35%
- Designed and implemented Salesforce solutions for lending and deposit account processes, improving client satisfaction and reducing application processing time.
- Configured and customized Experience Sites for remote and in-branch workflows, delivering user-friendly application interfaces.
- Integrated third-party applications with Salesforce using APIs to streamline operations.
- Developed detailed documentation, including Feature, Functional, and Technical Workbooks, to ensure clear project deliverables.
- Spearheaded QA testing, UAT sessions, and training for end users and new team members, enhancing system adoption.
- Migrated client data into Salesforce while maintaining 100% data integrity, enabling seamless user adoption and operational efficiency.
- Provided post-go-live support to troubleshoot and resolve client tickets using JIRA, Asana, and Click-Up.
- Configured Salesforce Einstein Bot for customer service automation, becoming the SME for its implementation.

Key Achievements:

- Recognized as an SME for creating Accrue Docs, replacing legacy S-Docs, and improving document generation.
- Won a company award for excellence aligned with organizational values.

Salesforce Administrator

Blackforce Group Inc. – IT Services and Consulting Firm, Toronto, ON

Jul 2019 – Nov 2022

- Collaborated with stakeholders and technical teams to gather requirements, conduct process reviews, and propose Salesforce solutions.
- Managed user roles, profiles, and permissions, ensuring secure and efficient access controls.
- Project management, full participation in project development life cycle.

- Handle all administrative function and manage production releases of development and configuration changes.
- Built Custom Objects, Flows, Workflow Rules, and Validation Rules to automate business processes.
- Automated sales workflows using Flows and Validation Rules, reducing manual tasks by 50%.
- Migrated client data from Excel to Salesforce using either Data Loader, import wizard and Salesforce inspector as situation fits to ensure accuracy and integrity.
- Created dynamic reports and dashboards for real-time insights into key performance metrics to support business decision making
- Delivered training sessions and user guides to maximize Salesforce adoption across teams.

Key Achievements:

- Played a key role in automating the billing system for a telecom client, improving operational efficiency.
- Successfully migrated a client's customer database from spreadsheets to Salesforce, enhancing data accessibility.

Business Analyst

Rogers Limited, Calgary, AB

Apr 2018 – Jun 2019

- Analyzed business processes and identified areas for improvement, presenting actionable recommendations.
- Worked closely with stakeholders and technical teams to implement new features and functionalities.
- Created user stories, documented requirements, and collaborated with third-party vendors to deliver solutions.
- Supported testing and go-live phases, ensuring seamless integration of new processes.

Business Analyst

Custodian & Allied Ltd., Lagos, Nigeria

Jan 2017 – Dec 2017

- Conducted business process analysis and designed technology-driven improvements to enhance operational efficiency.
- Defined business requirements and collaborated with stakeholders to implement solutions.
- Developed training materials and facilitated sessions for team members and end-users.
- Worked in an agile environment.

Senior Executive

Custodian & Allied Ltd., Lagos, Nigeria

Jan 2008 – Jan 2017

- Managed underwriting and claims processes while collaborating with brokers to acquire new business.
 - Provided exceptional customer service to retain clients and improve satisfaction.
 - Articulate and ability to communicate effectively
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Education

- **B.Sc. Insurance**, University of Lagos, Nigeria – 2006
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Certifications

- Certified Salesforce Administrator (2023)
- Salesforce Service Cloud Consultant (2024)
- Platform App Builder (2024)
- **In Progress:** Experience Cloud Consultant (Expected 2025)