

Salesforce Administrator Salesforce Administrator Salesforce Administrator - VALPAK Clearwater, FL Salesforce subject matter expert with 7+ years of experience, focusing on increasing ROI, end-user adoption, & operational efficiencies. Committed to understanding business needs, enhancing current processes, & eliminating inefficiencies within the organization. Active listener with a proven history of using investigative analysis to eliminate end-user issues. Brings extensive software, hardware, & an extensive technical skillset to ensure departmental & organizational success. Trailhead: 200+ Trailhead Badges. Salesforce Certified Administrator. Salesforce Certified Sales Cloud Consultant. Salesforce Certified Platform App Builder. Salesforce Lightning Champion. Lightning Experience Rollout Specialist Superbadge. Lightning Experience Specialist Superbadge. Work Experience Salesforce Administrator VALPAK April 2018 to Present Providing strategic consulting to independent franchises of SFDC best practices. Building Sales Cloud solutions that meet customer business requirements, optimize sales cloud functionality, & contribute to long-term customer success. Key member of the CRM Training team that leads all SFDC training initiatives. Represented the organization at all SFDC events. Identified department processes to deliver improvements. Working on Multiple projects with multiple teams to provide end-to-end solutions. Managing complex sharing configurations using roles, public groups, & sharing rules. Following a development process in developer, tester, & production orgs to ensure. Met with business stakeholders to gather requirements for building CRM solutions. Configuring analytics structure from a legacy system to Salesforce via reports & dashboards. Following agile methodologies to prioritize CRM developments. Partnering with Marketing department to enhance lead generation efforts using Salesforce & Pardot. Using the campaign structure to create scalable marketing solutions. Acting member of Tier II support team resolving all user issues. Liaison to Tier I support team to ensure their SFDC skillset thrives by using Trailhead. Supporting the Lightning Experience user interface. Implementing security controls to protect franchise data. (Each Valpak Franchise is treated like its own org, even though all employees use the same org. They never realize this). Regularly analyzing & managing CRM integrations with other systems, i.e. SAP, domain network, & legacy systems. Configuring &

enhancing lightning pages using app builder. Configuring custom fields, custom objects, reporting snapshots, list views, etc. Automating user processes when possible using process builder. Data management & migrations using apex data loader. Facilitating CRM migrations onto Salesforce CRM from other CRM solutions, i.e. ZOHO CRM. Pardot Administration & integration with Salesforce. Established & leads the SFDC internal employee education program. Decreased Salesforce certification budget by over 99%. Technology Support Analyst (Salesforce Administrator) LEAGUE OF SOUTHEASTERN CREDIT UNIONS April 2017 to April 2018 Led the Salesforce design & implementations. Extended org functionality using AppExchange. Managed record sharing using role hierarchy, sharing rules, field level security, & public groups. Enhanced UI with processes to increase user productivity. Met with business stakeholders to gather requirements. Improved user tasks by creating workflows, virtually eliminating repetitive tasks. Hosted conference events with the company & Salesforce to drive adoption. Held user trainings to improve the user's experience & drive adoption. Optimized & managed all CRM related documentation. Implemented scalable Salesforce solutions per stakeholder requirements. Improved CRM processes by implementing a change management plan. Followed agile methodologies to prioritize CRM developments. Resolved all CRM user issues. Created company analytics with reports & dashboards. Improved employee communications by utilizing chatter & chatter groups. Regularly evaluated org to ensure best practices are followed & technical debt is minimized. Managed licenses & purchases with Salesforce AE. Held Presentations & communications to stakeholders to show solutions to business problems. Established a CRM committee comprised of department stakeholder to ensure project deliverability. Collaborated with Salesforce partner Accelerize360 to assist with Lightning migration implementation. Configured & troubleshooted PCs, printers, network connections, routers, & switches. Provide enterprise domain support with active directory to all users. Installed antivirus software, performed virus scans & cleanings, & reimaged desktops & laptops. Maintain processes for regularly performing system, workstation and server updates. Deployed Microsoft Office 365 to users along with my team members CTO & Systems Administrator. Distributed Computer Systems Analyst FLORIDA

DEPARTMENT OF REVENUE May 2016 to April 2017 Initiated the Encryption of DOR devices using McAfee E-Policy Orchestrator. Coordinated Application deployment using System Center Configuration Manager (SCCM). Operated Windows Server 2008 R2 to manage all Revenue printers. Installed and configures network printers. Installed and manages Microsoft Office 365. Imaged and Configured over 50 laptops & Desktops for Revenue's Executive department. Completed 8-hour PowerShell Core Training. (Computer Tutors Information Technology). Administers SAP Account Access. Explored & researches new methods for resolving PC and network issues. Examined computer log files to locate and eliminate PC issues. Created reports for teams illustrating new methods of resolving issues. Motivated team members to stay engaged and enthusiastic towards completion of all projects. Recorded all issues & Requests in Cherwell Ticketing system. Improved support relationships with other departments by displaying professionalism and character. Proactively eliminated interpersonal problems by analyzing and resolving conflict effectively. Maximized team potential by showcasing their strengths while mentoring their weaknesses. Boosted team Productivity by not requiring any training upon hire Improved team knowledge by researching issues on the web finding solutions to issues. Resolves any Citrix issue that arises on my team. IT Support Specialist (Salesforce Administrator)

SUTHERLAND GLOBAL SERVICES November 2012 to October 2016 Supporting Citrix System's global internal employee Salesforce org). Facilitated end user administration & monitoring for Americas, APAC, & EMEA global regions. Enabled record access using territory management based on geological location. Managed user access with users, roles, profiles, permission sets, public groups, & sharing rules. Resolved end-user salesforce related issues exceeding SLAs. Configured list views, reports, and dashboards. Managed user data access with public groups & folders. Configured Salesforce Call Center global regions (Americas east, Americas West, EMEA, APAC). Established SAP to Salesforce end-user integrations. Configured Salesforce CTI Integrations for users. Configured new user accounts enabling access with system integrations; SAP, Siebel, Exchange. Contributed towards the team knowledge base upon new discoveries & solutions. Involved in Citrix's global CNOC communications team protocols. Prevented global

network outages by proactively identifying data loss spikes. Managed the network domain using Active Directory, configured network Proxy, managed domain group policies, Microsoft Exchange server, & DHCP related issues. Reduced overhead costs 10% by overtaking chat support role full time during my shift. Provided global support using chat system. Improved data storage techniques by training users to store data onto the cloud instead of on the HDD. Education Bachelor of Science in Information Technology Georgia Southwestern State University - Americus, GA July 2016 Master of Business Administration in Marketing Columbia Southern University - Orange Beach, AL Skills Apex, Sdlc, Organizational skills, Loader, Requirements gathering, Team player, Salesforce Admin, Salesforce Links <https://www.linkedin.com/in/majorearl> Additional Information Skills: Requirements Gathering Communication Leadership Delegation Strategic Solutions Engineering Project Implementation Innovator Resourceful Presenter Public Speaker Collaborator Team Player Understanding Business Processes Detail orientation & strong attention to detail. Organizational skills to prioritize Meet deadlines. Salesforce Analytical skills with the ability to visualize company KPIs & design solutions. Workflows, Approvals, Process Builder Apex Data Loader Methodologies: Agile, Scrum, SDLC

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