CRM Database Administrator CRM Database Administrator CRM Database Administrator New York, NY Work Experience CRM Database Administrator Kelley Drye & Warren LLP - New York, NY November 2018 to Present CRM: OnePlace on the Salesforce platform    Manage and provide effective ongoing support of the daily, weekly and monthly administrative activities of maintaining Salesforce CRM platform.    Manage workflow rules, triggers, action items, approval processes, security validations   Manage data quality & integrity, de-duplication, error logs, user administration.    Helping users develop or fine-tune reports and dashboards to yield meaningful metrics.   Generate pipeline reports and tracking opportunity changes, leads, and contacts.    Create and maintain user roles, profiles, campaigns, and record types    Support testing cycles, UAT, regression    Create training material and documents for users    Monitor upcoming OnePlace/Salesforce updates and release testing product updates in the sandbox    Ensure and audit data making sure it is compliant with CASL, C-SPAM, & GDPR et al   Coordinate with IT team ensuring that the system is up to date and integrating with company systems smoothly    Ad hoc competitive research    Developed data quality standard and data governance practices in collaboration with department director and practice development managers    Administrator of Gwabbit    Liaising with vendors: Gwabbit, OnePlace & Vuture    Leading group and 1:1 training Constituent (CRM) Manager Trinity Church Wall Street - New York, NY March 2016 to May 2018 CRM: MS Dynamics 2013, 2016, 365    Trained and on-boarded CRM end users, tracked institutional usage and user services, and measured system impact through metrics.    Developed and scheduled training courses for new employees and existing employees including writing customized quick reference guides. This included group sessions as well as 1:1 training sessions.    CRM and ESP system administrator    Monitored user adoption rates and made appropriate recommendations    Was key point of contact for all CRM and email operations issues    Managed e-mail operations for Marketo and Click Dimensions   Project management: upgrades, deliverables, customization, system enhancements    Advised on strategic use of lists and other CRM features including the incorporation of multi-media content into CRM messaging/distribution.    With CRM team, monitored CRM effectiveness, integrity, capacity and security.    Maintained and updated quality control procedures to provide clean and

highly accurate constituent data.    Assisted in the design of organizational strategy for effective outreach for group members, parishioners, prospective members and visitors to the parish through policy creation on Data Integrity and Technical Support.    Maintained and documented schedules for CRM workflow and usage, reports, solicitations and acknowledgements.    Provided recommendations for opportunities to integrate CRM other systems (i.e. website and social media) Led a team of data entry and CRM clean up support staff.    Created/built dashboards and within the CRM for data analysis    Created/built reports within the CRM and ESP applications and worked with vendor to create SSRS based reporting CRM Coordinator Milbank, Tweed, Hadley & McCoy June 2015 to March 2016 CRM: InterAction    Assisted with all aspects of the firm's CRM system, training and its integration domestically and internationally.    Assisted with data clean up and maintenance: added, removed, and edited contact data and information for people and company records to maintain accuracy; merged duplicate contacts; researched and input missing information such as email addresses, job titles, and mailing addresses.    Provided support for firm-wide and section-specific marketing and business development projects and initiatives    Supported business development managers and coordinators with marketing lists and events and implementing partner use of InterAction    Worked with Marketing Technology Manager and Specialist as InterAction back-up administrator    Helped implement and develop strategies best practices for data cleansing, enrichment and enhancement including but not limited to processing data change management tickets, association clean-up and other regular processes that are required to maintain the quality of the data Practice Development InterAction Data Steward Paul, Weiss, Rifkind, Wharton & Garrison LLP December 2013 to May 2015 CRM: InterAction    Served as LexisNexis InterAction CRM database administrator and performed essential functions related to maintaining the data integrity and supporting users with firm wide roll-out.    Managed an average of 250+ data change management (DCM) tickets daily.    Created best practices document for data research and integrity.    Managed data migration from Outlook into InterAction personal and firm list.    Handled data research and data quality control.    Maintained mailing lists as well as generate searches and reports for targeted mailings.    Processed bounceback e-mail from Concep campaigner. Various

Temporary Staffing Agencies March 2013 to October 2013 Administrative Assistant/ Executive Assistant/ Executive Receptionist    Supported high level executives.    Data entry assistant (CRM: Salesforce).    Executive reception C-level executive front office.    Executive assistant to C-level executive. InterAction Data Steward Wachtell Lipton Rosen & Katz June 2011 to April 2012 Verified new entries to database for proper formatting as per firm data standards, resolved duplicate entries and performed quality control checks.    Updated, maintained and document department guidelines, processes and best practices.    Maintained mailing lists as well as generate searches and reports for targeted mailings    Provided user support and troubleshooting when necessary Amended existing records.    Other projects related to InterAction as assigned. Receptionist Wachtell Lipton Rosen & Katz October 2008 to April 2012 Evening Receptionist Wachtell Lipton Rosen & Katz October 2008 to May 2011 to Data Steward) Education Diploma in History University of Warwick B.A. in Self-Determined Studies City University of New York - Lehman College Skills Salesforce

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