

# BRENT MAC

## SR. SALESFORCE CONSULTANT

ADVANCED TECHNOLOGY GROUP



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### TECHNICAL SKILLS

MS Office Professional Suite,  
Lucid chart, Salesforce, Tableau, Oracle  
BI, Siebel CRM, HTML/CSS, SQL, Model-  
View-Controller frameworks

### SALESFORCE CERTIFICATIONS

Application Architect  
Community Cloud Consultant  
CPQ Specialist  
Data Architecture & Management Designer  
Einstein Analytics & Discovery Consultant  
Field Service Lightning  
Industries CPQ Developer  
Platform App Builder  
Platform Developer I  
Salesforce Administrator  
Salesforce Advanced Administrator  
Sales Cloud Consultant  
Service Cloud Consultant  
Sharing & Visibility Designer

### INDUSTRY EXPERIENCE

High Tech  
Railroad/Transportation: IT Analyst  
Hospitality: Restaurant Supervisor  
Non-Profit: Big Brothers Big Sisters Mentor  
Non-Profit: MENTOR Colorado

### ACADEMIC QUALIFICATIONS

#### **University of Nebraska (Omaha)**

Dual Degree Program • 3.9/4.0 GPA

BS Management Information Systems

BS Business Administration (Marketing)

#### **ABET Accreditation (IS&T)**

Systems Development Certificate

#### **AACSB Accreditation (CBA)**

Top 10 Percentile in CBA Major Field Test

Certified Salesforce Application Architect specializing in Lead-to-Cash implementations. Sr. Salesforce Consultant at Advanced Technology Group (ATG) with an additional three years prior experience in the Railroad/Transportation industry as a Revenue and Information Management Analyst. My current role focuses on streamlining client business process through custom SaaS solutions with Salesforce implementations. These implementations leverage the use of Salesforce declarative functionality and a combination of Agile and waterfall methodologies, taking on roles involving Salesforce configuration, data migrations, and managed services.

### KEY EXPERIENCES

#### **Salesforce Experience**

- o Completed Bluewolf Agile Business Executive Foundations Program specializing in Consultative, Project Management, and Salesforce Configuration skills
- o 600 Trailhead Badges completed, including 13 Superbadges
- o 12 Salesforce Certifications; Salesforce Application Architect
- o Platform Interest: Revenue Cloud, Tableau CRM
- o Relevant Project Experience:
  - 10 Salesforce implementations; 4 Proof of Concepts (Pre-Sales)
  - Client Business Process Reviews for Requirements and KPIs
  - Developing Functional & Technical designs for client orgs

#### **Professional Experiences**

- o **Advanced Technology Group (Remote) | May 2021 - Current**  
*Role:* Sr. Salesforce Implementation Consultant  
*Duties:* Salesforce CPQ Design/Implementations
- o **Neuraflash (Remote) | Sep. 2019 – May 2021**  
*Roles:* Jr./Sr. Salesforce CPQ Consultant, BA Program Lead  
*Duties:* Salesforce CPQ Design/Implementations
- o **Bluewolf, an IBM Company (Denver, CO) | Jan. 2018 – Sep. 2019**  
*Roles:* Business Analyst, Package Consultant  
*Achievements:* Q2 2019 Managers Choice Award
- o **Union Pacific Railroad (Omaha, NE) | Jan. 2015 – Dec. 2017**  
*Roles:* Revenue & Information Management: PT Intern, IT Analyst  
*Achievements:* 2 'Extra Mile' awards

#### **Previous Leadership Experience**

- o Big Brothers Big Sisters: "Big"/Mentor (2015 – Current)
- o UNO Student Government: *Executive Treasurer* (2016/17)
- o Children's Miracle Network (UNO): *VP of Finance* (2017)
- o Pi Kappa Alpha Fraternity – *Chapter Treasurer* (2015/16)