



PROFESSIONAL SUMMARY

A highly technical, 1 year as a Certified CRM ecosystem Administrator. Extensive experience with the Customer Relationship Management development life cycle, application design patterns, integration patterns, and deployment planning. Experienced working in Cross-functional teams, identifying business requirements, and supporting sales/marketing efforts. Experience in SFDC Development implementing the APEX Classes, APEX Triggers, VisualForce pages, Force.com IDE, Eclipse with SOQL, and SOSL.

SKILLS

- ▶ Strategic planning
- ▶ Policies and procedures
- ▶ Business Development
- ▶ Operations management
- ▶ Schedule optimization

EXPERIENCE

Superb Auto, Customer Relationship Management

March 2023 - March 2024

- ▶ Designed and implemented a new lead scoring process, improving conversion rate by 20%.
- ▶ Improved user adoption by 30% via a program of platform enhancements, including branding, custom apps, and standardized reports and dashboards.
- ▶ Implemented Sales Cloud, automating repetitive tasks and increasing automation, saving each marketing user at least 1 hour of manual data entry per day.
- ▶ Developed reports, dashboards, and processes to continuously monitor data quality and integrity, reducing duplicate accounts by 20%.

EDUCATION

SFDIFY-Salesforce Bootcamp-Diploma of Education, Salesforce Developer & Admin - 03/2023

Humber College- English for Academic Purposes - 12/2021

University of Kocaeli – Elementary Education Classroom Teaching Program - 06/2014