Hezel Flores
Salesforce Administrator

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TECHNICAL SKILLS

- Salesforce Sales Cloud
- SF Marketing Cloud
- Apex Automations
- Flow Automations
- Amazon Connect
- Conga CPQ
- Informatica Cloud integration
- SOQL, DML

SOFT SKILLS

- Teamwork
- Critical thinking
- Process-oriented
- Self-management
- Adaptability
- Customer service

LANGUAGES

- Spanish (Native)
- English (B2)

CERTIFICATIONS

- Salesforce Advanced Administrator, 2024
- Salesforce AI Associate, 2024
- Salesforce Certified Administrator, 2017
- MCSA: BI Reporting, 2020

PROFESSIONAL PROFILE

Certified Salesforce Administrator with over 5 years of specialized experience in Sales Cloud, Marketing Cloud, and Apex Trigger development. Proficient in integrations and skilled in using Amazon Connect as an omnichannel solution. Passionate about optimizing business processes and enhancing operational efficiency within international remote teams.

PROFESSIONAL EXPERIENCE

NICASOURCE | Salesforce Administrator ((2022 – Present)
Remote – Utah, EEUU

- Salesforce Administrator at Jolt Software
  - Specialized support for Salesforce Sales Cloud, CPQ, and Billing modules.
  - Document automation using Conga CPQ.
  - Development and maintenance of Apex Triggers, custom classes, and automations.
  - Integration of Salesforce with the omnichannel solution Amazon Connect.
  - Management of over 80 users, including managing profiles, permissions, and updates of objects, fields, flows, reports, and dashboards.
  - Clean and organize existing records to maintain data quality, importing data into Salesforce using tools such as DataLoader and DemandTools.

INCAE Business School | Senior Programmer Analyst. Commercial Systems Specialist (2021 – 2022)
Hybrid - Managua, Nicaragua

- Leading the Salesforce support team for commercial departments.
- Maintaining and integrating the CRM system with the institutional academic ERP.
- Coordinating, validating, and implementing new functionalities.
- Monitoring and support of integrations with external tools such as Marketo, Conga Composer, and Informatica Cloud.
- Development of triggers, flows, validation rules, and process builders.
- Mentoring new Salesforce administrators.

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Independent Consultant (2018 – 2020)
Hybrid - Costa Rica, Nicaragua

- Consulting for process improvement and digital transformation for LEAD University, Costa Rica
    - **o** Presented digital concepts to stakeholders
    - o Developing the business case for Digital opportunities.
    - o Planning a digital transformation strategy and roadmap.
- Analysis, design, and development of information systems and web applications based on Java Enterprise Edition for RDK sistemas, Nicaragua.
- Web application development based on WordPress for Nicaraguan NGOs.

INCAE Business School | Programmer analyst (2014 – 2018)
Onsite - Managua, Nicaragua

- Integral collaboration in the Salesforce implementation as the new Institutional CRM from the beginning of the project to go-live of the solution
- Development of two core integration processes for the commercial department using the INFORMATICA Integration Platform.
- Successful data migration process (ETL) for the entire Salesforce implementation, which included 8 years of commercial data
- Migration of 50 years of historical data from an in-house system to Ellucian PowerCampus using an ETL process.
- Provided training and ongoing support for systems in the Recruitment and Admissions department as well as the Academic Records department.
- Provided technical support for Salesforce to a team of 20 staff members.

ACADEMIC EXPERIENCE

- **Universidad Americana (UAM)**
  Master in Information Systems Management - Cum Laude · (2018).

- **Universidad Nacional de Ingeniería**
  Information Systems Engineer · (2010)