

Santiago Molano

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Senior Salesforce Administrator

Experienced Salesforce Administrator with over 5 years of experience managing, optimizing, and enhancing Salesforce platforms to align with organizational goals. Skilled in end-to-end Salesforce administration, automation, and data management, with a proven track record of collaborating across teams to implement scalable solutions. Adept at solving complex problems, gathering requirements, and driving efficiency through automation and process improvements. Thrives in dynamic environments, demonstrating adaptability, strong problem-solving abilities, and a commitment to data integrity.

— Areas of Expertise —

Salesforce CRM Administration • Salesforce Sales Cloud • Salesforce CPQ • Custom Object Design • Flow Configuration • CRM Analytics • Data Integrity, Governance, and Reporting • JIRA • Salesforce Maps & Territories • Salesforce Service Cloud • Sales Reports & Correspondence • Managed Packages • Agentforce • Google G Suite • Microsoft Office • Mulesoft • Languages: Native English and Spanish

Professional Experience

Salesforce Systems Administrator | Kloeckner Metals Americas | Atlanta, GA

2023 to 2025

- Spearheading Salesforce initiatives by consolidating insights from cross-functional stakeholders, strategically shaping Kloeckner's Salesforce platform to align with evolving business goals.
- Managing all aspects of Salesforce security, including user accounts, roles, licenses, profiles, and hierarchy, ensuring seamless access and compliance.
- Implementing robust customizations across fields, page layouts, tabs, objects, applications, and flows to optimize functionality and meet specific business requirements.
- Developing and maintaining dynamic dashboards, providing real-time, ad-hoc reporting to empower sales managers and users with actionable insights.
- Overseeing Salesforce Release Updates to enhance system performance, security, and usability, keeping the organization at the forefront of platform advancements.
- Leading user orientation, creating comprehensive documentation, and delivering training programs that drive end-user adoption and success within Salesforce.
- Providing hands-on daily support to end users, sharing best practices to enhance Salesforce knowledge and operational effectiveness across teams.
- Collaborating within an agile environment, partnering closely with developers and product managers to deliver high-impact solutions that meet evolving needs.
- Driving process improvements by proactively engaging with the Continuous Improvement Team, identifying opportunities, and implementing strategies to enhance productivity and operational efficiency.

Salesforce Administrator | Marquee Insurance Group | Atlanta, GA

2022 to 2023

- Enhanced operational efficiency and user experience through strategic Salesforce management, ensuring seamless functionality and creating comprehensive documentation to support platform adoption.
- Acted as the essential link between technology and end-users, fostering strong adoption and simplifying processes to maximize platform impact.
- Directed end-to-end configuration, customization, and functionality as the primary Salesforce administrator, ensuring the CRM system met business needs and evolved with the organization.
- Transformed operations by designing and implementing targeted automation workflows, validation rules, and custom objects to address unique business requirements, boosting productivity across teams.
- Led impactful training initiatives and provided ongoing support to empower users, promoting proficient and effective use of Salesforce across multiple departments.

- Partnered with cross-functional teams to gather insights, analyze complex processes, and deliver tailored Salesforce solutions aligned with business goals.
- Managed user roles, profiles, security settings, and data integrity, maintaining a secure and reliable CRM environment.
- Developed dynamic reports and dashboards, enabling sales, marketing, and support teams with real-time, actionable data to drive decision-making.
- Led seamless data migration projects, overseeing the transfer of critical data from legacy systems into Salesforce, while preserving data quality and integrity.
- Spearheaded the implementation of Salesforce updates, new features, and integrations, collaborating with developers and stakeholders to ensure smooth deployment.
- Successfully launched Service Cloud and Service Console for Operations, elevating team efficiency and customer service capabilities.
- Designed and executed multiple automation flows, including Record-Triggered and Screen Flows, driving process automation and efficiency improvements across all departments.

Highlights Aligned to Salesforce Analyst and Administrator Role

- **Comprehensive Salesforce Administration:** Extensive experience managing Salesforce instances, including custom objects, flows, dashboards, and data integrations with third-party tools.
- **Automation Expertise:** Proficient in designing and implementing Salesforce Flows to automate processes, reduce manual work, and improve operational efficiency.
- **Data Integrity and Reporting:** Strong track record of maintaining clean, accurate data and delivering actionable insights through advanced reporting and dashboards.
- **Cross-functional Collaboration:** Proven ability to gather requirements, design solutions, and partner with teams across sales, operations, and leadership to align Salesforce configurations with business goals.
- **Project Management:** Experience leading small to medium-sized projects from requirements gathering to UAT, ensuring successful implementation and adoption.
- **Adaptability in Dynamic Environments:** Demonstrated success working in fast-paced, rapidly changing settings, solving complex problems, and navigating ambiguity effectively.

EDUCATION & CERTIFICATIONS

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| Salesforce Certified Agentforce Specialist - 2025 | Salesforce |
| Salesforce Certified Advanced Administrator Certificate CRT211 - 2024 | Salesforce |
| Salesforce Certified Administrator Certificate CRT101 - 2022 | Salesforce |
| Salesforce Administrator Career Certificate - 2021 | Emory University |
| BA: Mass Communications – Radio, Television, and Film, 2013 | Auburn University |