

# Lexi Fogel

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## About

Salesforce consultant passionate about building scalable, intuitive data-centric solutions that improve workflows, drive user adoption, and support informed decision-making.

## Education

### University of Michigan

Aug 2019 – May 2023 · Ann Arbor, MI

**B.S. Information** - UX Design

Minor in Economics

## Certifications

- [Salesforce Certified Administrator](#)
- [Salesforce Certified Data Cloud Consultant](#)
- [Salesforce Certified Agentforce Specialist](#)
- [Salesforce Certified AI Associate](#)
- [Microsoft Certified: Dynamics 365 Fundamentals \(CRM\)](#)
- [Six Sigma - Black Belt](#)

## Skills

- Salesforce system administration
- Business process improvement
- Project management
- UX research & design
- Excel / Python / RStudio

## Awards

### University Honors

University of Michigan

Fall 2019, Win 2020, Fall 2020, Win 2021, Fall 2021, Win 2022, Fall 2022, Win 2023

### James B. Angell Scholar

University of Michigan

Winter 2021, Winter 2023

## Experience

### Advisory Associate • KPMG US

June 2024 - Present · Chicago, IL

- Manage Salesforce functional solution delivery for public sector clients, driving discovery sessions, translating business needs into user stories & prioritized backlogs, and partnering with technical teams on system design.
- Lead firmwide Salesforce enablement initiatives, including ownership of the Salesforce Academy learning hub and facilitation of Salesforce Administrator and Agentforce Specialist certification study groups.
- Develop Agentforce proof-of-concepts (POCs) to support client demonstrations and business development efforts for new and existing accounts..
- Contributed to the Runway Program, KPMG US' s largest internal transformation program, driving project governance, risk management, and cross-functional coordination via Jira-based reporting.
- Conducted KYC compliance analysis for a financial services engagement through data reviews, documentation analysis, and discrepancy resolution.

### Operations Analyst • Home Partners of America

September 2023 - February 2024 · Chicago, IL

- Managed work order completion across a portfolio of single-family rental properties.
- Conducted in-depth analysis of warranty redemption trends for high-maintenance assets, recommending strategies to improve compliance and data collection.
- Designed standard operating procedures (SOPs) that reduced asset maintenance costs and decreased average work order completion times.

### Instructional Aide • U-M School of Information

January 2022 - May 2023 · Ann Arbor, MI

- Graded assignments, led discussion sessions and hosted office hours for SI 339/539: Web Design/ Accessibility (W22) and SI 422: Needs Assessment & Usability Evaluation (F22, W23).

### Market Research and Data Analytics Extern • Mobalytics

January 2023 - March 2023 · Remote

- Conducted market research on the play-to-earn (P2E) gaming industry, analyzing trends, key players, and monetization strategies.
- Provided data-backed recommendations that informed business strategy and product positioning in the competitive gaming analytics sector.

### E-Commerce Strategy Associate Intern • Wayfair

June 2022 - August 2022 · Boston, MA

- Conducted data-driven analysis of supplier inquiries, identifying inefficiencies within existing resolution processes.
- Applied A3 methodology to assess and enhance supplier account management, implementing three new optimized workflows and problem-solving frameworks into daily operations.
- Developed process maps and strategic plans, collaborating with cross-functional teams to drive operational improvements.