Lexi Fogel

lexifogel01@gmail.com • LinkedIn • Portfolio • (610) 952-7946

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

- Lead 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.
- 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.
- Developed Agentforce POCs as part of internal transformation initiatives to demonstrate AI use cases and support client-facing demos.
- Lead firmwide Salesforce enablement initiatives, including ownership of the Salesforce Academy learning hub and co-owning Salesforce Administrator and Agentforce Specialist certification study groups.

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 – 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 – 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.