

## BUSINESS OPERATIONS ANALYST

### Summary

Results-driven business analyst and salesforce application administrator with 6 years of experience in diverse industries, including converged infrastructure and operations. Enterprise includes team leadership, technical architecture, training and development, disaster recovery planning, and information protection analysis. Dynamic, resourceful, and extremely driven individual with deep passion for creating and delivering programs and solutions that empower teams, companies, and customers to meet and exceed desired expectations.

### Highlights

- Salesforce CRM platform administrator
- Business process improvement
- User acceptance testing
- Project management
- Product requirements documentation
- Case management automation

### Accomplishments

- Successfully implemented a stage management sales process using Salesforce.com that provided a user friendly experience for the entire nationwide sales teams.
- Promoted to Salesforce Subject Matter Expert (SME) after just 1 month of employment.
- Automated repeatable processes where possible to increase efficiency.

### Experience

#### Business Operations Analyst

September 2014 to Current PayPal 1/4 Colorado , TX

- Manage and monitor the company's Salesforce CRM application.
- Ensure projects align with company processes, tactical planning, and strategic vision by re-engineering applications and implementation process improvements.
- Identify process boundaries and determine opportunities to automate processes and functions.
- Led cross-functional teams to analyze and understand the operational impacts and opportunities of technology changes.
- Document process flows and develop requirements for functional improvements and enhancements.
- Analyze field & page layout customization for the standard and custom objects in SFDC.
- Maintain permission sets to all Professional Services users based on Roles and Profiles.
- Report metrics used to determine inefficiencies and areas for improvement.

#### Sales Operations Analyst

November 2013 to May 2014 Splunk 1/4 Orlando , FL

- Consulted with fellow management team and developers to determine needs, documenting best practices, and reviewing automation enhancement in Salesforce.
- Enhanced company efficiency and customer satisfaction by streamlining processes deemed inefficient.
- Led teams in the coordinated management of new software systems installation and staff training on software use, while providing ongoing support.
- Worked closely with company executives to identify new business opportunities and routinely participated in the sales process.
- Provided Salesforce training and support to field sales representatives to help drive productivity.
- Documented process flows and developed requirements for functional improvements and enhancements.

#### Corporate Office Coordinator/Administrative Assistant

January 2013 to November 2013 All Service Financial 1/4 Fort Lauderdale , FL

- Planned, coordinated and controlled daily operations of the organization.
- Contributed to the strategy and business model data using pivot tables, pivot charts and macros extracted from Dynamics CRM.
- Ensured deliverables were within budget, on schedule and of superior quality.
- Established and maintained preparation of Requests for Proposals (RFPs) and designed responses into presentation form.
- Supported Accounts Payable with auditing all expense reports for submission to CFO.
- Represented Academic Partnerships by providing superior customer service to internal and external individuals.

#### Enrollment Specialist

February 2012 to January 2013 Academic Partnerships 1/4 City , STATE

- Advised prospective students into online degree programs by evaluating students based on their needs, desires, interests, qualifications, motivations, and commitment.
- Led students throughout the admissions and enrollment processes, by maintaining persistent directive and consultative assistance.
- Created and analyzed reports using CRM to evaluate the team's database to ensure enrollment goals are met and exceeded each academic session.
- Mentored new Enrollment Specialists with training and development of program and system knowledge.
- Managed projects and served as primary liaison between client and multiple internal groups to ensure clarity of goals and quality and adherence to deadlines.

Investment Advisor Coordinator

December 2010 to February 2012 Financial Management Robert B. Miers 1/4 City , STATE

- Assigned accounts to appropriate financial models for the reallocation of mutual funds and placing trades.
- Designed and created visual presentations to explain financial security to existing and potential clients using PowerPoint.
- Spearheaded the creation and dissemination of communications to internal and external constituents.

Education

Bachelor of Business Administration : Marketing , 2009 TEXAS TECH UNIVERSITY 1/4 City , State

Technical Skills

- Salesforce CRM: Workflows and Approvals, Reports, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects
- Highly proficient in all Microsoft Office Products: Outlook, PowerPoint, Excel, Word, Access
- Currently studying for Salesforce Administrator Certification Exam