

OBA ADELEKE

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SALESFORCE CERTIFIED ADVANCED ADMINISTRATOR

Experienced and results-driven Salesforce Certified Advanced Administrator with a proven track record of delivering scalable, business-aligned Salesforce solutions across nonprofit, professional services, and corporate environments. Brings 6+ years of hands-on experience in full-cycle Salesforce administration, including system design, deployment management, user training, data governance, and cross-platform integration. Skilled at building automation processes, improving operational workflows, and enhancing reporting capabilities for senior leadership and board-level insights. Committed to driving system optimization, user adoption, and long-term business value through innovative and secure Salesforce solutions.

CORE COMPETENCIES

- Salesforce Administration
- Data Governance & Quality Assurance
- Workflow Automation
- System Integration
- Change Management
- Information Security & Compliance

Technical Acumen: Salesforce Sales Cloud | Salesforce Service Cloud | Salesforce CPQ | Salesforce Marketing Cloud | Tableau

PROFESSIONAL EXPERIENCE

Salesforce Administrator & Data Analytics Advisor | [Prospect Human Services](#) | Calgary, AB (Remote) **Jan. 2023 – Present**

Manages full-cycle Salesforce administration and strategic data analytics projects for a leading employment services organization, reporting directly to the CEO. Builds scalable, business-aligned Salesforce solutions, while collaborating cross-functionally with senior leadership to drive operational excellence, optimize business processes, and enhance organizational reporting and planning. Maintains sole responsibility for deployment management, user training, system integrity, and high-quality data stewardship.

- ✓ Led redesign of invoicing processes utilizing Approval Processes, Screen Flows, and Apex, improving workflow efficiency by 37% and data accuracy by 42%, delivering measurable operational ROI.
- ✓ Spearheaded job code classification optimization project, integrating automation to increase client work placement success rates by 39%, enhancing service outcomes and tracking capabilities.
- ✓ Improved B2B partner engagement visibility and reduced lost opportunities by implementing formula fields, flows, and dashboards to boost transparency and reporting activity.
- ✓ Directed WFA strategic integration project to synchronize data from communications channels to Salesforce. Developed training and reference material to enable smooth onboarding, achieved a 43% increase in adoption of newly configured communications, leading to a significant rise in both user productivity and inter-team coordination.
- ✓ Received a personal recognition from Salesforce CEO Marc Benioff for outstanding professional development, becoming one of the first professionals to build service agents with the new Agentforce solution launched last year, demonstrating advanced expertise and initiative.
- ✓ Currently leading survey automation initiative, integrating Salesforce Flow automation and compliant SMS messaging to enhance real-time client feedback collection aligned with Canadian anti-spam and privacy standards.

Key Responsibilities:

- **Salesforce Lifecycle Management:** Oversees the full Salesforce administration lifecycle, including business requirement analysis, solution design, user story development, testing coordination, and sole responsibility for deployment. Aligns all Salesforce initiatives with organizational priorities and compliance needs.
- **Solution Customization & Innovation:** Designs and customizes Salesforce features to match evolving business needs, maintaining ongoing technical training through Salesforce certifications, Trailhead modules, and industry news. Integrates new platform innovations into operational workflows to drive continual improvement.
- **User Training & Documentation:** Delivers system training for staff, managers, and trainers across departments. Creates user acceptance testing (UAT) materials, end-user documentation, and instructional videos. Leads training on Salesforce functionality, new features, and data quality principles.
- **Operational Planning Support:** Supports broader operational planning projects alongside the Director of Operations, developing scalable information systems to enhance fiscal planning, resource allocation, and operational efficiency.
- **Data Quality & Governance:** Manages data quality initiatives to ensure a Single Source of Truth (SSOT) across Salesforce and Tableau environments. Applies Git version control to maintain data transparency, consistency, and deployment security.

- **Reporting & Dashboards Insights:** Develops executive dashboards, validates data outputs, and prepares high-level reports for Board of Directors meetings, ensuring the accuracy, timeliness, and strategic relevance of organizational reporting.
- **Security Compliance:** Implements and manages user access, applying Multi-Factor Authentication, principle of least privilege, and creation of customized permission sets for high-security fields. Maintains rigorous data security and integrity practices.

Salesforce Consultant / Administrator | Manifest & Company | Calgary, AB (Remote)

Oct. 2021 – Dec. 2022

Supported diverse client portfolios by delivering customized Salesforce solutions aligned to business needs, industry best practices, and long-term growth objectives. Partnered directly with client stakeholders to gather requirements, propose technical strategies, automate processes, and improve reporting and forecasting visibility across business units.

- ✓ Spearheaded a major project to resolve contract management challenges for a multi-division manufacturing client. Delivered end-to-end automated processes with Salesforce CPQ, streamlining the contracting and quoting process by implementing product bundles, product and price rules, quote templates and dynamic discount scheduling. Reduced contract processing time by 72%, increased sales proposal volume by 36%, and improved data accuracy and overall performance while significantly boosting ROI.
- ✓ Designed and deployed Salesforce solutions for a major telecommunications client, resolving billing system inefficiencies and eliminating siloed data challenges. Improved lead conversion by 28%, enhanced forecasting accuracy by 32%, and increased client ROI by 26%.
- ✓ Implemented customized Salesforce processes for an automotive service centre client, strengthening customer/vehicle/service history data relationships, automating service workflows, and significantly improving operational efficiency.

Key Responsibilities:

- **Client Relationship Management:** Engaged with diverse client stakeholders to rapidly assess business needs and translate them into actionable Salesforce solutions. Communicated technical information effectively to internal development teams and project managers to support seamless solution delivery.
- **Team Leadership & Collaboration:** Coordinated closely with client-side teams, including highly technical and cross-functional stakeholders, ensuring consistent alignment across business units and contributing to project success.
- **Process Automation & Optimization:** Developed and deployed Salesforce automations to streamline key business functions including billing, sales pipelines, and customer relationship management. Ensured automation solutions are scalable and aligned with evolving client needs.
- **Data Visibility:** Implemented strategies to eliminate data silos, improve cross-team visibility, and enable accurate reporting and forecasting capabilities. Enhanced operational transparency to drive better business decision-making.

Business Systems Analyst | AAO | Lagos, Nigeria

April 2018 – Aug. 2022

Served as a key Business Systems Analyst responsible for analyzing, designing, and enhancing integrated systems across diverse business units. Specialized in streamlining processes, improving system interoperability, and driving successful third-party software integrations to support organizational growth and operational efficiency.

- ✓ Led business analysis and contributed to successful system design initiatives, addressing complex integration challenges with third-party systems and improving overall system performance.
- ✓ Conducted comprehensive user acceptance testing (UAT) and delivered targeted end-user training, significantly decreasing user errors and enhancing system adoption and operational workflows.

Legal Counsel | TOLP | Lagos, Nigeria

Jan. 2013 – Mar. 2018

Provided legal representation in high-stakes cases and led digital transformation efforts, sparking a pivot into Salesforce. Developed strong skills in stakeholder advocacy, solution ownership, compliance, and strategic counsel.

- ✓ Represented clients in high-stakes civil, criminal, and arbitration matters across Nigeria's superior courts, including the Supreme Court.
- ✓ Provided strategic counsel on corporate governance, compliance, contracts, and dispute resolution.
- ✓ Led internal digital transformation efforts by championing the adoption of a CRM platform and workflow automation—a turning point that inspired a career shift into Salesforce and business systems analysis.
- ✓ Honed critical skills in stakeholder advocacy, solution ownership, negotiation, and risk mitigation.

EDUCATION & CERTIFICATIONS

Bachelor of Law (Honors) | Igbinedion University

Certified Business Analysis Professional (CBAP®) | IIBA

Salesforce Certified Advanced Administrator

Salesforce Certified Sales Cloud Consultant

Salesforce Certified Service Cloud Consultant

Salesforce Certified Platform App Builder

Salesforce Certified Business Analyst