



Get in touch!

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Education

Bachelor of Arts in Marketing

2021-2024 - UNINTER

Bachelor of Science in Administration

2018-2020, unfinished - UAlg

Bachelor of Art in Political Science

2014-2017 - UFPR

Tech Skills

- HTML
- JavaScript
- SOQL
- CSS
- Apex
- Flows

Salesforce Courses

Salesforce Development Bootcamp

CSP Tech - 60 hours

Salesforce Flows

Nick Frates - 20 hours

Salesforce Formulas

Steven Trumble - 5 hours

Languages

- English - C2 (Fluent)
- Portuguese - C2 (Native)
- Spanish - B2 (Upper Intermediate)
- French - B1 (Intermediate)

Fernanda Persuhn

Salesforce Consultant

Certified Salesforce Administrator and Associate, well-versed in Sales, Service, and Nonprofit Clouds. Specializing in enhancing Salesforce organizations to suit specific business requirements. Highly adaptable and skilled in collaborating with diverse teams, fully fluent in English, with a technology and customer service background.

Experience

Salesforce Administrator

Independent Projects (2022 - Present)

- Configured and personalized the Salesforce platform, including creating custom objects, fields, validation rules, flow automations, new users setup and public group configurations.
- Strong analytical skills applied to managing standard reports, dashboards, and list views for data-driven insights and decision-making.
- Established data integrity procedures and policies, alongside overseeing security aspects like user, profile, and permission administration.
- Configured automation and integrations within the Salesforce platform, optimizing processes and data management while enhancing overall productivity.

Marketing Analyst

Fontes Promotora Florianópolis, Florianópolis, Brazil (2022)

- Coordinated and validated the monthly content, ensuring planning, deadlines, and collaboration among teams.
- Measured and analyzed KPIs and metrics.
- Proficiency in G-Suite tools (such as Google Docs, Sheets, and Slides) for effective communication and collaboration.
- Experience in project management and familiarity with agile methodologies, tasks coordination, maintaining schedules, and ensuring efficient deliveries.

Marketing Intern

Ministério Público de Santa Catarina, Florianópolis, Brazil (2021 - 2022)

- Responsible for researching, creating, reviewing and editing content for the institution's social media platforms.
- Continuously refined approaches to optimize engagement in social media.
- Adapted strategies based on metrics and needs, while staying updated with the latest trends and market developments.

Business Consultant

GoDaddy, Bogotá D.C., Colombia (2017-2018)

- Customer support at GoDaddy, initially handling inbound inquiries, assisting in technical support, sales, consulting, and online presence management.
- Co-lead outbound pilot program, conducting training for multiple teams, and establishing service protocols.
- Technical support for domains, web hosting (cPanel, Plesk), WordPress, SSL certificates, and email marketing.

Certifications

Salesforce Certified Administrator (2023)

Salesforce Certified Associate (2023)

Scrum Fundamentals Certified (SFC) (2023)