**Shane O’Hagan**

Salesforce Administrator | Reporting Analyst

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Certified Salesforce Administrator (SFDC) and Reporting Analyst who is highly adept at developing and expanding data insights to identify and build process improvements. Effective communicator across all levels of an organizationwith a demonstrated ability to work in a cross-functional team environment.

**Skills & Expertise**

• Project Management **•** Strategic Planning  **•** Email Marketing

• Content Management **•** Data Management  **•** Reports & Dashboards

* HTML / CSS
* Business Analysis
* Business Intelligence

**Professional Experience**

**Salesforce Administrator / Reporting Analyst**

Market Probe**,** Milwaukee, WI 2015 - 2018

* Implemented and customized the Salesforce (CRM) Sales Cloud platform to meet the business process requirements of the cross-functional teams (Business Development, Project Management).
* Handled all data management responsibilities, including data cleansing, de-duping, and lead generation, growing the database by over 50%.
* Created over 150 reports and 7 dashboards to monitor KPIs for data integrity, pipeline management, user adoption, and email delivery.
* Configured all user profiles, permission sets, and object settings, and providing administrative and technical support as requested.
* Designed and implemented custom fields, security settings, validation rules, workflows, and field updates to ensure continuous data integrity.
* Created and managed Market Probe’s email marketing campaigns in Salesforce for 3 product launches, improving market segmentation and response rate.
* Developed a customized object to manage over 130 online projects for 7 project teams, including monitoring all emails delivered to not exceed the daily limit of 50,000 emails.
* Created all training materials and conducted training sessions for all Salesforce users.

**Sales Representative**

Capitol-Husting Co., Inc.,Milwaukee, WI 2009 - 2014

* Acquired a territory of 120+ On-Premise accounts, and increased sales by 8% in the first year.
* Grew the account base by acquiring 15 new accounts, and overall sales by 22% in 4+ years.
* Negotiated long-term sponsorships with key customers, resulting in a 10% growth in overall case volume, and exceeding the company goal by 5%.
* Createdbrand loyalty of Capitol-Husting products through on-premise staff education, as well as bringing added value by conducting tasting events at customer locations.

**Education**

* **Bachelor of Business Administration, Marketing**

University of Wisconsin-Oshkosh, AACSB; Oshkosh, Wisconsin

* **Certification** – Salesforce Certified Administrator