Billie-Lynne Fife

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**Overview**

Exceptional CRM Platform Administrator and Sales Operations leader with over 15 years of experience focused on providing end-to-end solutions for all phases of the sales lifecycle. Comprehensive functional and technical skillsets that span both Netsuite and Salesforce CRM platforms, Eloqua and Pardot marketing automation systems, and multiple ETL/Data Integration platforms. Consistently provides timely delivery of system enhancements and sales metrics to executive leadership, and effectively communicates and provides educational training to sales teams on CRM usage and best practices.

**Key Skills**

Broad and deep knowledge of sales operations, with an ability to communicate and manage all aspects of sales processes, including lead and campaign management, lead nurturing/drip campaigns, MQL prospecting, territory management, sales pipeline, and opportunity to cash. Emphasis on using enterprise tools including CRM Fusion/DemandTools, Dell Boomi, Celigo I/O, and systems to perform data integrations/migrations associated with merger/acquisition, organizational restructuring, and other efforts to meet operational objectives.

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| CRM Administration and Development | Analytical Reporting |
| Marketing Automation | Data Quality & Cleansing |
| Data Migration and Integration | Documentation and Training |
| Data Modeling/Architecture | Solution Architecture |
| Process Design and Automation | Customer Service |
| Workflow Design and Implementation | Sales Support |

Experience

**Edgenuity Scottsdale, AZ**

*Netsuite Administrator (400+ Users)*

May 2014 to Present

Working as the senior CRM administrator/analyst at an educational company that has acquired and merged at least four different companies (Performance Matters, TrueNorth Logic, Compass Learning, Intellify) into their Netsuite CRM Platform. Daily responsibilities include working with functional business units to understand their business processes, KPI’s, organizational structure and recommending, and building, scalable NetSuite workflow solutions and reports. Defined and implemented sales cycle (lead to opportunity and opportunity to cash) by defining and implementing stages of an Opportunity and the lead conversion process.

Key Achievements

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| Pardot and Integration and Implementation | Dell Boomi to integrate Payroll (Infinisource) with Netsuite |
| Creation of Enhanced Sales Center to make Netsuite easier for Sales Teams to navigate. | Migration of Data from Salesforce to Netsuite for multiple Company Acquisitions |
| Territory re-organization (Multiple Occurrences) | Training Sales Reps on new user interface (Enhanced Sales Center) |
| Setup and implementation of a formal Lead Conversion process. | Eloqua Integration with Netsuite |
| Work with Marketing to enhance website forms to capture data required to segment leads within Netsuite, and Lead Syncing to CRM | Configuration changes to fields, workflows (SuiteFlows), SuiteScripts, roles/permissions, page layouts, custom objects, custom lists and custom record types. |
| Data cleansing, de-duplication, and data maintenance efforts using imports. | Managing and deploying changes to both the sandbox and production NetSuite environments with minimal end-user disruption. |
| Release Management - communicate, coordinate and validate NetSuite releases. | Change Request Administration- capture, coordinate, manage and communicate all change requests company-wide. |
| Ensured QA technical and end user testing is conducted, validated and in alignment with internal business requirements. | Support - Manage and ensure resolution for all internal NetSuite-related projects, upgrades, and change requests. |
| Provide comprehensive operational system documentation and support to and for the company. | Development and creation of saved searches, reports, and dashboards to ensure the needs of the company are met. |

**Ipro Tech, LLC. Phoenix, AZ**

*Salesforce Administrator Professional Edition 30 users*

Aug 2013 to May 2014

Effectively took ownership of the management, configuration and administration of the Salesforce.com platform for all organization users. Work closely across business units to review operational processes and identify inefficiencies and opportunities for automation.

Key Achievements

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| Development of Custom Objects as well as field & page layout customization for standard salesforce objects | Creation of custom objects to build in other departments that will need to utilize Salesforce |
| Gained understanding of executive team needs | Create lead queues and lead assignment rules to automate the creation and flow of new leads from Pardot to Salesforce and configure lead mapping. |
| Define and implement sales cycle (lead to opportunity) by defining and implementing stages of an Opportunity. | Create build and implement Renewal process to work and track renewals |
| Creation of complex Reports and Dashboards geared towards key stakeholders Creation of Dashboards to give executives insight to sales reps day to day tasks (User Activity Dash) | Creation of Business Developer's Dashboard’s and reports for Deep Dives to discontinue the use of large spreadsheets. (350 Reports) |
| Mass mailings for Marketing via Send Blaster and Pardot | Use of WordPress to update and maintain company website. |
| Account Re-assignment and cleanup | User Training |
| Validation rules to standardize data entry | Creating and updating formula and other fields |
| Creation of users, profiles, and roles. |  |

**eInstruction, Scottsdale, AZ**

*Salesforce Administrator (Enterprise Edition 200 users)*

Sept 2011 to Aug 2013

Worked initially as a Sales Coordinator before transitioning into the Salesforce Administrator after quickly learning the platform through a combination of formal, independent/self-guided training, and prior work experience on the system. Developed schedules and structure to and run reports and dashboards using SFDC Enterprise geared towards key stakeholders (sales, marketing, executive teams, channel partners, customer support etc.). Created and implemented a formal Service Level Agreement (SLA) for Salesforce and sales operation support within the company

Key Achievements

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| --- | --- |
| Performed mass data imports using the API or import tools | Create and maintain custom fields and Objects modify pick list values |
| Maintained integrations with other IT systems /business applications | Executed all configuration changes, either manually or using Apex Data Loader/ Demand Tools/Excel Connector |
| Worked with the Marketing Automation Administrator (Eloqua) to Import/update campaign data | Created/Modified Lead Assignment Rules |
| Managed roles and profiles (successfully completed organizational reorg of 200 users) | Created, Tested, and implemented approval process for Opportunity Registration |
| Managed all security settings and conduct regular security/configuration audits | Managed all new user set-ups and deactivation including transferring ownership of accounts/contacts/opportunities for deactivated users |
| Regularly audited data to uncover opportunities for process improvement | Maintained updated system documentation |
| Created Salesforce Policies & Procedures | Created Salesforce training manual for users |
| Maintained the Salesforce mailbox by promptly responding to user questions and requests for administrative support | Perform manual or automated data entry/data clean-up as required on a regular basis |
| Modify the sharing model, leads, and case setup as required | Create and manage email and mail merge templates |

**Subzero Freezer, Phoenix, AZ**

*MRO Coordinator*

Nov 2010 to April 2011

Provided timely flow of incoming materials for Maintenance, Repair and Operating (MRO) supplies by the use of electronic requisition process, web-enabled systems, or other methods.

**Ryder Transportation, Phoenix, AZ**

*Sales Administrative Coordinator*

March 2010 to Nov 2010

Supported the Director of Sales and over a dozen Account Managers to maintain data quality in the CRM system, create proposals and on-boarding documentation, coordinate with marketing, and schedule customer reviews.

**Havasu Glass & Mirror, Phoenix, AZ**

*Office Manager*

May 2007- March 2010

Key Responsibilities included processing employee time and expenses and managing employee files, workforce scheduling, creating purchase orders, processing shipments, and insuring that projects are completed on a timely basis.

**DMI & Associates, Phoenix, AZ**

*Property Management Service Coordinator*

Oct 2006 to April 2007

Worked in an accounting and administrative role that included performing credit and criminal background checks on applicants, processing incoming requests from tenants, and scheduling of services with vendors to insure their completion in a cost effective and timely manner.

**Robert Half, Phoenix, AZ**

*Administrative Assistant/Receptionist*

Sep 2005 to Oct 2006

Performed duties required for management of new customer accounts to insure that information was maintained effectively, event and tasks scheduling, and training of new employees within the department.

**Education**

*Paradise Valley Community College, Phoenix, AZ*

AAS Computer Information Systems 2008-Present (In Progress)

*Paradise Valley Community College, Phoenix, AZ 2011*

Certificate of Completion Computer Information Systems

**Classes & Training**

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| Internet Web Development (CIS133DA) | Internet Web Development II (CIS233DA) |
| Survey of Computer Information Systems (CIS105) | Linux Operating System (CIS126DL) |
| Object Oriented Programming (CIS150AB) | Java Programming (CIS163AA) |
| Intro to Business (GBS151) | Photoshop (CIS120DF) |
| Flash Animation (CIS120DC) | MySQL (CIS276DA) |
| Salesforce Administration Essentials Training (ADM201) | Salesforce Certified Advanced Administrator Training (ADM211) |

**References**

Furnished on request.