

Seth Blair

Salesforce Administrator / Developer | Building Scalable, Human-Centered Salesforce Solutions

Greater Hartford Area | sethblair.com | linkedin.com/in/sethblair

Professional Summary

People-first problem solver with a passion for building intuitive, scalable, and reusable Salesforce solutions. Proven track record of leading digital transformations, improving operational efficiency, and designing secure, human-centered systems. Experienced in Lightning Web Components, Apex, Flow, and AI-powered automation. Strong communicator and inclusive leader with a background in tech support, media production, and community engagement.

Certifications

- Salesforce Certified Administrator (SCA)
- CompTIA Network+
- CompTIA A+ Certification
- Linux Essentials (LE-1)

Technical Skills

Salesforce & Automation: Salesforce Development, Salesforce Administration, Lightning Web Components, Apex Programming, Flow Automation, Visualforce, Reports & Dashboards, Case Management, Business Analysis

Cloud & Infrastructure: AWS, Azure Administration and Development, Logic Apps, Enterprise Applications, Linux, Data Management, Networking, Office 365, SharePoint

Design & UX: UX Development, Human-Centered Design, Accessibility in Tech, Digital Facilitation

Soft Skills & Leadership: Communication, Project Management, Inclusive Leadership, Training & Development, Stakeholder Engagement

Professional Experience

Salesforce Administrator / Developer

Ability Beyond – Oct 2021 to Present

- Led digital transformation projects for Cases across HR, finance, and operations using Salesforce tools, reducing manual data entry by 70-90% and providing instant access to reporting
- Built custom Lightning Web Components and Apex solutions to streamline workflows, reducing task completion time significantly and providing clarity for prioritizing complex needs.

- Digitized financial audits and facility inspections, saving an estimated 50+ hours per month per department and improving data visibility across 130+ programs
- Designed numerous secure and reusable case flows with user-friendly interfaces and celebratory animations, leading to faster adoption and higher satisfaction with digital tools
- Implemented entitlements and milestones for the entire IT team, increasing SLA compliance to 98.7%
- Collaborated cross-functionally to gather requirements, manage projects, and support users, resulting in faster agile deployment cycles and fewer support tickets
- Integrated AI tools to enhance automation and decision-making, reducing repetitive tasks and improving data accuracy
- Vice-Chair of LGBTQIA+ ERG, leading hygiene and food drives, Pride events, and safe space programming with 100+ participants annually

Information Technology Specialist II

VIABILITY, Inc – Oct 2019 to Oct 2021

- Provided Tier 1 & 2 support for 500+ employees across 5 states, resolving 95% of tickets within SLA
- Developed a new revenue stream presented in a Shark Tank-style pitch to funders, resulting in multiple funding inquiries and pilot approval
- Deployed Oculus Quest 2 VR headsets for soft skills training and tech onboarding, nearly doubling training engagement for the involved programs
- Built SharePoint intranet solutions including a company wiki and secure board portal, saving an estimated \$10K annually in licensing costs
- Managed IT infrastructure, Active Directory, Citrix, VOIP, and accessibility-focused solutions, improving system uptime to 99.99%

Trivia Event Host

BaR Rated Entertainment – Mar 2018 to Present (Freelance)

- Host engaging trivia events in-person and virtually, adapting to changing formats
- Coordinate with venue staff to ensure smooth event execution
- Maintain high energy and audience engagement through creative facilitation

Barista Trainer

Starbucks – Jan 2017 to Oct 2019

- Trained new hires on store operations, technology, and customer service
- Troubleshoot POS systems and mobile apps for staff and customers
- Recognized as Partner of the Quarter for outstanding performance

Talk Show Production Intern

Connecticut Public Broadcasting Network – Jan 2019 to Apr 2019

- Produced live radio segments and operated equipment for accessible broadcasting
- Recruited guests, conducted interviews, and created show run-downs

Education

Western Governors University- Bachelor's of Science in Cloud Computing (2022)

Manchester Community College - Associate of Science in Communications, Cum Laude (2019)

Community & Interests

- Vice-Chair, LGBTQIA+ Employee Resource Group (ERG) at Ability Beyond
- Organizer of hygiene and food drives, Pride events, and safe space meetings
- Avid gardener and supporter of local farmers and markets
- Passionate about inclusive design and accessible technology