

Taylor Dean

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EDUCATION

UNIVERSITY OF TEXAS AT SAN ANTONIO | BS HEALTH San Antonio, TX | August 2014 - August 2019
GPA: 3.65

WORK EXPERIENCE

CATHOLIC CHARITIES | DEVELOPMENT COORDINATOR/SALESFORCE ADMINISTRATOR San Antonio, TX | May 2019 – Present

- Reduced department software licensing fees by creating an automated grants management system in Salesforce with tools such as Process Builder and Workflow Rules.
- Implemented digital advertising campaigns with Google Ad Grants and now manage a \$30,000 monthly budget; reaching thousands of new users with campaigns that average 10-25% clickthrough rate (CTR)
- Create and manage all custom fields, validations, workflows, objects and relationships, permissions, dashboards and reporting, sales processes, campaigns, record types, and applications within the Salesforce CRM instance.
- Developed training materials and technical documentation used to host software training sessions for staff and/or volunteers.
- Build and optimize landing pages with HTML, CSS, JavaScript, WordPress, and PHP for SEO and UI/UX purposes.
- Created Python scripts which automated previously existing workflows related to fundraising performance and data management.

BEXAR COUNTY HEALTH COLLABORATIVE | INTERN San Antonio, TX | Jan 2019 – May 2019

- Performed regular maintenance of CRM / online repository of health providers in Bexar County.
- Utilized photo editing software, including but not limited to Adobe Photoshop and Illustrator, to create marketing materials for the public resource database.

MOD PIZZA | SHIFT LEAD San Antonio, TX | Jan 2017 – Sep 2017

- Audited inventory and managed stock, maintained 17% or lower labor rate, and trained new staff on company policies and procedures.
- Met weekly with the general manager to discuss workplace practices, performance metrics, and other items as needed.

SKILLS

TECHNICAL HTML, CSS, JavaScript, Salesforce, PHP, WordPress, Advanced Custom Fields
Excel, Google Ads / Paid Search Engine Marketing, Database Maintenance
SOFT SKILLS Collaboration, Problem Solving, Communication

LINKS

PERSONAL PORTFOLIO <https://taylordean.net>

SALESFORCE TRAILHEAD <https://trailblazer.me/id/taylor-m-dean>

LINKEDIN <https://www.linkedin.com/in/taylor-m-dean/>

CERTIFICATIONS

SALESFORCE.COM CERTIFIED ADMINISTRATOR - ADM 201 SALESFORCE | AUGUST 2020

GOOGLE ADS SEARCH CERTIFICATION GOOGLE | JULY 2020