



# ALEXANDER SCOTT



Associate Salesforce Admin

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## PROFESSIONAL SUMMARY

Detail-oriented Salesforce Administrator with 5 years of comprehensive experience in configuring and optimizing Salesforce platforms. Expertise in user management, data integrity, and workflow automation, driving user adoption through tailored training. Passionate about utilizing analytical skills and technical knowledge to enhance CRM functionalities and support organizational goals.

## WORK EXPERIENCE



**Associate Salesforce Admin**  Feb / 2022-Ongoing  
**WidgetWorks Inc.**  Denver, CO

- 1. Implemented the Salesforce CRM application, migrating the entire Fun Plus Business system and integrating with multiple external systems.
- 2. Customized Email to Case and Web to Case functionalities, improving case management efficiency.
- 3. Developed junction objects and configured advanced fields, including Validation Rules and Approval Processes for better automation.
- 4. Managed Record Types, Validation Rules, and Page Layouts to optimize user experience.
- 5. Created and optimized Email Templates, enhancing communication efficiency.
- 6. Provided ongoing support for Salesforce maintenance, including workflow automation and data integrity checks.
- 7. Collaborated with business teams to translate requirements into actionable technical specifications.

**Salesforce Admin**  Feb / 2020-Feb / 2022  
**Cactus Creek Solutions**  Phoenix, AZ

- 1. Executed Salesforce application setup, customization, and implementation tailored to organizational needs.
- 2. Gathered and analyzed customer requirements from Sales, Marketing, and Customer Service teams.
- 3. Created gap analysis documents to identify data and process workflows for Salesforce implementation.
- 4. Administered and monitored the Salesforce CRM application, ensuring optimal performance.
- 5. Designed workflows for automated lead routing, escalation, and email notifications.
- 6. Established custom objects and defined relationships to enhance data connectivity.

## EDUCATION

**Bachelor of Science in Information Technology**  Feb / 2018 - Feb / 2020  
**University of California**  Toronto, ON  
Focused on software development and database management.

## SKILLS

Lead Tracking

Territory Configuration

Appexchange Solutions

Record Types

Salesforce Mobile App

## INTERESTS


 Technology


 Meditation


 Language Learning


 Puzzle Solving

## STRENGTHS

 Leadership

 Mentorship

 Accountability

 Adaptability

## LANGUAGES

 English

 Mandarin

 Arabic

## ACHIEVEMENTS

- ★ Increased user adoption by 30% through targeted training programs.
- ★ Streamlined data entry processes, reducing errors by 25%.
- ★ Implemented automated workflows that decreased case resolution time by 40%.