

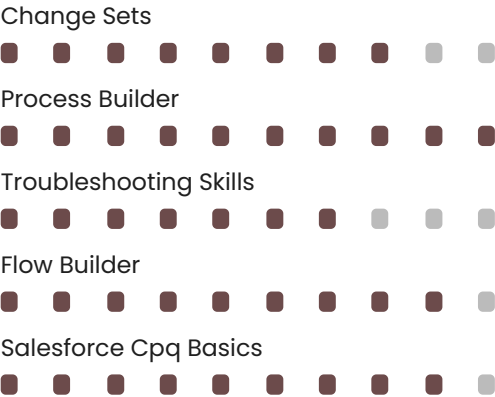


MASON WILSON

Salesforce Admin

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SKILLS



INTERESTS

Martial Arts Writing
Birdwatching E-sports

STRENGTHS

Assertiveness Adaptability
Teamwork Fairness

LANGUAGES



ACHIEVEMENTS

- Increased user adoption by 30% through tailored training sessions and support.
- Successfully migrated over 10,000 records with 99% data accuracy during system upgrades.
- Streamlined workflows, resulting in a 25% reduction in processing time for sales leads.

PROFESSIONAL SUMMARY

A Salesforce Administrator with 7 years of extensive experience in managing Salesforce environments and optimizing user engagement. Proven expertise in data analysis, system configuration, and workflow automation to enhance operational efficiency. Committed to leveraging technical skills to align Salesforce capabilities with business objectives and drive impactful solutions.

WORK EXPERIENCE

Salesforce Admin Feb / 2021-Ongoing
Quantum Solutions LLC Phoenix, AZ

- Facilitated the transformation of Human Resources management through strategic Salesforce configurations, enhancing operational capabilities.
- Engaged in identifying core activities to support business growth and competitive advantage.
- Collaborated as a Business Analyst to gather requirements for Salesforce CRM implementation from various user groups.
- Documented and communicated requirements effectively to Salesforce consultants for implementation.
- Performed administration activities for SFDC Veeva including System Configuration, Analytics Reporting, and User Acceptance Testing.
- Developed and delivered end-user training to enhance system utilization and user experience.
- Customized dashboards to monitor productivity and performance metrics across business centers.

Salesforce Admin Feb / 2018-Feb / 2021
Lakeside Apparel Co Chicago, IL

- Gathered customer requirements from Sales, Marketing, and Customer Service teams to inform Salesforce enhancements.
- Conducted gap analysis to identify data needs and workflow improvements for Salesforce implementation.
- Managed and monitored the company's Salesforce CRM application to ensure optimal performance.
- Created automated workflows for lead routing and escalation to streamline processes.
- Designed custom objects and established relationships to enhance data management.
- Collaborated closely with Salesforce consultants to implement tailored solutions for business needs.

EDUCATION

Bachelor of Science in Information Technology Feb / 2015 - Feb / 2018
University of California, Berkeley Santa Monica, CA
Focused on systems analysis and database management, providing a strong foundation for a career in IT.