

SKILLS

- Extensive Salesforce Experience with Custom Objects, Fields, and Workflow Tools
- Build and maintain Reports
- Working with Multiple Salesforce Orgs
- Record Management
- G Suite
- Microsoft Suite
- Social Media and Planning
- Outstanding Organization Skills
- Quickbooks
- Authorize.net
- UPS Worldship
- Stamps.com
- Advanced Use of eBay
- Technical Writing
- Use of AS400 Inventory Software
- Pardot
- MapAnything / Salesforce Maps
- SDoc Configuration
- Creating and Implementing ChangeSets
- Troubleshooting
- Training Users
- GDPR
- Process Builder and Flows
- Zenkraft Multi-Carrier Shipping App
- DocuSign Builder and Management
- Agile Project Management
- Dynamic Forms and Actions
- Jira
- QA Testing
- DevOps
- SQL
- Marketing Cloud
- Elements
- Azure DevOps



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Additional Certifications

Salesforce DevOps Fundamentals Certification

- April 18, 2023

Salesforce DevOps Leadership Certification

- April 19, 2023

Google Cloud Certified in G Suite

- August 5, 2019
- # 13521218
- Maintained through August 2022

Experience

Lockton Companies – Kansas City, MO **Salesforce Platform Analyst**

Dec 2023 - Present

Lockton is a high end Insurance Provider, spanning all 50 states, and several other countries. They range in products, but focus on business and high end individual coverages..

- Sit on the Salesforce Center for Enablement Team (SC4E)
- Work with and mentor 2 Junior Admins
- Liason to Executive Search Program and SC4E
- Analyst for the Data Remediation and Wellness Team from SC4E
- Charged with Managing Sprint Process and Ceremonies for the Data Platform and Workstream
- Point Person for Omni Studio Conversion project

Michigan Farm Bureau – Lansing, MI **Salesforce Business Analyst**

May 2023 – Dec 2023

Michigan Farm Bureau is the Parent Company in the Organization of all the separate Farm Bureau Insurance Agencies, among other endeavors, in the State of Michigan. Their Salesforce Team is situated on the Marketing Systems Team, and includes access to several other systems.

- Point Person on Data side of Marketing Cloud Integration
- Project Manager on Integration of B-File App
- Work to gather requirements for further enhancements
- Research and Create Solutions for complex fixes
- Configure Smaller Solutions
- Create Reports and Dashboards for Users and for Executive Level
- Liaison between DevOps Team and Project Teams
- Product Owner for Marketing Cloud

Silverline – New York, NY **Business Analyst**

Oct 2021 – March 2023

Silverline CRM is a Salesforce Partner and Implementation and Managed Services Consulting Firm. Specializing in Financial Services and Health Clouds, and recently added Entertainment and Media specialties.

- Gather Requirements from Clients, whether individually, or from Teams
- Create and update Stories
- Use Agile to Facilitate Team Meetings
- Help with Solutioning and Estimating Stories and Projects
- Serve as liaison between the Client and Developer Team
- Oversee QA and UAT with Clients
- Create Reports and Dashboards for Clients
- Configuration and Setup for Clients

USA Financial - Grand Rapids, MI
Salesforce Administrator

Nov 2020 – Oct 2021

USA Financial is a Broker Dealer that oversees several smaller Broker Dealers

- Update old Workflow to Process Builder
- Install 3rd Party Apps for Specified Business Purposes
- Evaluate Business Practices to see where we can become more efficient
- User Management and Profile Security
- Create Reports and help with Data Management
- Help in Automating and Updating Processes

Viking Group - Grand Rapids, MI
CRM Coordinator

May 2019 – Nov 2020

Viking is one of the Worldwide leaders of the Sprinkler Industry. With over 100 years experience, Viking is one of the top manufacturers and innovators, worldwide. I work on the Marketing team, where I maintain the Salesforce Instance of over 90 users.

- Maintain and Update Instance of Salesforce
- Make sure that Salesforce matches information found in JDE
- Automate archaic processes for ease of use
- Create and Maintain Reports to better suit Sales and Sales Managers
- Create Approval Processes to better suit communication and sharing of records
- Clean up data and institute rules to alleviate repetition of future data
- Keep up with Releases and refine Best Practices for entire Instance
- Work with Pardot and MapAnything Apps within Salesforce Instance
- Import of Sales Data from JDE to Salesforce
- Maintain Sales Hierarchy with creation of Roles and Regions to fit current Sales scheme
- Worked on Full Integration to Lightning
- Create and Maintain Custom Profiles and Role Hierarchy
- Build Custom Solutions for the growing Sales and Marketing Teams
- Teach New Users how to get the most from Salesforce for their Day-to-Day use
- Put out Monthly Updates to teach Best Practices and Tips

Alro Steel Corporation - Grand Rapids, MI
Inventory Control Specialist

May 2018 - May 2019

Alro Steel Corporation is a Steel, Plastics, and Industrial Supply Company, based out of Michigan with branches across the Midwest and extending further.

- Scheduling of Truck Deliveries to our Location
- Receiving of New Inventory
- Working with other Branches to ensure proper quantities and deadlines for cross branch inventory
- Coordinate Customer Pickups
- Report on Daily Processing Lines for Each Warehouse Department
- Create and Maintain Weekly Reports for Saw Run Times
- Maintain Proper Quantities for Material in our Warehouse
- Daily, Weekly, and Monthly Audits of Material
- Charged with keeping Inventory at 100% Accuracy

First Choice Industrial Services, Inc. - Grand Rapids, MI
Technical Project Manager

June 2017 - May 2018

First Choice is an Industrial Supply firm, focusing on affordable electronics and mechanical components to the CNC and Tool and Die Industries.

- **Salesforce Admin**
 - Prepare for installation of Salesforce Org
 - Work with Provider to make sure specifications are met
 - Consult Best Practices for Future Implementation
- **Google Admin**
 - Maintain use, and promote the use of Apps and functionality of the platform for use of business
 - Evaluate new and existing features. Implement features that are most useful within the company
 - Consult Best Practices for Everyday Use
- **Sales Admin/Manager**
 - Keep Inventory up to date with Market Price, Internal Stock, and availability in Store
 - Update and Publish UX Format across the platform of listings for Entire Company

Rivertown Sports Roller Rink - Grandville, MI
Director of Officiating

Oct 2016 - Jan 2020

Rivertown Sports is a Roller Rink and Event Venue in the Metro Grand Rapids Area.

- USA Hockey Level 3 Official Certified
- SafeSport Certified
- Officiate 2 - 6 Games per Week
- Create and Maintain Schedule for 9 Referees, in 3 Weekly Leagues
- Promote Learning through Seminars and Certifications to Other Officials
- Work on Growth of the Game and the Rink through Communicating Rules Changes and Questions to Teams
- Implement Products and Services that Teams ask for to Help Growth at Rink
- Work with USA Hockey and USA Roller Hockey to Create Relationship for Rink, Officials, and Players

FlexChecks, Inc. - Walker, MI
Salesforce Administrator

Oct 2015 - June 2017

FlexChecks is a Payroll and Human Resources Management Company, offering several custom Salesforce products and services.

- **FlexChecks**

Payroll division, run with Salesforce Org.

- Maintain Salesforce Org with 15 plus Users
- Support and Troubleshoot for Users
- Provide Support for Sales and Marketing Team
- Create and Maintain Reports for Internal Users and Client Users
- Set up Case Management Features for development and operations
- Create and administer Marketing Campaigns

- **HRI**

FlexChecks Proprietary HRIS System

- Maintain 7 Salesforce orgs with over 25 users
- Create and maintain custom reports and dashboards for clients
- Oversee Data Exports and Management. Use AWS Glacier for Data Storage
- Daily Management and Syncing of ADLT (Automatic Data Loader Tool)
- Maintain Data Integrity
- Test features, updates, and patches from the Development team for Quality Assurance

- **CyberEnroll**

FlexChecks Proprietary custom Benefits Enrollment App, serving over 100 users

- Custom Benefit Enrollment App supports 100 plus Customer Community Plus Users
- Administer and manage client implementation

- Run Meetings to teach Clients how to use, access, and train Employees how to use our CyberEnroll Platform
 - Create concise Reports tailored to specific clients
 - Teach Clients how to use, access, and build reports
 - Create Email Templates for automated emails such as password resets, enrollment submission, reminders, and notifications, branded for the Client
 - Troubleshoot Client issues
 - Test platform and procedure for clients' quality assurance
 - Create User-friendly guides as documentation for Client Administrators
 - Liaison between CyberEnroll Implementation Team and Development Team
 - Test quality assurance for Development's new features, updates, and fixes.
- **eBay Integration**

Custom service to allow an eBay store to be linked directly to a Salesforce Org

- Create a Wordpress / WooCommerce site to use as a web store
- Integrate Web-to-Case, and Web-to-Lead points on site

First Choice Industrial Services, Inc. - Grand Rapids, MI
Internet Sales Manager

May 2009 - Oct 2015

First Choice is an Industrial Supply firm, focusing on affordable electronics and mechanical components to.

- **Sales**
 - Implement and maintain the Company's eBay Store
 - Manage several clients directly
 - Work closely with Customer Service to ensure proper order fulfillment
 - Implement Authorize.net for On-Site Purchases
 - Oversee data confirmation of Products
 - Standardize product information to reduce the time required to list a product on eBay
- **Shipping**
 - Shared responsibility for Shipping Logistics and Analysis
 - Implement UPS Worldship as our primary form of shipping
 - Implement Stamps.com as a secondary form of shipping
- **Internal**
 - Create and implement procedures for inventory management and control
 - Create more efficient Infrastructure, including company wide phone system, corporate branded email, and Stock management system
 - Implement Google Apps for Business
 - Administer company wide email through Google Apps

- **Buyer**
 - Research on potential clients' products for future procurement
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Education

Bellevue University - Bellevue, NE

working towards Bachelor of Science in Business Analytics, Currently In Progress

Arizona State University - Tempe, AZ

working towards Bachelor of Science in Information Systems

Grand Rapids Community College - Grand Rapids, MI

Associate of Arts, MACRO, in Political Science, May 2010

Budget Director, GRCC Student Congress

- Elected, Paid Position
- Head of Budget Committee of Student Congress
- Responsible for Administering Student Life Budget of \$75,000
- Worked with GRCC Student Life Office to Create Budget, Institute Guidelines for Compliance, and Dispense Extra Funding
- Part of Cabinet that Drafted and Implemented Process for Campus Wide Elections of Executive Boards of Student Congress and Campus Activities Board
- Created Initiative to give small "Scholarships" to Members of Student Congress to increase interest and attendance
- Implement Policies to Increase Student Participation on Campus

President, Foreign Affairs Club

- Instrumental in planning for the group's first ever attendance to National Model United Nations in New York
 - Permanent Representative for our Contingency at NAMUN in Chicago
 - Expanded Fundraising Projects to triple the revenue of previous school years for Club
 - Instituted Partnership with Kid's Food Basket of Grand Rapids as a Club-wide Community Outreach Program
 - Helped Sponsor Awareness Events with Other Clubs on Campus, and MoveOn.org
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Volunteer Work

- Ed & Irene Fleis Education Scholarship
 - Admin for Salesforce Instance
 - Maintain Data Integrity
 - Import New Accounts and Contacts from Excel
 - Work on App / Flow for Auction at Spring Fling Event
 - Create Reports for Chair to show Materials sent out
 - Keep tabs on new Fields needed for Data Integrity
- Update and Maintain Website
- Update Database of Potential Donors and Applicants
- Create Flyers and other Marketing Materials
- Help setup and teardown Annual Dinner and Auction
- Work side booths with Silent Auction and Spin-to-Win