

Experience

Amazon *Salesforce Program Manager* Sep 2016 - Present

Seek out ways to utilize Salesforce to improve processes and productivity, and make recommendations to support an organization scaling at a rapid pace. Proactively identify and implement operational improvements, enhancements, and system customizations that meet business requirements. Work with various functions and end users to identify, document, and communicate standard business processes as they relate to Salesforce.

LeadMD *Senior Marketing Consultant* Mar 2015 - Aug 2016

Oversee a group of accounts from both a strategic and tactical perspective. Responsible for overall strategy execution, client communication, timelines and budgets including the coordination and education of other resources internally. Support client needs ranging from deployment of new Salesforce and Marketo instances to data cleaning to best practices to implementation of new supporting tools.

AppFolio *Manager, Business Systems* Jul 2012 - Mar 2015

Responsible for the team that oversees day-to-day user support, system enhancements, troubleshooting, and system health. This includes connected systems such as DocuSign, CongaMerge, Zuora, Marketo, Cirrus Insight, CTI, DemandTools, and Survey Gizmo. During my tenure we scaled from approximately 100 users up to 350, switched eSignature vendors, implemented project tracking and organization, and brought multiple business processes out of spreadsheets and into Salesforce for metrics-driven management. Backup software and offline processes were put in place for business continuity. Telephony and chat integration were deployed, as well as a territory management app that included round robin functionality; architected this solution for a custom build.

Terremark Worldwide *Service Manager & Salesforce Admin/Developer* Oct 2010 - Jul 2012

Project managed and migrated Credit Request System from SharePoint to Salesforce. Project included defining requirements of the Finance department, securing support from all departments involved, and writing code. Used Salesforce solutions and developer tools to proactively complete various projects for Client Services. Managed technical issues, support, ticket tracking, billing, fraud, and reporting for consumer Cloud product. Scripted, edited, documented, and published multimedia training programs for the Client Services Organization.

AT&T Mobility *Assistant Sales Manager* Aug 2007 - Oct 2010

Managed daily operations and sales at multiple retail stores. Developed various tracking tools used across many states to enhance reporting and performance. Managed on-boarding, training, and human resources for a team of 20. Opened concept store in January 2008 to be the number one store of 2,200 in 2008. At my departure my next store was ranked 8 of 2,300 stores nationally.

AT&T Mobility *Retail Sales Consultant* Jul 2006 - Aug 2007

Staples *Copy & Print Center Specialist* Mar 2003 - May 2006

PetSmart *Customer Service Associate* Jul 2001 - Mar 2003

Education

Northwood University *Bachelor of Business Administration* Sep 2010

Certifications

Salesforce *Certified Administrator* Feb 2012

Salesforce *Certified Advanced Administrator* May 2012

Salesforce *Certified Developer* Apr 2012

Zuora *Certified Administrator* Aug 2012

Marketo *Certified Expert* Apr 2015

Marketo *Certified Consultant* Oct 2015

DocuSign *Administrator Certification* Sep 2014

Microsoft *Office Expert Specialist Certification* 2003