

TABBY DOUG

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Customizes, implements, and manages scalable Salesforce solutions while driving robust business analysis to facilitate decision-making.

Salesforce Platform Optimization | Business Process Improvement | SQL & Database Management | SWOT Analysis

- **Salesforce Customization:** Elevated client satisfaction at *CRMbase* by customizing Salesforce; amplified automation via Process and Flow Builders; integrated Salesforce with Outlook and utilized Connect for Office with Word and Excel.
- **Business Requirement Strategist:** Enhanced efficiency by driving requirement-gathering sessions and product discovery meetings at *CRMbase*; used lucid charts to ensure alignment of cross-functional stakeholders on application requirements.
- **Salesforce Updates & Industry Expertise:** Effectively kept up-to-date with the latest Salesforce releases at *Nevada Business Journals* by studying release notes, testing new features in sandbox environments, and assisting with feature implementations.

User Access Management
Salesforce Lightning Experience
Salesforce Security & Permissions

Workflow & Process Automation
Tools: MS Office, JIRA, Trello, Lucid
Requirements Gathering & Analysis

Client Relationship Building
Agile & Scrum Methodologies
Multi-Tiered Stakeholder Collaboration

CAREER SUMMARY & SUCCESSES

Salesforce.com Certified Advanced Administrator & Business Analyst, CRMbase

10/2012 – Present

Stepped in as Scrum Lead and Product Owner after the Project Manager's resignation; identified and resolved risks within the business, ensuring smooth and efficient workflows. Led Salesforce administration for 20+ clients across diverse industries. Utilized Data Loader, dataloader.io, Salesforce Wizard, and Developer Console to import, export, update, and upsert data. Designed and managed page layouts, including Lightning and Dynamic layouts, custom fields, validation rules, custom apps, and objects. Supported package installations and integrations; created Lightning email templates and oversaw Quote and MailMerge templates.

Salesforce Administration & Integrations

- Optimized case management by setting up automatic case creation through email addresses, facilitating better request tracking and resolution; implemented effective and GDPR-compliant systems within Salesforce.
- Blocked potential disruptions through proactive system maintenance, including security reviews, release updates, and health checks; prevented breakdowns by assessing the impact of Salesforce updates on existing integrations.
- Ensured accurate forecasting of production changes and maintained data integrity by managing the Salesforce Sandbox environments tailored to different development and testing needs.
- Enhanced data-driven decision-making by developing robust reporting dashboards to track KPIs, such as call durations and case resolution times; implemented automatic snapshot subscription, enabling performance monitoring without manual intervention.
- Boosted user adoption by conducting Salesforce user training for 1000+ users, leveraging group sessions, one-on-ones, PowerPoint presentations, and training videos.

Business Analysis & Process Optimization

- Pioneered Agile development activities: led stand-up meetings and planned sprints, utilizing JIRA and Kanban boards to streamline the process; collaborated with Solution Consultants and Architects for proposal creation.
- Resolved production issues through rigorous analysis, and developing and executing test plans; ensured proposed solutions met business requirements through Quality Assurance (QA) and User Acceptance Tests (UAT).
- Exemplified effective project management while leading a team of 5+ professionals; evaluated team performance and ensured deadline and budget adherence through effective task and resource allocation.
- Drove strategic decision-making by executing detailed market analysis, including Conscious Consumerism trends, competitor tracking, and SWOT analyses; creating monthly performance reports and documentation for the leadership.
- Established a centralized information hub by creating technical and end-user documentation; utilized Confluence for requirement tracking and Salesforce for hosting training materials, aiding in effective knowledge management and user support.

Salesforce Administrator, Account Executive, Longman. Inc.

04/2012 – 08/2012

Implemented a comprehensive Salesforce database, strategically organizing information from multiple clients. Enhanced system robustness by installing Salesforce Enterprise Edition and PropertyBase.com. Led configuration changes and testing in the Salesforce Sandbox environment to ensure optimal functionality; regularly monitored and updated the system configurations. Liaised with stakeholders for key projects, driving on-time completion and enhancing overall business productivity.

- Saved time by 60% by eliminating manual data entry and communication, and automating vital business processes; set up automated emails and created custom reports and dashboards in Salesforce to provide stakeholders with real-time data insights.
- Ensured smooth business operations by managing user access and security settings for all users in Salesforce; maintained data security and user permissions and created ~5 full user licenses.
- Enhanced Salesforce functionality by customizing diverse features, including custom fields, field operators, workflow rules, and email templates; amplified data analysis by designing dashboards with advanced filters; integrated Excel via Connect.
- Bridged the gap between technical and business perspectives by translating high-level requirements during executive sessions; leveraged analytical and communication skills to facilitate informed executive decisions.

Junior Salesforce Administrator, Nevada Business Journals,

09/2006 – 01/2012

Assisted in the transition from Microsoft Access to Salesforce; administered and managed the Service Cloud Platform for ~50 users to meet specific business needs. Mastered Salesforce independently, gaining expertise in resolving complex platform-related challenges. Acted as Project Manager for diverse internal initiatives, incorporating lead tracking, competition monitoring, and internal performance reporting to drive decision-making.

- Increased efficiency by recommending specific configuration changes to the senior Salesforce admins; streamlined case management while providing technical support and training.
- Enhanced the company's email marketing efforts by learning and providing support for the integration of Salesforce with ExactTarget (rebranded as Salesforce Marketing Cloud).
- Fortified system reliability by proactively managing system maintenance activities, such as security reviews and release updates; worked with a team of 3 to bolster the overall operational efficiency of the organization.
- Championed a culture of continuous learning and support, leveraging technical acumen to mentor team members, resolve struggles, and enhance work proficiency, facilitating an efficient work environment.
- Fostered productive relationships with stakeholders through regular one-on-one planning and design sessions, collecting requirements, and aligning tasks with the company's roadmap.

EDUCATION

Bachelor of Science in Business Administration (Marketing Emphasis), Chapman University, Orange, CA

2013

CERTIFICATIONS

Salesforce Certified Business Analyst, Salesforce

2023

Salesforce.com Certified Platform App Builder, Salesforce

2023

Salesforce.com Certified Administrator, Salesforce

2018

Salesforce.com Certified Advanced Administrator, Salesforce

2018

Salesforce.com Certified Sales Cloud Consultant, Salesforce

2018