

CYPRUS MILES

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Leverages robust technical acumen and strategic business insights to optimize Salesforce performance and streamline processes.

Salesforce Platform Optimization | System Configurations & Customizations | Dashboard Reporting & Analytics

- **Salesforce Customization:** Elevated client satisfaction at *SolidCRM* by customizing Salesforce; amplified automation via Process and Flow Builders; integrated Salesforce with Outlook and utilized Connect for Office with Word and Excel.
- **User Management & Efficiency Boost:** Streamlined user profiles while managing full user and Chatter Plus licenses at *SolidCRM*, augmenting Service Cloud's efficiency; implemented organization-wide sharing rules and permission settings.
- **Salesforce Updates & Industry Expertise:** Effectively kept up-to-date with the latest Salesforce releases at *City Business Journals* by studying release notes, testing new features in sandbox environments, and assisting with feature implementation.

User Access Management
Workflow & Process Automation
Salesforce Security & Permissions

Database Management
Salesforce Lightning Experience
Tools: MS Office, JIRA, Trello, Lucid

User Training & Support
Client Relationship Building
Multi-Tiered Stakeholder Collaboration

CAREER SUMMARY & SUCCESSES

Salesforce.com Certified Advanced Administrator, SolidCRM

10/2012 – Present

Led Salesforce administration for 20+ clients across diverse industries, such as marketing, manufacturing, real estate, technology, and education. 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, ranging from website, ExactTarget, and Pardot, to iCapture, and Rocketdocs; created Lightning email templates and oversaw Quote and MailMerge templates.

Salesforce Administration & Optimization

- Optimized case management by setting up automatic case creation through email addresses, facilitating better tracking and resolution of requests; implemented effective and GDPR-compliant systems within Salesforce.
- Blocked potential disruptions through proactive system maintenance, including security reviews, release updates, and health checks; prevented system 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.
- Established a centralized information hub by devising 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 Integration & User Adoption

- Achieved cost-effective integration with external systems by creating and deploying connected apps in Salesforce, providing keys and secrets for secure data access, resulting in significant savings on user license expenses.
- Enabled efficient data flow by collaborating with cross-functional teams to establish and maintain system integrations, utilizing ETL tools and APIs; monitored data logs to prevent CPU timeouts, effectively positioning Salesforce as the central data hub.
- Boosted user adoption by conducting Salesforce user training for 1000+ users, leveraging group sessions, one-on-ones, PowerPoint presentations, and training videos; followed up with emails to serve as reminders for best practices.
- Identified and rectified inefficiencies in Service Cloud by actively attending and leading discovery meetings to understand customer complaints and propose solutions; drove process improvements via integration of third-party templates into Salesforce.

Salesforce Administrator, Account Executive, Makler

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.

- 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.
- Elevated 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.

Junior Salesforce Administrator, City 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. Ensured smooth operations and data management by providing robust Salesforce support to stakeholders.

- Increased efficiency by recommending specific configuration changes to the senior Salesforce admin; 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.

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