

# David Shulman

(973) 868-6172 ■ Dvdshulman1@gmail.com ■ LinkedIn: [David Shulman](#)

## EDUCATION

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### University of Delaware, Newark, DE

May 2018

B.A., Economics, Alfred Lerner College of Business and Economics

B.S., Environmental & Resource Economics; Sustainability, College of Agriculture

Minor: Statistical Data Analytics

**Additional Skills:** Salesforce, Apex, VisualForce, SQL, Dell Boomi, Einstein, HTML, RingLead, Google Analytics, Pardot, MailChimp, DocuSign, Tableau, JIRA, Confluence, OwnBackup, Gearset, GitHub

## PROFESSIONAL EXPERIENCE

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### Senior Salesforce Administrator, Credible Operations, Inc.: Durham, NC

3/2022 – Present

- Salesforce Administrator for company instance with ~400 users
- Supported Mortgage Purchase team's needs with heavy flow and automation development
- Responsible for OwnBackup integration, Salesforce Shield implementation, and assisted with deployments

### Freelance Salesforce Consultant, Fiverr

9/2021 – 3/2022

- Consulted for many different Organizations with anything from basic setup to builds
- Maintaining a 5 star rating for all delivered projects

### Salesforce Administrator, Professional Disposables Inc. (PDI): Woodbridge, NJ

3/2020 – 3/2022

- Salesforce Administrator & Developer for company instance with ~150 users
- Merged legacy data into new data model using RingLead and rebuilt ERP integration using Dell Boomi
- Developed Apex for extensive daily calculations, automating many business intelligence tasks
- Data analytics, report and dashboard development

### Senior Operations Analyst, Credibility Capital Inc: Newark, NJ

3/2019 – 3/2020

- Salesforce Administrator for company instance based off nCino with about 20 users
- Data analytics, creation and maintenance of KPIs and dashboard development
- Business Development and new partner acquisition
- Direct email outreach campaigns using Cirrus Insight, Salesforce Marketing Cloud and MailChimp

### Data Analyst, Momentum Solar: Metuchen, NJ

6/2018 – 3/2019

- Collect and Analyze data for each customer in detail using Excel
- Prepare sales proposals in real time for Sales Representatives with Salesforce
- Generate pricing and rates that ensure advantages over competitors, while still remaining profitable
- Cooperate with local panel setback requirements, and try to ensure most efficient arrays within compliance
- Interact with Representatives to account for each customer's preferences when generating unique proposals

### Researcher, University of Delaware Sustainability Department: Newark, DE

12/2017 – 2/2018

- Research Renewable Energy Certificates (RECs) and their applications
- Create strategic recommendations for UD Greenhouse Gas mitigation efforts
- Report results to faculty senate

## ADDITIONAL ACTIVITIES AND CERTIFICATIONS

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### Active Salesforce Certifications:

- Salesforce Certified Data Architecture and Management Designer (12/2020)
- Salesforce Certifications Platform Developer I (05/2020)
- Salesforce Certified Platform App Builder (12/2019)
- Salesforce Certified Administrator (07/2019)

DocuSign Agreement Cloud Specialist 2020 (02/2020)

Brother Alpha Phi Omega Community Service Fraternity, Zeta Sigma Chapter

2014 - 2018

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