Simon La

 San Jose, CA   (415) 205-8914   simonla603@gmail.com   https://www.linkedin.com/in/simonla603/

Salesforce Administrator

Business Systems Analysis | Product Management | Data Analytics

Results-driven Technical Professional with deep experience in Salesforce Administration, business process improvement, and technical support. Proven ability to shape positive customer experiences by innovating and implementing business processes that reduce issue resolution time, improve data metrics, and drive ongoing efficiency.

▸ AREAS OF EXPERTISE

Salesforce Administration	Agile Methodologies	Business Process Improvement
Project Management	Software Development / SDLC	Business Systems Analysis
Service Delivery	Data Visualization	System Implementation
Technical Support	Data Analytics	Cross-functional Collaboration

▸ CAREER OVERVIEW

SALESFORCE ADMINISTRATOR & BUSINESS SYSTEMS ANALYST | CLOUDERA – Santa Clara, CA | 2017 - 2020

Spearheaded hands-on Salesforce configuration to support a growing global organization. Successfully led all aspects of Salesforce administration including user management, security and access, custom objects, sharing model, data management, declarative automation, custom metadata types, managed packages, and communities.

- Redesigned Entitlements process for 2200+ customers to expand product options and grant custom SLAs for Support Offerings, thereby eliminating date issues for the Salesforce team.
- Executed Salesforce instance migration including requirement gathering, gap analysis, fields mapping, user stories, and test scripts development in an agile environment.
- Dramatically improved business decision-making ability across the Customer Success & Support department by implementing the Domo business intelligence tool, allowing for self-served visualizations and reporting from multiple data sources.
- Oversaw product management for all Salesforce activities including prioritization and implementation in a cross-functional environment.
- Reduced issue backlog through strategic project planning and prioritization using JIRA.
- Boosted case resolution time by 32% and improved KPI metrics using increased communications automation between Cloudera and IBM partner agents to eliminate costly response delays.
- Collaborated with Salesforce developers on complex projects requiring advanced technical and development skills including system extensions, customizations, and integrations.
- Lead of building, maintaining, and automating data visualizations & Salesforce reports for 300+ users.
- Streamlined mass data updates using data loader to upsert 100,000+ records and debugged errors.
- Drove successful end-to-end system processes as owner of SFDC implementation of the Medallia customer experience surveying platform (3rd party).

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SERVICE DELIVERY ENGINEER | HORTONWORKS – Santa Clara, CA | 2016 - 2017

Boosted delivery of world-class customer service through an intense focus on case audits and postmortems. Drove continuous process and systems improvements to align services with core business goals and objectives.

- Improved support service delivery and shaped service strategies that reduced case resolution time by 25%.
- Reinforced customer feedback on feature improvements by collaborating with the Salesforce team.
- Catapulted closed case accuracy by implementing validation rules to ensure critical field completion.
- Pioneered a GetFeedback survey process to streamline customer transitions from Sales to the Customer Success team, while improving important insights into unique customer needs.

SOLUTIONS ARCHITECT ASSOCIATE | AKAMAI TECHNOLOGIES – Santa Clara, CA | 2015 - 2016

Orchestrated and directed all technical components of customer integration projects including configuration, debugging, documentation, testing, compliance, go-live support, and post-go-live support.

- Created a faster and more secure user web experience through the integration of Akamai solutions with a globally distributed proxy platform.
- Improved business value by analyzing Internet experience metrics and fine-tuning configuration files top value identified technical risks, and developed mitigation strategies for top Commerce customers

SENIOR NETWORK OPERATIONS TECHNICIAN | AKAMAI TECHNOLOGIES – Santa Clara, CA | 2013 - 2015

Monitored, triaged, and managed a network of 200,000+ servers as first line of defense for a globally distributed platform. Guaranteed service-level agreement compliance by managing Trouble Ticket system data and driving appropriate escalation to senior level NOCC engineers.

- Safeguarded high availability by minimizing the impact of server, network-wide, and live network broadcasting issues on server downtimes.
- Resolved region and global issues, large-scale software installations, tool development, and disaster triage and response as a Tier 2 operational escalation.

◤ EDUCATION & CERTIFICATIONS

Bachelor of Science, Business Administration & Management Information Systems | San Jose State University
- **Alpha Kappa Psi –** Professional Business Fraternity

Certified Salesforce Administrator
Certified Salesforce Advanced Administrator
Certified Salesforce Platform App Builder
Certified Salesforce Sales Cloud Consultant

◤ TECHNICAL PROFICIENCIES

SQL, SOQL, Salesforce, JIRA, Domo, Tableau, Python, Asana, Smartsheet, Databases, Microsoft Office 365, Dell Boomi, Google Suite