

ABDULLAHI OLALEKAN ABDULKAREEM

PROFILE

2x Certified Salesforce Administrator with over 3 years of experience optimizing Salesforce for businesses. Delivered 30% increase in efficiency and 20% increase in productivity by implementing best practices and customizing solutions in the financial industry. Led successful implementation of 5 complex CRM projects, including custom objects, fields, formulas, and workflow rules, with 100% on-time delivery. Proven communication and project management skills, regularly collaborating with cross-functional teams to drive business growth and success. Seeking new opportunities to continue leveraging expertise and delivering results.

SKILLS

- Data Migration
- Project Management
- User Management
- Formula and Validation
- Reports and Dashboards
- Data Security

WORK EXPERIENCE

Salesforce Administrator – *Stanbic IBTC (A Member of Standard Bank Group)*

JULY 2021 – PRESENT

- Co-led the Center of Excellence team in implementing and delivering sales, service, marketing and experience cloud across five (5) subsidiaries.
- Trained and supported over two hundred (200) end users on usage of salesforce through demo and assigning trail mixes on trailhead, resulting in a 25% increase in user adoption.
- Managed migration of data of over six (6) million records across all five (5) subsidiaries resulting in a 50% reduction in data entry time.
- Worked closely with cross-functional teams to gather requirements and deliver projects on time and within scope, resulting in a 95% project completion rate and a 30% increase in efficiency.
- Developed and maintained comprehensive documentation for all Salesforce processes and procedures, improving the onboarding process for new team members by 50%.

Junior Salesforce Administrator – *Fluxio Technology*

MARCH 2021 – JUNE 2021

- Created users, roles and implemented role hierarchies, sharing rules, and record-level permissions to provide shared access among different users, improving data security and reducing user errors by 20%.

- Managed Salesforce application user profiles, roles, permissions sets, generating security tokens, validation rules and activating MFA, ensuring data privacy and protection for over 500 users.
- Automated processes using Flow Builder, Workflow Rules, and ensured data quality with the use of Validation Rules and Duplicate Checks, increasing productivity by 40% and reducing manual errors by 30%.
- Trained sales representatives on CPQ, creating efficiencies that made the sales process 13% faster.
- Created custom reports and dashboards to track key performance indicators and business metrics, providing stakeholders with real-time insights into business performance and driving data-driven decision making by 25%.

Product Designer – *Doctoora Group*

NOVEMBER 2020 – MARCH 2021

- Designed user-centered interfaces by conducting in-depth research on business requirements and user feedback, resulting in a 90% increase in user satisfaction.
- Developed comprehensive user flows, wireframes, prototypes, and mockups that effectively showcased key functionalities and improved the overall user experience by 70%.
- Utilized design thinking methodologies to translate business requirements into user-friendly style guides, design systems, and design patterns, reducing design time by 40%.
- Implemented visually appealing UI elements such as input controls, navigational components, and informational components that improved usability by 60%.

Reservations and Ticketing Agent – *Delta Air Lines*

APRIL 2019 – MARCH 2021

- Responded to an average of 50 customer inquiries per day regarding flight dates, prices, availability and special offers with a 90% accuracy rate.
- Utilized Delta Air Lines reservations system (DLTerm) to check flight availability and make an average of 25 reservations per day with a 95% success rate.
- Processed and confirmed payment from an average of 20 passengers and customers daily, issuing their tickets with 100% accuracy.
- Modified existing tickets, ensuring compliance with customers' ticket rules, with a 95% success rate.

EDUCATION

Salesforce Certified Administrator – *Salesforce*

JANUARY 2023

Salesforce Certified Associate – *Salesforce*

OCTOBER 2022

Bachelor of Science – *University of Ilorin*

OCTOBER 2012 – OCTOBER 2017