RUSSELL A. EVERETT

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(214)-458-7544

TECHNICAL SKILLS

Salesforce Administration, Salesforce Development, User Configuration, Flows, Process Builder, CPQ, Permissions, Public Groups, Queues, SOQL Reporting, Custom Objects, Page Layouts, CRM Security Controls, Computer Network Operations, Internet of Things (IoT), Digital Strategy, Customer Relationship Management (CRM), Search Engine Optimization (SEO), Project Management, ServiceNow, Jira Service Desk, Pardot, Forms, and Form Handlers

PROFESSIONAL EXPERIENCE

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INVITED CLUB MANAGEMENT / CLUBCORP   **August 2021 – May 2023**
Salesforce Administrator / IT Business Process Manager

· Regularly built and maintained custom flows, process builders, trigger logic, validation rules, and formula fields dictated by numerous security-control parameters while delivering global reporting via dashboards and reports to necessary management associates within the organization

· Creation/oversight of complex custom user configuration (roles/profiles/permissions/public groups/queues) to securely and effectively manage a single Salesforce instance to provide selling capabilities to 190 business units with over 900 total users (membership sellers)

· Dashboards and reports related to Salesforce licensed user requests created regularly in ServiceNow via support tickets and scheduling of digestible email reports on findings

· Additional Salesforce/Pardot-related applications managed: Sales Cloud Einstein, Dialpad, Calendly, Demand Tools, PowerBI, Jira, DocuSign, Dataloader, Data Import Wizard

· Daily management of internal CRM support requests inside ServiceNow from licensed users in the instance, working alongside diverse offshore support teams for all active Salesforce and Pardot users (900+)

· Oversight of all Pardot data and connector to Salesforce and form handler data from both Pardot and Optimizely alongside complex user role mapping to Salesforce user profiles

HITRUST   **January 2018 – August 2021**
Salesforce Administrator

· Managed all unit testing, integration testing, and performance testing of new application functionality in partial copy sandbox prior to production implementation on Salesforce platform

· Consistently provided training to all 70+ active users via digestible training materials and leading in-person training sessions, daily support to all users and all objects in Salesforce when a question or inability surfaced

· Access control of all users and objects in Salesforce CRM dictated by focusing on 8 custom roles and 15 custom profiles, 25+ permission sets, each created following leadership directive to visibilities per user group

· Managed all reporting/dashboards/analytics for company alongside primary sales manager on a monthly cadence – reporting fed to external API connected video displays to broadcast daily status of sales to all teams internal to organization

· Managed all API connected apps to Salesforce including CVENT, Cloudingo, Google Analytics, Concord, Pardot, BMC RemedyForce

· Full implementation and daily management of Pardot marketing automation functionality within Salesforce to manage prospects and data analysis of mass email campaigns for marketing purposes

· Built and maintained numerous email-to-case automations / case assignment rules to migrate records to proper queues in both Service and Sales cloud

FROSCH REWARDS & INCENTIVES   **March 2017 – January 2018**

B2B Inside Sales Coordinator

· Provided actionable insight and communication between prospective buyers and Frosch Rewards & Incentives management

· Utilized components of Salesforce CRM to measure, optimize, and plan sales journeys and strengthen visibility between all parties involved

· Created comprehensive, data-based reporting driven by Salesforce automations to gain greatest insight on team processes

SALLY BEAUTY   **March 2016 – December 2016**

Customer Relationship Management Specialist

· Responsible for oversight of in-home direct mail partner Ivie; approving daily all direct mail pieces, timelines, email campaigns and provided campaign analytics to drive monthly creative direction

· Proficient in the creation and implementation of Salesforce Marketing Cloud reporting tools via Analytics Builder, from ideation to utilization in both Pardot and Salesforce

BRIERLEY | CAPILLARY   **June 2014 – February 2016**

Business Development – Salesforce Administrator

· Responsible for management of Salesforce platform for Brierley+Partners organization ensuring accuracy, cleanliness, and consistency

· Execution of all Salesforce system updates, reports, dashboards, and core integrity of company data for Fortune 500 client portfolio in Salesforce

· Daily interaction with agency departments and processes including creative, executive leadership, consumer insights, and loyalty strategists

· Improved Salesforce database to more effectively broadcast previous wins, actionable forecast of pending opportunities and analytical measurements of potential revenue targets

· Directed flow of inbound sales figures while regularly meeting with CEO and sales management to assess level of revenue potential among newly discovered leads

AT&T   **February 2010 – October 2013**

Corporate Sales Consultant – SMB Account Specialist

· Created and effectively managed 20+ small business accounts while integrating new mobile application technologies into sales of strategic products in an extremely competitive sales environment

· Achieved highest monthly "Willing to Recommend" score for Dallas district (2011) and Top Performer Award (2012) Flower Mound

EDUCATION
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UNIVERSITY OF NORTH TEXAS, Denton, TX

Bachelor of Business Administration in Marketing, Minor in Mechanical Engineering, 2008 – 2012

Completed degree with 3.74 GPA

MEDIATECH INSTITUTE, Irving, TX

Digital Communication/Multimedia Technical Degree, 2009 – 2012

CERTIFICATIONS
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SalesForce Certified Administrator – CRT101

www.salesforce.com/trailblazer/reverett7