

Jared Powell

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SUMMARY

Dedicated and Salesforce Certified Administrator with a proven track record of successfully implementing and managing Salesforce solutions. Proficient in project management, Salesforce Field Service Management, and Salesforce CPQ. Highly experienced in optimizing processes, resolving technical issues, and providing comprehensive training and support to drive Salesforce adoption and maximize organizational efficiency.

PROFESSIONAL EXPERIENCE

Salesforce Administrator / SEO Specialist / Project Manager

Internet Junkies, Inc., South Jordan, Utah

June 2008 – Present

- Spearheaded the launch of Salesforce Sales Cloud and Salesforce CPQ implementations, streamlining data management and enhancing sales processes which increased productivity by over 27%.
- Developed and customized business processes, including sales stages, inventory management, and real-time dashboards for better visibility into opportunities.
- Implemented best practices in Salesforce, managing custom fields, validations, objects, relationships, sales processes, record types, and applications.
- Designed and automated flows and workflows to optimize sales activities, task assignments, and quote management, resulting in increased operational efficiency.
- Played a pivotal role in optimizing SEO for client websites by utilizing SEMrush software, conducting comprehensive site audits, and addressing over 800 identified issues. These included resolving 404 errors, rectifying internal broken links, eliminating redirect chains and loops, addressing duplicate meta descriptions, and creating missing meta descriptions.
- Demonstrated expertise in keyword research and tracking, targeting competitors' keywords, and analyzing keyword gaps to enhance website rankings. Which improved the website's overall search ranking by an impressive 6 positions within a 4-month period.

Salesforce Administrator

1440.io, Park City, Utah

July 2022 – December 2022

- Delivered user support to over 100 customer orgs, customizing objects, profiles, permissions, layouts, and reports to meet their specific needs.
- Implemented a streamlined case management process within Salesforce and Jira, enhancing internal support team efficiency.
- Utilized advanced problem-solving skills and deep Salesforce knowledge to troubleshoot and resolve issues in client orgs, ensuring seamless functionality.
- Collaborated directly with clients to install and test AppExchange products and updates, guaranteeing successful integration with their customized orgs.
- Created and customized flows to align with client requirements and conducted comprehensive training on software usage and the Salesforce platform.

SKILLS

- Flows and Automation
- Profiles and Permission Sets
- Reports & Dashboards
- Salesforce CPQ
- Project Management
- Salesforce Sales Cloud
- Salesforce Service Cloud
- SEMrush
- SEO
- Jira

EDUCATION

Associate of Science

Equivalent to a bachelor's degree