

CARLA ROBERTSON

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LEARN MORE ABOUT ME: www.Carla-Robertson.com

SUMMARY OF QUALIFICATIONS

Proactive and Critical-thinking Salesforce Administrator / Consultant with five years of experience in user management, data management, security management, actionable data reporting, automation and lightning application design. Demonstrated success in enhancing productivity and efficiency through process automation. Skilled in translating ideas into optimized processes, implementing strategic changes, and driving user adoption.

Key Skills

- ✓ APEX & Advanced Flow Automation skills that improve productivity and efficiency
- ✓ Deep understanding of the sales process facilitating improved conversion rates within Salesforce.
- ✓ Highly focused and results-oriented, with the capability to identify goals, prioritize tasks, and resolve issues in initial stages.
- ✓ Exceptional communication and interpersonal skills, complemented with a learner's mindset.
- ✓ Data Management, Salesforce Lightning, Sales Cloud, Service Cloud, Reporting, Dashboards, Salesforce Integration, Field FX, Microsoft Excel, & PowerPoint. Familiar with SAP, NetSuite, Boomi.

PROFESSIONAL EXPERIENCE

NINE ENERGY SERVICE– Houston, TX

11/2022 to Current

Salesforce Administrator

- Collaborate with business stakeholders to enhance business processes across business units.
- User management (roles, profiles, permissions), data management (importing/upserting/merging records)
- Automate processes via Apex & flow, document processes and create training materials
- Handle tickets from Fresh Service
- Create & maintain security model, record types, workflows, page layouts, reports, and dashboards.
- Work with external orgs, NetSuite & Boomi, for integration and collaborated to ensure solutions met business requirements.

VIKING SERVICE GROUP – Houston, TX

11/2018 to 11/2022

Salesforce Administrator

- Created & configured Salesforce users, workflows, validation rules, and security controls.
- Leveraged and set up AppExchange products to develop solutions, managed bulk data loads, and change requests.
- Monitor Salesforce org performance and security, managed package installations, and access management.
- Created and updated reports and dashboards to meet evolving business needs and ensured proper training and understanding.

CARLA ROBERTSON (CONTINUED)

VIKING SERVICE GROUP – Houston, TX

9/2012 to 11/2018

Director of Business Development

- Led business development initiatives to grow the company portfolio and identified key targets to increase department growth.
- Supported the company with bidding, re-bids, and benchmarking and worked closely with operational leadership on continuous improvement and business excellence.
- Engaged in sales activities outside of the office, face-to-face, including, but not limited to, creating relationships with customers to develop a clear, complete understanding of their potential business issues and needs.
- Innovated and improved processes, provided training, support, and motivation to inside and outside sales personnel while maintaining sales reports.

STRATUS BUILDING SOLUTIONS – Houston, TX

1/2010 to 9/2012

Sales Manager

- Developed new prospects and accounts through cold calls to local businesses and delivering persuasive sales presentations.
- Created and delivered comprehensive proposals and contracts, consistently meeting and exceeding monthly sales quotas.
- Fostered positive customer and vendor relationships.
- Screened applicants and provided ongoing training, support, and motivation to enhance sales team performance.

JANI-KING INTERNATIONAL – Houston, TX

6/2006 to 12/2009

Account Executive

- Initiated and developed new client relationships through cold calling and effective sales presentations.
- Created and delivered tailored proposals, consistently exceeding monthly sales quotas.
- Maintained positive customer relations and kept detailed sales reports for performance tracking.

EDUCATION

Certified Salesforce Administrator

Certified Salesforce Sales Cloud Consultant

Rockhurst University Continuing Education Center

How to be an Outstanding Communicator

University of Phoenix

Business Administration