

CARLA ROBERTSON

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Portfolio: www.Carla-Robertson.com

Salesforce Admin/Developer with 8 years of experience designing, developing, and delivering scalable Salesforce solutions. Proven success translating complex business requirements into technical solutions that improve operational efficiency, data integrity, and business visibility.

Brings a unique combination of Salesforce development expertise, sales operations experience, and business process leadership, enabling effective collaboration with stakeholders at every level of the organization. Known for bridging the gap between business and technology by designing solutions that not only meet technical requirements but also drive adoption, improve workflows, and support strategic decision-making.

CORE SKILLS

- ✓ Apex | SOQL | Lightning Web Components (LWC) | Flow | CPQ | Sales Cloud | Service Cloud
- ✓ Data Architecture | Data Modeling | API Integrations | VS Code | Salesforce CLI | Git | GitHub | SFDX
- ✓ Pardot | Experience Cloud (Partner Portals) | PandaDoc | Conga | Field Service | Dell Boomi | MuleSoft

PROFESSIONAL EXPERIENCE

CAMP CONSTRUCTION– Houston, TX

11/2023 to 3/2026

Salesforce Developer & Platform Owner

- Served as the sole Salesforce technical resource responsible for solution architecture, platform strategy, automation development, integrations, and ongoing support for the Salesforce environment supporting sales, marketing, estimating, operations, and executive leadership.
- Designed and implemented scalable Salesforce solutions using Apex, Flow, LWC, and Experience Cloud to streamline opportunity management, estimating workflows, and cross-functional business processes.
- Architected and implemented Salesforce-Procore integration solutions to automate project creation and streamline operational handoffs. Integrated Smart Apartment Data with Salesforce to automate Lead and Property Account creation, improving data integrity, efficiency, and business visibility.
- Partnered with Marketing to implement Account Engagement (Pardot), automate campaign execution, and enhance visibility into prospect engagement, campaign performance, and pipeline activity.

NINE ENERGY SERVICE– Houston, TX

11/2022 to 11/2023

Salesforce Administrator & Developer

- Designed & implemented scalable automation using Apex and Flow to streamline operational processes.
- Configured and enhanced Experience Cloud partner portals, including external user access, sharing architecture, and security controls for partner collaboration.
- Managed Salesforce security architecture, including roles, profiles, permission sets, and data access models to align platform security with business and operational requirements.
- Supported integrations between Salesforce and external systems to ensure reliable data synchronization.

CARLA ROBERTSON (CONTINUED)

VIKING SERVICE GROUP – Houston, TX

11/2018 to 11/2022

Salesforce Administrator & Developer

- Led the implementation and ongoing enhancement of Salesforce Service Cloud, partnering with business stakeholders to design solutions that improved customer service operations, process efficiency, and user adoption.
- Designed and configured automation, validation rules, security architecture, and custom functionality to support evolving business requirements.
- Evaluated, implemented, and supported AppExchange solutions, coordinating deployments and platform enhancements across multiple departments.
- Developed executive dashboards and operational reporting while overseeing system enhancements, release deployments, and ongoing platform optimization.

VIKING SERVICE GROUP – Houston, TX

9/2012 to 11/2018

Director of Business Development

- Led business development initiatives, partnering with executive leadership to identify growth opportunities, improve operational processes, and drive strategic business objectives.
- Managed client relationships, proposal development, benchmarking, contract negotiations, and sales forecasting while serving as a trusted advisor throughout the sales lifecycle.
- Facilitated cross-functional collaboration between sales, operations, and leadership teams to streamline workflows, improve communication, and support organizational goals.
- Identified process inefficiencies and implemented operational improvements that enhanced productivity, service delivery, and overall business performance.

STRATUS BUILDING SOLUTIONS – Houston, TX

1/2010 to 9/2012

Sales Manager

- Built and managed strategic client relationships, driving revenue growth through consultative selling, account development, and exceptional customer service.
- Delivered high-impact proposals and managed the sales cycle from prospecting through contract execution while consistently achieving sales objectives.
- Trained and supported sales teams on CRM utilization, pipeline management and sales best practices.

EDUCATION / CERTIFICATIONS

Certified Salesforce Platform Developer I | Certified Sales Cloud Consultant

Certified Salesforce Administrator | University of Phoenix - Business Administration

SALESFORCE INDUSTRY EXPERIENCE

Construction • Energy / Oil & Gas • Nonprofit • Hospitality • Financial Services
Insurance • Transportation • Real Estate • Education • Facility Management