





Chelsea Strong

Salesforce Administrator

Encino, CA 
(714) 717-0889 
chelseastrong8@gmail.com 
trailblazer.me/id/cstrong 

Certified Salesforce Administrator specializing in sales operations, marketing automation, and analytics. Looking to leverage a strong organizational and technical skillset to design and deliver business solutions that increase productivity and help further an organization's growth.

Skills

Salesforce Sales Cloud, Pardot, Business Analysis, Project Management, Implementations, Requirements Gathering, Marketing and Sales Operations, Advanced Excel



Experience

JUNE 2018 – PRESENT

Salesforce Administrator / Marketing Analyst

Patch of Land, Los Angeles, CA

- Architected and built a Loan Origination System (LOS) within Salesforce which resulted in being named as an inventor on three patents pending. The new LOS created \$120,000 a year in cost savings and increased our speed-to-close, resulting in closing 50% more loans each month.
- Successfully implemented Salesforce and migrated data from a third-party CRM application, providing onboarding and training for 65+ users.
- Integrated third-party applications like SalesLoft, Nintex DocGen, DocuSign, and Zapier to optimize and enhance our sales and operation processes.
- Created an internal ticketing system using Salesforce Flow to manage issues/requests from end-users.
- Coordinates deployments with change sets and documents company processes using LucidChart, Google Sites, and Trello.
- Builds and maintains dashboards and reports for Sales, Marketing, and Operations to help management monitor our lead generation, performance metrics, and sales pipeline in real-time.
- Ensures data quality within our org by defining validations, reviewing reports, implementing duplicate management, and by using applications like DemandTools, DupeBlocker, and BriteVerify.
- Automates and optimizes business processes by leveraging Workflow, Process Builder, and Flow.
- Manages user setup, profiles, field creation, page layouts, and applications in Lightning.

MAY 2017 – JUNE 2018

Digital Marketing Coordinator

Patch of Land, Los Angeles, CA

- Implemented email drip campaigns, automation rules, and lead scoring in Pardot to help sales manage over 60,000 leads.
- Analyzed campaign performance and provided recommendations to capitalize on opportunities for improvement
- Ensured seamless integration of lead data and campaigns between Salesforce and Pardot.
- Partnered with Sales and Operations to establish and evaluate key performance metrics, providing regular reporting against established metrics.

JUNE 2016 – MAY 2017

Marketing Intern

Patch of Land, Los Angeles, CA

- Analyzed the impact of marketing campaigns using Google Analytics, HubSpot, and Salesforce reports.
- Wrote and designed outbound emails for our customers and measured its marketing performance.

Education

SEPTEMBER 2013 - MAY 2017

Business Economics B.A. / UCLA, Los Angeles, CA
Japanese Language Minor/ UCLA, Los Angeles, CA