Rosalind Achterhof-Nwosu

CRM Administrator, B2B Sales and Service Operations

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SUMMARY

CRM administrator with 5 years running Salesforce and HubSpot for B2B sales and support teams of up to 240 users. Cut duplicate accounts from 11% to under 2%, raised weekly active use among reps from 58% to 91%, and replaced 14 legacy workflow rules with Flows that save the sales desk about 30 hours a week.

EXPERIENCE

CRM Administrator — Ridgeline Freight Software

Denver, CO · Apr 2022 – Present

- Administer Salesforce Sales Cloud and Service Cloud for 240 users across 4 regions, handling about 60 change requests a month through a tracked intake queue.
- Cut duplicate account records from 11% to under 2% by adding matching rules, a weekly merge routine and required fields at lead conversion.
- Replaced 14 legacy workflow rules and process builders with 6 record-triggered Flows, removing 3 recurring errors and saving the sales desk about 30 hours a week.
- Raised weekly active use among account executives from 58% to 91% by rebuilding page layouts by role and running 9 short training sessions.
- Rebuilt the pipeline dashboard with stage definitions agreed with sales leaders, helping move forecast accuracy from within 22% to within 9% over 3 quarters.

CRM and Marketing Operations Specialist — Clearbrook Analytics

Boulder, CO · Aug 2020 – Mar 2022

- Ran HubSpot for a 45-person sales and marketing team, owning properties, lifecycle stages, lead scoring and 30 active workflows.
- Fixed a broken HubSpot-to-billing sync that left 1,400 customer records out of date, cutting daily sync errors from about 120 to fewer than 5.
- Built a lead-routing workflow by territory and company size that cut time to first contact from 2 days to 3 hours.

SKILLS

Platforms: Salesforce Sales Cloud and Service Cloud, HubSpot Sales and Marketing Hub, Dynamics 365 basics

Automation: Record-triggered and screen Flows, validation rules, approval processes, HubSpot workflows

Data loading and integration: Data Loader, duplicate and matching rules, Zapier, REST API basics, SOQL

Reporting and enablement: Reports and dashboards, permission sets, page layouts, user training, release notes

CERTIFICATIONS

Salesforce Certified Administrator

HubSpot Sales Hub Software Certification

EDUCATION

B.A. Business Information Systems, Colorado State University, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.