Odalys Brennecke

Salesforce Administrator

Charlotte, NC · odalys.brennecke@example.com · (704) 555-0186 · LinkedIn

SUMMARY

Salesforce administrator with 5 years supporting sales and service orgs of up to 180 users in logistics software and insurance. Built the lead-routing flow that cut average response time from 6 hours to 40 minutes, and led a data cleanup that removed 14,000 duplicate accounts. Certified Administrator comfortable owning Flow, reports and release testing.

EXPERIENCE

Salesforce Administrator — Piedmont Route Logistics

Charlotte, NC · May 2022 – Present

- Built a lead-routing Flow based on territory and deal size for 65 sales reps, cutting average first-response time from 6 hours to 40 minutes.
- Led a deduplication project across 14,000 duplicate account and contact records using a matching tool, restoring trust in pipeline reports.
- Configured and rolled out Salesforce CPQ for a 20-person sales team, cutting quote turnaround from 2 days to same-day.
- Managed quarterly release testing across 30 custom Flows and validation rules, catching 6 breaking changes before they reached production.

Salesforce Administrator — Catawba Valley Insurance Partners

Charlotte, NC · Feb 2020 – Apr 2022

- Administered a Sales and Service Cloud org for 85 agents and support staff, handling user setup, permission sets and page layouts.
- Replaced 6 legacy Workflow Rules with Flow after Salesforce deprecated Workflow triggers, with no disruption to renewal reminders.
- Built a renewal-tracking dashboard used weekly by 12 agency managers to spot policies at risk of lapsing.

SKILLS

Platform: Flow, Process Builder (legacy), validation rules, approval processes, Reports and Dashboards

Clouds: Sales Cloud, Service Cloud, Salesforce CPQ

Data: Data Loader, Duplicate Rules, Matching Rules, Change Sets

Admin: User and permission management, security review, release and sandbox testing

CERTIFICATIONS

Salesforce Certified Administrator, 2021

EDUCATION

B.A. Business Administration, UNC Charlotte, 2019

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