

Amara Okonkwo-Lund

Salesforce Consultant / Implementation Admin

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Proof: Sales Cloud Consultant + Platform Administrator II · 12 implementations, 40 to 900 users · 1.2M records migrated with zero rollback · phase-2 SOWs on 7 of 12 clients

SUMMARY

Implementation admin at a Salesforce partner who runs discovery, designs the data model and security, and leads data migration through rehearsed mock cutovers. Known for go-lives that do not need a rescue project.

WORK EXPERIENCE

Senior Implementation Consultant March 2023 - Present

Northwind Cloud Partners (fictional), Salesforce consulting partner, 60 staff

- Led discovery for 12 Sales Cloud and Service Cloud implementations (40 to 900 users) using a fixed 3-workshop format, cutting discovery from 6 weeks to 3.5 weeks per client.
- Migrated 1.2M Accounts, Contacts, Cases and Opportunities with Data Loader and external IDs across 3 mock cutovers per project; defect rate fell from 4% in mock 1 to under 0.2% at go-live, with zero rollbacks.
- Wrote a reusable UAT script library and cutover runbook used on all 12 projects; average UAT sign-off fell from 3 weeks to 8 days.
- Designed security with private OWD, a role hierarchy built from the client's org chart, and Restriction Rules for a 900-user insurer; passed the client's access audit with 0 findings vs. 11 in their prior org.
- Held post-go-live CSAT at 4.7/5 across 12 projects; 7 of 12 clients signed phase-2 work (Service Cloud, Experience Cloud, Data 360) worth \$1.1M in partner revenue.

Salesforce Administrator June 2020 - February 2023

Brightwater Logistics (fictional), 350 users, Sales + Service Cloud

- Cut duplicate Accounts from 9% to under 1% with Matching and Duplicate Rules plus a monthly merge routine documented in Confluence.
- Built a screen Flow for case intake that cut average handle time from 11 to 7 minutes for 120 support agents.

SKILLS

Delivery: discovery workshops, user stories, UAT scripts, cutover runbooks, change management

Platform: record-triggered and screen Flow, permission set groups, OWD and sharing rules, Restriction Rules, Duplicate Rules, Data Loader, DevOps Center

CERTIFICATIONS

Salesforce Certified Platform Administrator, Platform Administrator II, Sales Cloud Consultant, Service Cloud Consultant (verify at <https://trailhead.salesforce.com/credentials/verification>)

EDUCATION

B.S. Information Systems, Front Range State University (fictional), May 2020