Daniel Reyes

Salesforce Administrator

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> **Proof:** Platform Administrator + Platform App Builder · 4 yrs on a 460-user Sales + Service Cloud org · Retired 38 Workflow Rules and Process Builders into 9 Flows with zero failed releases

SUMMARY

Salesforce Administrator who keeps a 460-user Sales and Service Cloud org fast, secure and easy to change. Known for cleaning up legacy automation, moving access to permission set groups, and running releases that don't break Monday mornings.

WORK EXPERIENCE

Salesforce Administrator **March 2023 – Present**

Northpeak Outdoor Supply · 460 users · Sales Cloud + Service Cloud

- Consolidated 38 Workflow Rules and Process Builders on Opportunity, Case and Account into 9 record-triggered Flows (before-save for field updates, after-save with fault paths), cutting average Opportunity save time from 4.1s to 1.3s
- Migrated 27 overlapping profiles to 3 base profiles plus 14 permission set groups with muting permission sets; access-request tickets fell from 22 to 6 a month
- Set up a release cadence (sandbox build → UAT in a Partial Copy → change set or DevOps Center deploy every second Tuesday); 31 releases since, 0 rollbacks
- Cut Case misroutes from 14% to 4% by rebuilding Omni-Channel queues and adding entry criteria to the case assignment Flow for 85 agents
- Added a screen Flow for discount approvals with validation rules on Quote; approval turnaround dropped from 2 days to same-day for 90% of deals

Junior Salesforce Administrator **June 2021 – February 2023**

Ridgeline Health Partners · 180 users · Sales Cloud

- Ran Duplicate and Matching Rules plus a Data Loader merge of 9,000 Leads, taking the duplicate rate from 16% to under 3%
- Built 12 manager dashboards with dynamic filters, replacing a weekly Excel pipeline report that cost sales ops 5 hours
- Handled 40 user tickets a month (resets, access, report requests) at a median 1-day resolution

SKILLS

Automation: Record-triggered Flow (before/after-save), screen Flow, scheduled Flow, fault paths, approval processes

Security: Permission set groups, muting permission sets, OWD, sharing rules, field-level security

Service: Omni-Channel, queues, case assignment, entitlements, macros

Release + data: Sandboxes, change sets, DevOps Center, Data Loader, Duplicate Rules, validation rules

CERTIFICATIONS

- Salesforce Certified Platform Administrator, 2021
- Salesforce Certified Platform App Builder, 2023
- Verify credentials: https://trailhead.salesforce.com/credentials/verification

EDUCATION

B.S. Business Information Systems, Colorado State University, May 2021