Priya Natarajan

Senior Salesforce Administrator, Platform Owner

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> **Proof:** Platform Administrator II + App Builder + Sales Cloud Consultant · 9 yrs · Owns a 2,300-user Sales, Service + Experience Cloud org · Org merge + license audit saved $310K/yr

SUMMARY

Platform owner for a 2,300-user multi-cloud org. I lead a team of 4 admins, run governance and release management, and make the case for every license and feature in business terms. Strongest at org merges, security audits and saying no to the right things.

WORK EXPERIENCE

Senior Salesforce Administrator, Platform Owner **January 2021 – Present**

Calder Industrial Group · 2,300 users · Sales, Service, Experience Cloud

- Led the merge of an acquired 600-user org into ours over 7 months: mapped 41 objects, migrated 3.2M records, and retired the second org, saving $190K/yr in duplicate contracts
- Recovered $120K/yr by auditing license use with login history and permission set license reports, then reassigning 210 inactive or underused seats
- Closed all 11 findings from the SOX and internal security audit by removing Modify All Data from 37 users, tightening OWD on 6 objects to Private, and adding Restriction Rules for partner users
- Set up a change advisory board and intake scoring; backlog fell from 180 requests to 60 while delivered work rose 35% quarter over quarter
- Lead and coach 4 admins; 3 earned new Salesforce certs, and 1 moved up to Senior Administrator

Salesforce Administrator **August 2017 – December 2020**

Lakeshore Financial Services · 900 users · Sales + Service Cloud

- Rebuilt the Lead-to-Opportunity process with record-triggered Flows and Assignment Rules, cutting lead response time from 26 hours to 3
- Moved 900 users to Lightning in 4 waves with in-app guidance; adoption reached 95% within 60 days with no drop in logged activities
- Introduced Shield Field Audit Trail and Event Monitoring alerts for 14 sensitive fields, cutting audit evidence prep from 2 weeks to 2 days

SKILLS

Governance: Change advisory board, intake scoring, release calendar, documentation standards, DevOps Center

Security: Permission set groups, Restriction Rules, OWD, sharing sets, Shield, Event Monitoring, SOX controls

Platform: Sales, Service, Experience Cloud; record-triggered Flow; org merge and data migration

Business: License ROI, vendor contracts, roadmap, stakeholder steering, team leadership

CERTIFICATIONS

- Salesforce Certified Platform Administrator II, 2022
- Salesforce Certified Platform Administrator, 2017 · Platform App Builder, 2019
- Salesforce Certified Sales Cloud Consultant, 2020
- Verify credentials: https://trailhead.salesforce.com/credentials/verification

EDUCATION

B.A. Economics, University of Illinois Urbana-Champaign, May 2016