**Aaron Ruder**

[**5x Salesforce Certified**](http://certification.salesforce.com/verification-email?init=1&email=aruder82@gmail.com)

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**EXPERIENCE**

**Senior Manager, Revenue Operations NinthDecimal** San Francisco, CA, June 2019 - September 2020

*San Francisco Based Martech Company*

* Primary Salesforce Admin/Team Lead
* Expanded automation by at least 94%
* Increased Process Builder automation and approval processes by 99%
* Designed flows to reduce need for custom code and third party tools
* Increased Salesperson visibility for all associated deals for complex splits by over 66%
* Improved regional split visibility at a sub opportunitylineitem custom object level by 99.03%
* Built 29% of all reports, 74% of all dashboards and provided greater depth in reporting
* Increased adjustment visibility by 99% and (team effort) multiple object adjustment visibility by 99%
* All gain in visibility and production was achieved with a net zero gain or reduction in manual labor

**Salesforce Consultant, Aaron Ruder Consulting** San Francisco, CA, May 2018 - May 2019

*Provides Salesforce Consulting Services for Organizations Across the Bay Area*

**Chabad of San Francisco, Salesforce Revitalization** San Francisco, CA, Mar 2019 - May 2019

*Jewish outreach group dedicated to cultural and religious vitalization and helping the poor of all backgrounds*

* Spearheaded Salesforce revitalization project, eliminating data silos, training staff in current functionality

and expanding automation to reduce manual entry, expected to increase productivity by 40%

**Liquid Culture, Develop Brand New SFDC Environment** San Francisco, CA, Aug 2018 - Mar 2019

*San Francisco based premium wine and spirits startup with nationwide distribution*

* Expanded automation and tailored system to avoid over engineering
* Trained staff in Lightning, Salesforce1 Mobile app and Administrator basics
* Developed new Salesforce Lightning environment for users coast to coast
* Worked closely with staff to create the right kind of automation for the organization’s needs

**Demeter Group, Salesforce Revitalization** San Francisco, CA, May 2018 - Nov 2018

*Boutique investment bank specializing in mergers and acquisitions in the wine, beer and spirits industry*

* Renovated Salesforce environment for a more user friendly system, better analysis and greater accuracy
* Expanded client’s functionality to include high quality dupe catching and data management
* Trained staff in reports, dashboards and data imports

**Salesforce Administrator, Zen Hospice Project** San Francisco, CA, Jan 2018 - Jul 2018

*End of life education nonprofit with over 30 years experience in hospice care for those in need*

* Trained staff in Salesforce data imports, record types, page layouts and automation
* Improved data accuracy for all Benevity EFT transactions by over 99% spanning 2016 to 2018
* Developed business processes for Salesforce acknowledgements, reports, and data cleanups

**Salesforce Implementation Consultant, Chabad of San Francisco** San Francisco, CA, Jul 2017 - Dec 2017

* Enhanced data quality for better B2C analysis in reports for users to conduct targeted marketing
* Transferred organization from legacy CRM to Salesforce

**EDUCATION**

**Master of Public Administration, Northern Illinois University** DeKalb, IL

**Bachelor of Arts, Northern Illinois University** DeKalb, IL

**SKILLS**

**Salesforce Certifications:** Platform Developer 1, Administrator, Advanced Administrator , Platform App Builder , Sales Cloud Consultant

**Udacity Front-End Web Developer Nanodegree:** Javascript, CSS, HTML