

# ELISE PARKER - BUSINESS SYSTEMS ANALYST

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## Summary

Elise is a polished professional with 8 years of experience providing strong analytical, problem solving and technical skills to accelerate the use of Salesforce for users across multiple domains including: Marketing, Sales, Customer Support and Public Sector. She is a self-motivated, hard working, detail-oriented business lead who takes a business-first approach to building systems and applications. She excels at communicating and collaborating with cross-functional teams to define solutions and drive projects to completion.

## Skills

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**Methodologies:** Agile, Scrum, Waterfall, SDLC

**Salesforce:** Salesforce Certified Administrator, Sales Cloud, Service Cloud Implementation, Government Cloud, Lightning, Proficient in Advanced Configuration, SFDC Data Management Tools, SOQL queries, Apex Language

**Software:** Jira, Figma, Smartsheet, Asana, Lucidchart

**Marketing Platforms:** Pardot, Marketo, Hubspot, Facebook Ads, Google Ads

## Experience

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### [Business Lead — California Office of Emergency Services \(Contract\)](#)

July 2019 - Present

Business Lead and Co Project Manager for the Salesforce Automated Ledger System Implementation. Collaborated with 9 cross-functional groups to define high-level and detail-level business processes, streamline workflows and deliver a feature-rich solution to process \$2.3BN in obligated grants payments.

- Led the project initiation and collected requirements with 7 cross-functional teams that resulted in the project plan, timeline, business flows, and high level business requirements document.
- Led solution design meetings with senior developers & architects that resulted in the solution data model.

- Created detail-level as-is and to-be business flows, user stories, acceptance criteria and solution recommendations for the business users and engineering.
- Co-led large joint design sessions with cross-functional business groups and engineering to confirm the business requirements and scope prior to each sprint.
- Co-led daily stand ups with the client and engineering teams to ensure stories were delivered from development to QA to ensure user testing.
- Perform Salesforce configuration and tested key features and functionality to ensure they were production ready.
- Created training and performed functional testing with core business users at the completion of each sprint.
- Initiated weekly update meetings with our product owner and engagement manager to proactively share project updates and raise risks.
- Initiated a separate round of end-to-end testing with business testers to ensure familiarity with the functionality prior to UAT.
- Wrote UAT test scripts and provided training materials for the business trainer.
- Collaborated with engineering on the data migration plan and supported data migration tasks.

## Business Systems Analyst — Yelp

November 2019 - July 2019

Led team's largest project with executive-level visibility in 2019. Implemented Salesforce Service Cloud for a 150+ person team that provides support for 173 million monthly users. Included localization for international users. After roll out and a 1-week learning phase, the team was operating at +100% performance against target KPIs.

- Led the project initiation, business and systems requirements gathering from internal customers' 8 teams, and delivered 100% of in-scope requirements.
- Analyzed existing system and met with stakeholders to define process improvements that removed ~60% of outdated rules and data labels.
- Wrote user stories, developed the project plan, and led daily stand ups with the project team to drive project schedules from design to development to release.
- Communicated timeline, progress, risks and blockers to internal and cross-functional stakeholders and leadership on a weekly basis.
- Coordinated weekly admin and engineering deliverables and relationship with an external consulting firm.
- Wrote UAT scripts for reps and managers, led UAT testing, trained the trainer, and supported a phased roll out for training and Go Live.

Led contact management, activity management, and product initiative Salesforce process change for the Enterprise sales team with projected 10% efficiency gains.

- Based on inbound project requests, defined the project scope, identified the project stakeholders, and led kick off.
- Led design meetings and proposed several data model and design solutions that were accepted by the admin and technical architect.
- Wrote requirements, analyzed and documented current and future state business processes, and collaborated to produce solutions that were presented to stakeholders.
- Conducted 3 scenario risk assessments. Raised risks and recommended solutions to team and stakeholders.
- Maintained the feature backlog and led two separate teams through development.

### Project Manager and Marketing Lead (Consultant) - Digital & Growth Marketing

September 2018 - November 2019

- Created marketing campaigns to drive product usage growth with new designers. Created course content that engaged 2,000+ new design students
- Managed Google Ads account for a real estate startup. Optimized the account to increase daily digital conversions by 10%.
- Provided Pardot and Salesforce consulting. Helped startups stand up their first Pardot campaigns, lead scoring, and supported data migration across platforms.

### Digital Marketing Specialist and Project Manager — Trifecta Nutrition

April 2018 - September 2018

Reported directly to the two co-founders, led marketing campaign planning and agile ceremonies.

- Translated the CEO's initiatives into the following marketing campaigns:
  - Lead acquisition via events - managed marketing programs, catering, booth logistics, and the team's presence at the CrossFit Games that resulted in 1,700+ leads.
  - Created an email marketing plan and nurtured cadence adopted by the email specialist.

- Collaborated with an external vendor to run Facebook and Instagram ad test campaigns that contributed up to 15% of daily new customers.

## Digital Marketing & Lead Generation Manager — NGDATA

April 2016 - April 2018

Produced annual budget and marketing campaign plan that helped grow contributed marketing pipeline by 12% YoY.

- Collaborated with global (US, NL, FR, and BE) teams to select events to host and participate in as well as provided marketing materials for localization.
- Initiated marketing automation vendor assessment, negotiated pricing discounts ~25 - 30%, and led the implementation of Pardot.
- Owned CRM marketing that grew contributed pipeline by 9x.
  - Conducted multi-touch attribution analysis to define the customer journey - presented findings in annual sales kick off.
  - Conducted A/B tests to drive open and click through rate growth by 51% and 70% respectively.
- Owned marketing analytics, collaborated with CEO to create weekly insight reports on top marketing KPIs and how they affected our bottom line.

## EDUCATION

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[Washington & Lee University](#) (Lexington, VA) - B.S. Business Administration