

# TEMITOPE ONAWOLE

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📍 San Francisco, California



## SUMMARY

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- 8 + Year's IT Experience
- 6 + years of experience in Business Analytics, Sales Analytics, Digital Analytics, Einstein Analytics, CRM Analytics and Managements
- 6+ years experience in developing, configuring, and administering Salesforce ServiceCloud, Salesforce SalesCloud and related technologies on lightning
- Development on Force.com platform using configuration, customization (apex, visualforce, lightning components, lightning web components, etc)
- Experience with visualizations, dashboard and reports, metrics and reporting, budgeting and forecasting
- Experience with the building of surveys to measure KPIs , sales metrics , business metrics, service channel metrics and customer experience
- Experience in designing and implementing new Salesforce objects, workflow rules, custom layouts, and other standard Salesforce customization
- Experience in a client-facing role with developing and delivering Salesforce solutions
- Experience with Chatter, Entitlements, Milestones, Omnichannel, Omnichannel Supervisor, Email to Case, Web to Case, Live Agent Chat, Knowledge, CTI Integration and Communities
- Advanced Salesforce configurations and custom development skills
- Experience designing and implementing Salesforce workflows, account and case management; including optimization of Leads, Quotes and Opportunities
- Knowledge of Salesforce Development Lifecycle and DevOps Tools like GIT, Jenkins, JIRA etc.
- A thorough understanding of Salesforce Deployment Process and tools like ANT, Change Sets and Force.com IDE.
- Experience with data importation, exportation, quality, integration, manipulation , migration and quality management
- Experience in quality assurance, business process improvement, project management and scrum – agile methodologies
- Familiarity with SQL, Power BI/Tableau, Jira, Microsoft Office, Power Point, Advanced Excel, Outlook and Visio

## EDUCATION

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**Master of Business Administration ( MBA)**  
**University of People**

📅 06/2020 - 06/2021

**Certificate in Business Intelligence Analysis**

**University of California San Diego**

📅 10/2019 - 03/2020

**B.Sc Geography**

**Olabisi Onabanjo University**

📅 01/2005 - 08/2010

## CERTIFICATION

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**Salesforce Certified Advanced Administrator**

Salesforce.Com

**Project Management Professional (PMP)**

Project Management Institute (PMI)

**Salesforce Certified Service Cloud Consultant**

Salesforce.Com

**Salesforce Certified Einstein Analytics and Discovery Consultant**

Salesforce.Com

**Professional Scrum Master**

Scrum.org

**Salesforce Certified Platform Developer I**

Salesforce.Com

## EXPERIENCE

### Salesforce Business Admin (Contract)

J Street

📅 02/2020 - 06/2020 📍 Remote

- Handle all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks
- Support current Salesforce implementation(s) and system integrations running Lightning UI.
- Coordinate the evaluation, scope and completion of new development request
- Work with the broader enterprise team to establish suitable processes to support administrative, development, and change management activities
- Assist in training of new users, and grow the Salesforce.com skill set across the team
- Effectively act as the liaison between our users, vendors and the application development teams
- Leading ongoing reviews of business processes and developing optimization strategies
- Conducting meetings and presentations to share ideas and findings
- Performing requirements analysis, documenting and communicating the results of your efforts
- Effectively communicating your insights and plans to cross-functional team members and management

### Sr. Salesforce.com Systems Analyst

FOREVER 21

📅 06/2018 - 12/2019 📍 Los Angeles, California

- Manage the Salesforce.com CRM application including ongoing support requests and administrative needs of users by providing prompt and complete resolution to technical challenges and business issues
- Serve as system administrator as needed for the Salesforce.com lightning environment working with the Environment engineering team
- Responsibilities included associating, collaborating and coordinating efforts in implementing Forever 21 native mobile applications
- Developed results-driven business approach yielding an overall positive and increased application rating/ranking in Apple Store and Google Play with research and optimization plan from 3.6 to app high 4.8 iOS with over 10k ratings and reviews added within months of optimization plan implementation
- Responsible for comparison analysis on retail mobile apps and best practices to further optimize native apps
- Served as a QA resource for project teams and provide general QA support to the organization
- Created supporting user stories and specifications for projects
- Documented test cases and UAT and support QA and UAT cycles
- Responsible for implementing and executing the purchasing and qualification of marketing and analytics procedures, validation protocols, and guidelines into the compliance environment
- Responsible for creating, updating and coordinating training on new saas products and features in native apps

## PROJECTS

### Marketing Cloud Integration with Sales and Service Cloud using Exact Target Connector

📅 06/2018 - 12/2019

- Personalize marketing cloud emails with sales and service cloud customers data
- Customize sales and service cloud page layout with marketing cloud features
- Configure the integration to fit FOREVER 21 business needs
- Send marketing cloud emails in sales or service cloud to leads, contacts, reports and campaigns
- Map sales and service cloud fields with marketing cloud attributes to personalize message

### Salesforce to Salesforce Data Migration on Lightning Platform

📅 02/2020 - 06/2020

- Migrate standard objects using Data Loader
- Enabled salesforce to salesforce in source as well as target org
- Established a connection between source and target org by sending an invitation from source to target org before data migration
- Defined a formula field in the source org in each of the objects we migrated to hold the record id of the object. This was to match the records in source as well as in the target org
- Extracted data from the source salesforce org

### Salesforce CRM Customization using Lightning UI

📅 02/2020 - 06/2020

- Configuration of Salesforce.com application to incorporate various standard functionality like Leads, Accounts, Contact, Activity, Campaign, Products and Territory Management etc. were done.
- Creation and customization of various objects, fields, record types, Workflow and Approval Processes, Triggers, Controllers, Escalation rules, Assignment rules, Validation rules, sophisticated Visualforce Pages, Custom fields, Email Services, and Sharing rules were done as per business needs of the client.

## EXPERIENCE

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### Sr. Salesforce Service Cloud Architect/ Engineer

#### United Bank of Africa (UBA)

📅 01/2017 - 01/2018    📍 Lagos, Nigeria

- Translate detailed business requirements into features of Salesforce Service Cloud and related tools supporting customer success, channel, client experience, marketing automation, and business intelligence
- Configure advanced Salesforce Service Cloud capabilities with respect to full client lifecycle using lightning interface
- Create flowcharts, or diagrams, which describe the systematic flow of a process and highlight the relationship between major parts of a system
- Develop and maintain call center infrastructure including automatic call distributors, integrated voice response units, computer-telephony integration, and queue management
- Develop scope, estimates and detailed business requirement documents from which system/applications will be developed and maintained
- Collaborate with technology systems development teams on test planning to identify test data requirements and/or scenarios
- Provide day to day user support and answer user questions, troubleshoot configuration defects and process gaps
- Work independently with business owners to gather and vet out requirements and write Jira backlog stories
- Support SFDC integration with back office applications and API integrations
- Assist in training of new users, and grow the Salesforce skill set across the organization

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### Sr. Salesforce Service Cloud Business Analyst

#### Globacom

📅 01/2013 - 12/2016    📍 Lagos, Nigeria

- Serve as primary system administrator for the Salesforce Service Cloud environment with 400+ users.
- Act as a first line of defense between Support team and dev engineers. and be single point of contact for the business regarding all Service Cloud related processes on lightning platform
- Responsible for the full systems development lifecycle for Service Cloud lightning from requirements gathering through implementation of various functional architecture solutions for SFDC and Force.com platform.
- Work with Application team and QA to define acceptance tests for features
- Perform Release Planning, scheduling backlog items into regular releases aligned to business priority
- Interface directly with cross-functional business partners to identify and understand business problems, streamline processes, design and deliver Service Cloud solutions that enable Globacom growth and scalability
- Gather, analyze and refine requirements for the creation of functional and technical design and configuration specifications
- Evaluate Apps and provide recommendations to enhance the Service Cloud lightning experience
- Create and maintain detailed documentation including technical designs, project plans, workflows and training documents
- Keep Service Cloud users informed about system functionality and enhancements

# EXPERIENCE

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## Digital Sales Analyst

JUMIA

📅 08/2010 - 12/2012    📍 Lagos, Nigeria

- Drive lead generation activities across BUs, especially leveraging digital properties
- Understands brand, product and customer priorities and uses the online sales planning process to drive strategic alignments
- Aids in the recommendations of SKU assortment priorities, financial guidelines and synergies across customers and brands for effective online buying experiences
- Leverages growth driving capabilities including category management, in-store visibility ad shopper marketing to deliver comprehensive category growth plans for customers
- Compiles profiles of competitors and channel customers via research and data. Compiles and analyzes market, channel and product gaps to better support customer demands
- Provide guidance to the DCX Specialist regarding product updates to drive sales improvements (eg. expanded product relationships such as competitive cross reference, step ups, accessories, etc.)
- Perform analysis on website visitor behaviors and make recommendations to drive conversion rate optimization (CRO)
- Analyze digital customer sales performance and support digital pricing analysis and updates
- Provide guidance on digital campaigns to support sales growth and drive NPS score improvement for easy to do use and up-to-date for online tools
- Develop and implement strategies to drive tier 2 new business to ecommerce platform