Terrance Conway

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SUMMARY

An MBA and proudly ranked Expeditioner on the Salesforce Trailblazer Community & Ecosystem. Terrance is as efficient in leading teams as he is collaborating cross-functionally, from SMBs and nonprofit organizations to large international enterprises. He is logical and works well on “task” as well as on “people” issues and has recent experience as a Salesforce Administrator, including as lead trainer, coach, and CRM support internationally on the enterprise edition of Salesforce Service and Sales Cloud.

EXPERIENCE

Salesforce Administrator - Commercial Process Excellence | Millipore Sigma | Burlington MA | November 2018 - January 2020

* Managed multi-currency global pricing implementation in SFDC CPQ instance and coordinated with SAP ERP system.
* Maintained integrity of discount approval settings among 300+ product managers and their assigned product categories
* Interacting with cross-functional partners including sales, marketing, customer service, and global pricing to facilitate the adoption of Salesforce Sales and Service Cloud.
* Led North America and supported Europe and Asia on enterprise instance of Salesforce CRM training.
* Formed policies and procedures and served on the Governance team to regulate business leaders’ enhancement requests
* Interviewed Salesforce CRM stakeholders, gathered business requirements for recommended enhancement requests

Digital Business Analyst - Salesforce Administrator | Millipore Sigma | Burlington MA | May 2017 -November 2018

* Lead meetings with business partners to gather, analyze, prioritize, and refine business requirements
* Established and documented Standard Operating Procedures (SOPs) for data maintenance, regulations, and management
* Trained and supported 1000+ users on SAP sales enablement software using Learning Management software and tools such as Camtasia video creation and PowerPoint
* Served on the technology team task force to minimize vulnerabilities through enhanced user account access and new permission management protocols
* Experience in training and supporting 2500+ Salesforce users in sales, service, marketing, pricing, and product management

Consultant Project Manager | Mobily Local | Andover MA | May 2008 – July 2017

* A Consultant/Project Leader on assignments at nonprofit enterprises and small-to-medium sized businesses (SMBs). Technology management and implementation projects. Create digital products & services for nonprofit enterprises and small and medium sized businesses. Detailed preparation of proposals, responses to RFPs, and face-to-face presentations are all efforts and activities used to win the following selected long-term contracts:
  + Box Save - a startup business-to-consumer service designed to disrupt parts of the residential and business moving industry.
  + STS Foundation and Au Pair Foundation - two nonprofit organizations under one international parent entity, both companies' mission serving children and families
  + Center for Information and Study for Clinical Research Participation (CISCRP) - a US national nonprofit organization with a mission to educate consumers and the pharmaceutical industry on the value and efficacy of clinical trials.
  + Boston Alliance of Gay, Lesbian, and Transgendered Youth (BAGLY) - this youth-led, adult-supported, social support organization is committed to social justice.

Project Manager | Box Save LLC. | Andover MA. | January 2015 - June 2017

* Providing technology, marketing, and business process design expertise to guide management from concept to launch
* Managing website designers and other professionals to build-out website funnels and eCommerce platforms; continuously improve the digital platform based on consumer analytics.
* Consult on market research and business plan; rolled out WordPress CMS and implemented a customized eCommerce solution utilizing Gravity Forms and Stripe; customized PHP, JavaScript to suit the company's sales and data workflow.
* Developed direct sales channels to support increased seasonal moving activity
* Implemented social media channels for content distribution strategy and to jumpstart SEO strategy
* Creating and implementing multi-channel digital marketing assets for increased lead generation

Director of Sales and Marketing | STS Foundation & Au Pair Foundation | Andover MA | May 2015 – May 2017

* HubSpot Sales and Marketing Administration
* Managed a national field staff of 11 to adopt new digital sales strategies and marketing processes as directed by the president and CEO
* Successfully analyzed and evaluated digital media providers' audiences to launch state-specific multi-channel advertising campaigns.
* Implemented retargeting campaigns of website & Facebook audiences
* Created a content lead generation system through internally curated content
* Managed design of promotional campaigns, PR, and other marketing efforts across all channels
* Developed and executed metrics-driven digital marketing and social media strategy while increasing followers, reach, and engagement, resulting in new participants, awareness, and fundraising.
* Implemented HubSpot CRM, CMS SaaS tools to generate qualified leads for sales and fill opportunity pipeline
* Proven success creating, managing, measuring digital media campaigns, including paid, owned, and earned media.
* Created multi-channel customer journeys using landing pages, email campaigns, social media posts, blogs
* Implemented retargeting campaigns of website & Facebook audiences

Development Director | CISCRP | Medford MA | May 2008 – September 2009

* Pharmaceutical industry outreach to secure funding for the launch of a nationwide media campaign
* Conducted market research to identify pharmaceutical companies, foundations to gain corporate support
* Campaign channels included: print, broadcast, email, and other digital media and raised over $150K net in six months

Director of Corporate Relations | MSPCC | Boston MA | January 2005 - December 2005

* Created Cause Marketing Plan boosting corporate donations from $550K to $1.3M from agency’s largest yearly event
* Developed agency fundraising video used in support of strategic Cause Marketing plan
* Published and distributed online press releases promoting agency events

Corporate Marketing Officer | The Home for Little Wanderers | Boston MA | February 2004 - January 2005

* Redesigned corporate program which significantly increased corporate gifts and sponsorships
* Sourced new corporate donors and increased donations from existing corporate donors
* Implemented cross-marketing vehicles to establish agency earned income through corporate sponsorships
* Recruited small and large companies as donors generating $275K

Agency Principal | Media Associates | Cambridge MA | January 1996 - January 2004

* Generated $4M in advertising agency billings...supervised an agency of 7 staff and vendors.

PROJECTS

Massachusetts Anti-Smoking Media Campaign | Massachusetts Department of Public Health

* Brokered over $1.5M of in-kind media, statewide, and negotiated over $7M of TV, Radio, Print media placements, events and outreach services supporting Massachusetts Anti-Smoking Media Campaign

Massachusetts Multicultural Advertising Campaign | Harvard Community Health Plan

* Developed multichannel marketing strategies to launch multicultural advertising campaigns for Harvard Community Health Plan of Massachusetts

Massachusetts State Tourism | Massachusetts Department of Tourism

* Managed Massachusetts Department of Tourism's multi-state media campaign to increase tourism to Massachusetts (Massachusetts, Rhode Island, Connecticut, New Jersey, New York, Pennsylvania).

EDUCATION

Masters of Business Administration | 3.5 | Bentley University | Waltham MA | 2015

CERTIFICATIONS

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| * Salesforce Certified Administrator | Salesforce | 2020   + Trailblazer badge: Expeditioner * Pharmaceutical Business Process Training: Cross-Functional Supply Chains, Raw Material Supply, Final Customer Distribution | Millipore Sigma | 2019 | * Constant Contact Certified | Constant Contact | 2019 * Agile Scrum Foundation | Simplilearn | 2020 * Inbound Certified | HubSpot | 2020 |

Knowledge, Skills, Abilities

Technical Skills: Working knowledge of Agile development process, methodologies, and tools; Excel (Pivot tables, VLOOKUP’s, data analysis, conditional formatting…); CRM–Salesforce (Sales & Service Cloud, CPQ); HubSpot; Data tools (Data Loader, Demand Tools; ETL (Extract Transform Load), Familiar with Tableau

Soft Skills: Effective Communicator, Active Listener, Self-aware, Project Leadership, Excellent written and verbal communications, interpersonal cross functional team-based interaction, organizational and detail orientation, analytical, planning, and problem solving.