

CONTACT

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☎ 203-843-4706

CAREER HIGHLIGHTS

- Ability to model business processes as data structures and applications in Salesforce
- Excellent verbal and communication skills with strong organizational and multi-tasking abilities.
- Experience and understanding configuring and maintaining system integration tools
- Technical: Windows OS, Salesforce (Certified Administrator, Certified App Builder), MATLAB (software, language: proficient), JavaScript (intermediate), Stata, Microsoft Office Suite, AWS Product Knowledge (ASA Certified), Social Media, HubSpot Sales Software, GoToMeeting, Slack
- Bilingual, fluent in Hebrew and English
- Proficient in guitar, saxophone, and didgeridoo
- **Coursework:** Calculus, Linear Algebra, Econometrics, Differential Equations, Programming in MATLAB, Numerical Analysis, Game Theory, Mathematical Modeling

EDUCATION

Bachelor of Arts in Economics and Applied Mathematics (Double Major)  
UNIVERSITY OF CONNECTICUT | Storrs, CT

AWARDS AND CERTIFICATIONS

- Salesforce Administrator Certified, Salesforce App Builder Certified, May 2020
- Associate Solutions Architect Certified, October 2018
- Dean’s List, Fall 2015, Connecticut Governor’s Scholarship recipient, Fall 2015-Spring 2018

YARDEN CANAAN

Committed to accuracy, efficiency, productivity and performance excellence

A strategic and top-performing Information Technology Professional with hands-on experience as a Salesforce Certified Administrator; offering 5+ years of significant experience in handling information technology, system integration tools, data structures and Salesforce Administration while supporting various technologies in fast developing and complex business facilities. Superior capacity to solve complex problems involving a wide variety of information systems, work independently on large-scale projects, thrive under pressure in fast-paced environments, and directs multiple projects from concept to implementation while developing unique initiatives to propel technology to the limit and optimize performance. Possesses strong communication, presentation, and time management skills, with the ability to see the big picture and understand details.

CORE COMPETENCIES

- |                            |                               |                             |
|----------------------------|-------------------------------|-----------------------------|
| • Computing skills         | • Attention to Detail         | • Mentorship and Training   |
| • Team Management          | • Strong Interpersonal Skills | • Salesforce Administration |
| • Technical Writing Skills | • Project Management          | • Integration management    |
| • Database management      | • Configuration Management    | • Systems Analysis          |

PROFESSIONAL EXPERIENCE

- AMAZON WEB SERVICES | Seattle, WA
- Technical Program Manager – Salesforce Administration** August 2019 – October 2020
- Proactively administrated instance of over 35,000 users working cases, assisted in Jira updates and answered ad-hoc user questions while developing a user training program to minimize cases not needing admin action. Topics included sessions on reporting and filtering data sets, explanation of validation rule errors on records and data hygiene best practices.
  - Held internal admin office hours for complex troubleshooting as Team Lead for customer casework. 6,000 user cases were closed, ranging from understanding what data populates fields, complex report building, user permissions issues, and various other topics. Mentored two new hires on all job functions.
  - Multitasked and collaborated with Program Manager teams to improve user experience including bringing more diverse user groups for testing, requiring communications to be sent regarding changes impacting user experience, and thorough documentation of new processes to streamline user support.
  - Managed user onboarding and licensing for all third-party tools while working directly with each company’s leadership and support to ensure that efforts were not being duplicated and communication was consistent.
  - Trained over 300 new sales reps through in-person classes on Salesforce; trainings ranged from foundational learning to best practices; became a point of contact for management and existing reps for dashboard and report building, as well as for personal activity audits.
- Team Lead – Sales Account Representative** June 2017 – August 2019
- Worked with customers to align business needs with AWS Cloud Resources through migrations onto digital infrastructure, as well as integrating applications into their existing workflow; over 4,500 touchpoints have been made with customers. Achieved AWS Solution Architect certification.
  - Served as team’s point of contact for any insight on processes; worked with tooling teams to improve their global customer product and agile teams to collect sales requirements for any changes proposed to salesforce environments.
  - Proactively maintained relations with stakeholders from partner companies, moderated meetings between partners and Inbound Sales team while managing Live Chat sales for the North America Commercial Sales sector and mentored over 20 new sales reps on the utilization of Live Chat services.
  - Worked with the IPC (Integrated Partner Campaign) team and called down joint product event lists to gauge customer engagement while driving sales for both AWS as well as the partner counterpart in their respective campaign.
  - Consistently utilized Salesforce reporting tools, MATLAB programming and Excel graphing to measure partner campaign success. Advised the sales management team on future campaigns based on the results of the analysis.

PRIOR PROFESSIONAL EXPERIENCE

- BOOST BUSINESS DEVELOPMENT | Rosh HaAyin, Israel
- Sales and Business Development Intern** June - August 2016
- UCONN ECONOMICS DEPARTMENT | Storrs, CT
- Research Analyst** November 2015 - October 2016