



Cheryl L Morrison

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CERTIFIED SENIOR SALESFORCE ADMINISTRATOR

Solutions Architect / Salesforce Developer / Implementation Specialist / Business Analyst

Expert Salesforce administrator with 10 years of CRM experience in technical and project management roles. Outstanding training, communication, leadership and analytical skills. Background in healthcare, contract management, finance, sales and marketing. Strong ability to serve as a liaison between business users, non-technical managers and technical project teams.

SALESFORCE TECHNICAL SKILLS

✓ Full cycle Salesforce implementations	✓ Customer Portal	✓ Apex coding
✓ Visualforce Pages	✓ Data Migration	✓ CTI Integration
✓ Data Loader	✓ Live Agent	✓ Omni-Channel
✓ Workflow	✓ Reports/Dashboards	✓ Validation Rules
✓ Service and Sales Clouds	✓ CPQ Integration	✓ Lead Management
✓ Process Builder	✓ Lightning	✓ Case Management
✓ Customer/Partner Portals	✓ Security and Permission	✓ Project Management
✓ Auto Response Rules	✓ Salesforce Communities	✓ Inventory Management
✓ Web-to-Lead configuration	✓ Marketing Cloud	✓ Web-to-case configuration
✓ Salesforce console app configuration	✓ Lightning	✓ Territory Management
✓ Email-to-Case configuration	✓ Object Routing and Assignment Rules	✓ Apex Coding

INTEGRATION EXPERIENCE

Five9 | APTTUS | AMC | Steelbrick | GeoPoint | Insidesales.com | Pardot | Marketo | TimeTrade | Conga | DocuSign | GainSight | Zuora | Scout | Wave Analytics | Lightning | Intacct | Demand Tools | Excel | Drop Box | One Drive | Jitterbit | Velocify | Xactly | Mail Chimp | Zoom Info | GLOVIA OM

WORK HISTORY

Salesforce Application Solution Engineer

Fujitsu

3/2017 – Present

- Proactively assists prospects and customers with technical issues that may arise with their solution implementation.
- Design implementation of salesforce solutions according to technical requirements
- Identify and provide timely solutions to meet business needs.
- Draft and deliver targeted PowerPoint presentations.
- Clearly articulate features and differentiate Solutions offerings to audiences ranging from CO's to engineers to convince about Solutions technological superiority.
- Improve business workflow by use of software offerings.
- Install, design, and configure highly customizable software to meet customer's specifications.
- Manage and coordinate technical requirements during the sales process
- Serve as a trusted technical advisor to the sales team, customers, and prospects
- Present Salesforce solutions to prospects in face to face meetings, at trade shows, and online
- Respond to functional and technical elements of RFPs/RFI

Sr. Application Engineer

Canon

8/2016 – 3/2017

- Led full cycle Salesforce service cloud implementation
- Managed soft phone CTI integrations between internal system
- Configured email-to- case routing and assignment
- Designed and delivered End-user instructor led training, documentation and guided video tutorials
- Handled Ad Hoc reporting, complex metrics and dashboard analytics request
- Built use cases to clarify requirements for case routing and assignment rules.
- Performed business analysis and developed requirements based on user needs
- Interfaced with various teams to support the design and implementation of new CRM capabilities
- Facilitated proof of concepts, enhancements, testing and support activities
- Enabled business insights working with stakeholders to identify and present KPIs through Reports and Dashboards

(WORK HISTORY CONTINUED)

Salesforce System Administrator **eMaint** **3/2015 – 5/2016**

- Lead implementation of quote-to-cash system within Salesforce
- Maintained declarative developments and custom Apex Code, VFP, Classes and Triggers
- Managed internal force.com customer community
- Managed FTP integrations from Salesforce to external databases
- Liaised with marketing team to deliver campaign reporting and client metrics
- Contributed towards building unified view of customer lifecycle from prospect to terminated client
- Improved standard operating procedures ensuring data quality and synchronization across systems
- Supported organization in understanding data controls and consistency

Salesforce Manager **Medical Guardian** **3/2014 – 4/2015**

- Lead a full cycle new salesforce implementation and API integration
- Organized training material and the on-going development of Salesforce curriculum
- Managed the development of API's for all third-party applications
- Managed and documented standard operational processes and change log requests
- Created and customized Visualforce pages, apex classes and apex triggers
- Streamlined contractual document process
- Implemented lead scoring and campaign management
- Participated in data integration processes with other enterprise applications

Salesforce Administrator **United Health Group** **4/2009 – 4/2014**

- Responsible for daily administration and management of Salesforce
- Produced documented technical specifications
- Customized objects, fields, record types, page layouts, and validations
- Led monthly salesforce on-boarding training sessions
- Maintained functional areas of Salesforce, including data management, contacts, leads, campaigns and other business objects

AP/AR Staff Accountant **Connolly HealthCare** **1/2006 – 1/2009**

- Streamlined daily report information entries for efficient record keeping purposes
- Managed accounting systems and financial records
- Reconciled company bank, credit card and line of credit accounts
- Maintained integrity of general ledger
- Completed weekly systems reconciles
- Trained on accounting principles and company procedures

EDUCATION

Institution	Area of Study	Dates of Attendance
Salesforce Certification	Certified Salesforce Administrator	3/8/2017
Salesforce University	Developer: 401	7/2016
University of Phoenix	Information Technology	2011- 2016
Thompson Institute	Medical Office Management	2000-2001