**Hideko Takada**

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**SUMMARY**

Hideko is a Business Analyst and certified Salesforce Administrator with 20+ years of professional experience spanning business domains such as technology, advertising, marketing, and publishing. Hideko implements business requirements on the Salesforce and Force.com platform including administrator tasks, data security, and data modeling. She takes pride in delivering high-quality products with precision and efficiency. She is passionate about ensuring that the product makes a big difference for the business and users.

**TECHNICAL SKILLS**

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| Salesforce: | SalesforceLightning**,** Sales Cloud, Community Cloud, Objects and fields, Record Types, Page Layouts, Validation Rules, Formula Fields, Workflows, Approval Processes, Process Builder, Schema Builder, Security Model, Data Management, Reports & Dashboards |
| Language: | SQL, MySQL, JavaScript, HTML, CSS |
| DevOps: | Git, GitHub |
| CMS Tools: | WordPress, Squarespace, Wix |
| Business Analysis Tools: | JIRA, LucidChart, Visio |

**PROFESSIONAL EXPERIENCE**

**Areya - FXFactory San Francisco, CA**

*Salesforce Administrator / Business Analyst* **2019 – 2020**

* Worked as a Salesforce Admin for a new ISV Partner AppExchange Product that provides a solution for foreign currency management better than the Multi-currency solution that is out-of-the-box in Salesforce
* Gathered business requirements and assisted salesforce developers withdefining technical specifications, QA, and UAT for the app development
* Conductedbusiness analysis and, working with Project Manager, created user stories using Jira
* Captured technical and business process flows using flow charts in LucidChart tool
* Built UI wireframes in LucidChart based on design meetings with primary beta customer
* Worked with Salesforce Architect and developers, taking on declarative development tasks such as creating and modifying custom objects and fields and validation rules

**Zen Cloud Technologies Burlingame, CA**

*Salesforce Administrator / Business Analyst* **2017 – 2019**

* Gathered business requirements and built a Salesforce Lightning custom app using Community Cloud and Force.com to track travel, expenses and invoices for internal Zen Cloud employees and consultants
* Application simplified and organized accounts receivable and payable related to client travel from India and within the USA to Zen Cloud offices and client offices
* Defined data model, relationships, standard and custom objects, and fields to track projects, consultants and employees, expenses, receipts, travel arrangements, invoices, and reimbursement payments
* Wrote user stories, working with the project manager, architect, QA Lead and developers to implement data model, features and overall functionality
* Responsible for declarative configuration including record types, page layouts, validation rules, formula fields and roll-up summary fields as well as business automation processes using workflow rules and approval processes.
* Working with architect, designed and implemented the security model including setting org wide default, profiles and permission sets
* Based on management requirements, generated reports, and dashboards to show outstanding payables and invoices related to travel expenses as well as upcoming employee and consultant planned trips to organize the Zen Cloud workforce
* Managed training plan for internal employees and consultants to ensure across the board adoption

**aina Tokyo, Japan**

*Business Analyst / Content Manager*  **2007 – 2016**

* Managed media publication projects for numerous beauty domain clients including L’OREAL, WELLA, Mandom to optimize their media productions, brand awareness and sales
* Gathered requirements from business stakeholders and creative producers and documented in business and media specifications to organize communication between business, producers, photographers and other creatives
* Quality checked creative deliverables including photography, graphic designs and other media publications based on original requirements and specification documents
* Supported project managers and creative producers, organizing project documents, communication, timelines, project plans and deliverables
* Conducted 100+ advertising promotions for these major beauty companies, making a significant impact in the media advertisements and brand awareness of these major global beauty brands
* Project managed all aspects of photoshoots including budget planning, generating concepts, casting, selecting venue, scheduling, overseeing hair & make-up, and directing lighting set-ups
* Consulted with graphic designers and web designers to polish layout and design based on client’s requirements
* Conducted trend analysis on consumer behavior in relation to beauty and fashion tastes

*Magazine Writer, Editor & Consultant* **1995 – 2016**

* Conducted 1500+ photo shoots and produced 2000+ articles for some of the major Japanese publishers including Hearst Fujingaho, Magazine House, Shuhunotomosha, Shufutoseikatsusha and others
* Collaborated with famous hair designers including Takeru Kawabata, Koji Yamashita, Michio Nozawa and others to create, edit and manage content across various publications which greatly influenced the Tokyo hairstyle trend
* Contributed to attracting millions of female customers for the Japanese hair salon industry

**CERTIFICATIONS, AWARDS & SKILLS**

* Salesforce Certified Administrator (Credential ID: 21324423)
* Lifetime Member at Beta Gamma Sigma
* Japanese (native fluency)

**EDUCATION**

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| San Francisco State University | 2020 |
| Golden State Technology Institute | 2017 |
| The Open University of Japan | 2016 |
| Kinran College | 1988 |