## ABOUT ME

Salesforce Administrator / Salesforce Developer / Salesforce Architect & High Tech Consultant

CERTIFIED AS
Salesforce Administrator
Salesforce Advanced Admin
Salesforce PD1
Salesforce PD2

## CONTACT

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**CDMX, MX**

## EDUCATION

**UNAM**
Electrical and Mechanical engineering
*2012*

**UNAM**
Physics
*2019*

## CERTIFICATION

*Salesforce Administrator*
*Salesforce Advanced Administrator*
*Salesforce app Builder*

# FRANCISCO LÓPEZ FIGUEROA HERNÁNDEZ

Salesforce Administrator / Salesforce Developer / Salesforce Architect & High Tech Consultant

## Objective

Help companies using my experience and knowledge to provide the best experiences with Salesforce.

## EXPERIENCE

EPAM SYSTEMS – LEAD SOFTWARE ENGINEER ( FEB 2022 – CURRENT)
- Work with client in discovery sessions to obtain the gap analysis.
- Work with different management levels to obtain requirements and create stories, epics and tasks for dev teams
- Analyze requirements
- Configuration and deployment to CPQ.
- Work on development for the different requirements
- Work on salesforce omnichannel, flows and different integrations
- Code, debug and integrate third party systems.
- Work with custom objects, mapping and Apex classes/triggers.

TCS – CLIENT SALESFORCE HIGH TECH CONSULTANT (SEP 2020 – FEB 2022)
- Support level 3 Cases resolution
- Work with final users, key users on new requirements, refinements, user stories and retrospectives as a facilitator
- Migrations of configurations for org62 integrations
- Enterprise Operations, features and enhancements for NA101.
- Code, debug and integrate third party systems.
- Work with Custom objects, Mappings and Apex classes / triggers
- Maintain previous apex classes and triggers
- Help with new implementations and projects

SMART LENDING  - **SALESFORCE ARCHITECT** (FEB 2020 TO SEPT 2021)
- Work with final users, key users on new requirements, refinements, user stories and retrospectives as a facilitator
- Create solutions to help operations reflecting some financial services features
- Implement and integrate other CRM systems such as Hubspot and AWS backend
- Administrate Salesforce Sales cloud
- Maintain and create connected apps that allows to integrations to work
- Implement AWS Voice with Salesforce sales cloud
- Integrate Whatsly and Salesforce
- Manage and administrate Forecast and help operations to use it
- Help to the operation to accept new features

ARTHREX - **REGIONAL SALESFORCE ANALYST**
*(Nov-2019 to Feb - 2020)*
- Help to implement Salesforce Sales cloud for Mexico and Brazil and Colombia
- Work with final users, key users on new requirements, refinements, user stories and retrospectives as a facilitator
- Administrate Salesforce users, create automations.
- Help Business users to create user stories, epics and tasks for DevOps Team
- Work with Stakeholders to create an implementation plan for SFDC sales cloud LATAM
- Jitterbit data migrations
- Train users for different levels and roles
- Pardot Journeys creation and integration

**HSBC MEXICO - SALESFORCE & CRM TOOLS MANAGER**
*(04-2018 to 11-2019)*

- Help to implement Salesforce Marketing Cloud and help to analyze the requirements to integrate with Teradata CIM
- Help to implement as a facilitator and product owner from Business side Agile ceremonies.
- Implementation of change controls and request tickets with Jira and Salesforce
- Train in salesforce Marketing cloud use

**ABBVIE PHARMACEUTICALS - CRM ADMINISTRATOR AND BTS SPECIALIST**
*2013-11-2019)*

- Oracle CRM on demand implementation for LATAM and CRM methodology and platform implementation.
- Management of CRM implementation projects from the initial stages of
- requirements until go live and post production.
- With a team of two people we implemented a CRM to support
- the operation of different patient programs for
- LATAM
- Development of indicators and metrics for the management and control of a program of patients complying with regulations and policies of the laboratory. Implementing them successfully from the idea initial until the training to different types of users.
- Analysis, advice and implementation of process improvements and configurations in the CRM.
- Complete migration from Oracle CRM on demand to Salesforce for LATAM accomplishing the goals.
- Implementation of Salesforce health cloud including marketing cloud and Salesforce one.
- Help to define the business requirements for Salesforce implementation.
- Help to create the KPI's on wave analytics.
- Implementation of controls and change management, and help users to define requirements.

**3M MEXICO - PROJECT COORDINATOR**
*(09-2010 to 11-2013)*

- Coordination of CRM implementation project for the different business divisions.
- Change management
- Communication.
- Training for end users and trainers
- Generation of metrics, creation and analysis of reports.
- Review and assessment of impact on process changes and configurations.
- Developed multifunctional activities in the areas of six sigma, Strategic Planning and Business Intelligence.Skills
- Salesforce Sales Cloud & CPQ
- Salesforce Service Cloud
- Solution Marketing Cloud
- BI
- Lightning, APEX, Flows and Builder
- Strategic planning
- Project Management